



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

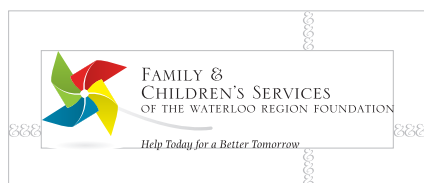
Times New Roman is an acceptable substitute for body copy if the fonts above are unavailable.

Minimum Print Size:



Safe Area:

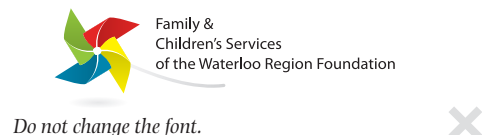
Leave a clear space equal to 3x the width and/or height of the ampersand (&) clear of other text or graphics.



Acceptable Alternates:



Unacceptable Usage:



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