

Logo Usage Guidelines

Maintaining consistency is key to establishing a new brand. The following information has been provided as a guide when working with the new Family & Children's Services logo. Please do not recreate, distort or alter any component of the artwork as supplied. **Preferred use is CMYK logo on white background as shown above.**

Colours:

CMYK 0 0 100 0	PMS Yellow	RGB 255 242 0
CMYK 96 33 20 0	PMS 7704	RGB 0 132 173
CMYK 5 98 100 0	PMS 485	RGB 226 39 38
CMYK 48 0 100 0	PMS 2292	RGB 147 200 62
CMYK 0 0 0 100	PMS Black	RGB 35 31 32
(CMYK version preferred.)		

Fonts:

SERLIO LT STD

Photina MT Std

Times New Roman is an acceptable substitute for body copy if the fonts above are unavailable.

Minimum Print Size:



Safe Area:

Leave a clear space equal to 3x the width and/or height of the ampersand (\mathcal{E}) clear of other text or graphics.





Acceptable Alternates:



Shadow removed.



Approved grey version.

Unacceptable Usage:



Do not change the font.



Do not change the colours.



Do not change the proportions.



Do not include shadow if background is not white. <u>Avoid</u> coloured or patterned backgrounds that match logo colours or interfere with legibility.

For further information on logo usage, or to receive official digital copies, please contact: Eyelight Inc. via email: info@eyelight.com or tel: 519-743-2600