building value™

USE • REBUY

USAGE **GUIDE**

2008

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COLOR

pantone® 362 C

COLOR

pantone® 294 C

pantone® 462 C

black/grey

BOLD for headlines

MEDIUM for subheads

BOOK for body copy

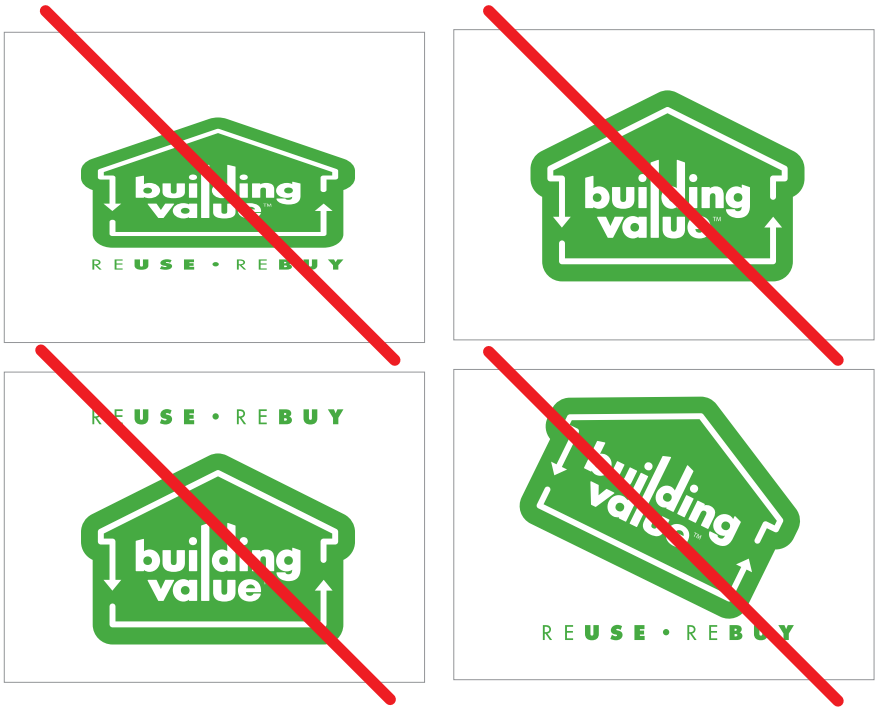
LIGHT for call outs

TYPOGRAPHY

futura [bold, medium, book, light]

use Futura for advertising materials, ads, signage, etc.

when Futura is not available use a san serif such as arial



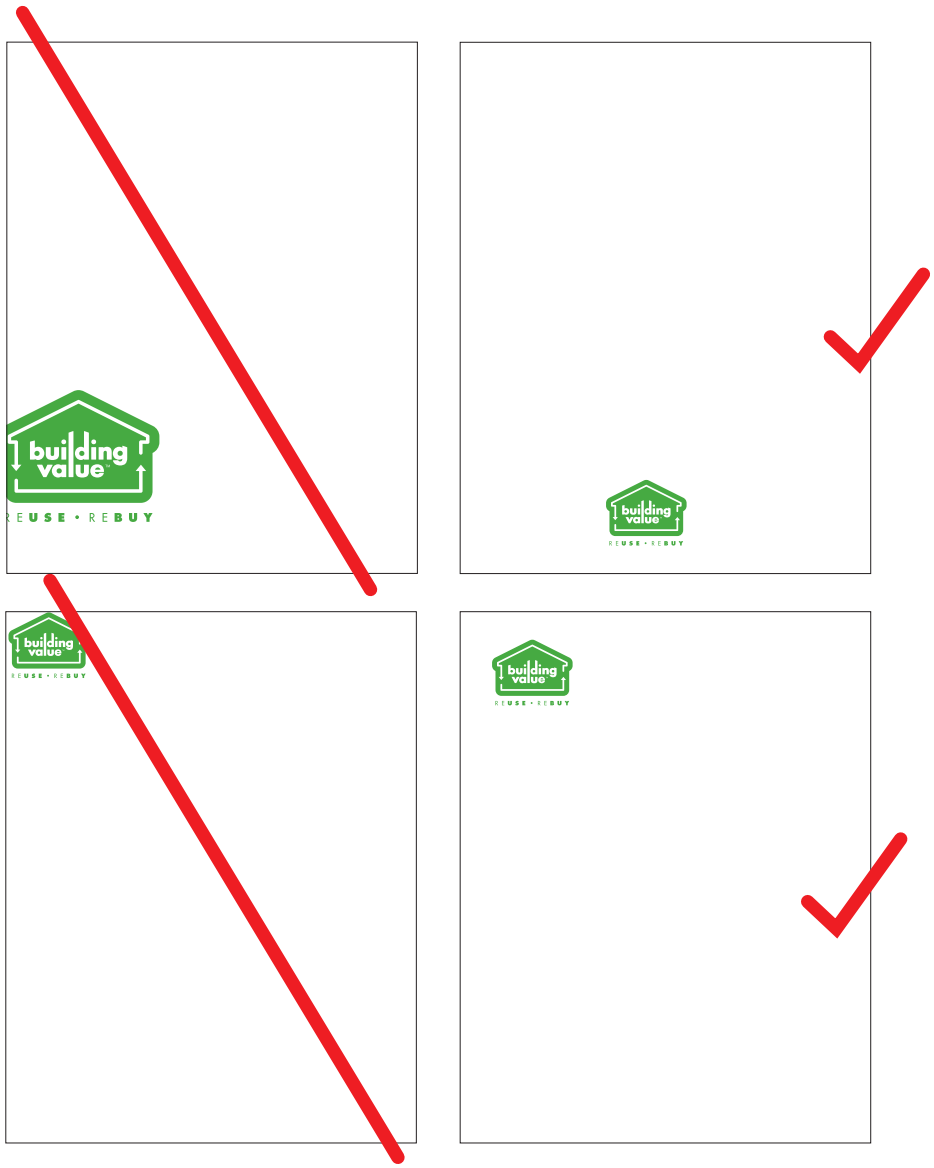
ORIENTATION/PLACEMENT

do not warp, stretch, or alter the shape in any way

do not remove the tagline from the lockup

do not change the location of the tagline

do not rotate the logo



PLACEMENT

logo should be placed on a page with “breathing room” on all sides of the mark

sides of the logo should not touch the edge of the page

COLOR/IMAGE USE

full color logo is preferred, use B/W logo when color logo cannot be used

full color logo is best used on a white background

use spot color when possible, CMYK process conversion when spot color is not possible

do not place full color logo on a color background (use knock out)

do not place logo on a patterned background

do not place logo on a gradient

if logo is placed on an image, knock out the logo

.75"

SIZE/CLEAR SPACE

logo can be no smaller than .75" wide

minimum clearspace allowance should use the "L" in building value from edge of logo extended as a reference point