

Logo Guidelines

Client: Idaho Commission for Libraries

Primary Logo



Logo mark with logo type



Logo Mark

Logo mark clear space requirement.

The minimum required **Clear Space** is defined by the measurement 'X'. When placing this logo make sure other elements do not cross the clear space requirement which is 20px in size.

Alternative Logo versions



Font used in logotype

Brandon Grotesque Light

1234567890 !@E\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmanopqrstuvwxyz

Don't abuse your logo

| | | | |
|-------------------------------|--------------------------|----------------------------|---------------------------|
| | | | |
| Don't change element position | Don't stretch or distort | Don't change color or font | Don't change element size |

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Color Requirements

| |  |  |
|-------------|---|---|
| PMS | 7670 | 367 |
| CMYK | C 77 M 78 Y 10 K 1 | C 40 M 0 Y 81 K 0 |
| RGB | R 88 G 80 B 148 | R 163 G 213 B 193 |
| | #585094 | #A3D55D |

Although it is best to use Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process (CMYK) or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

When color (Spot or CMYK) is not available, use the single color version (black or white preferred) or the reversed (white on black or white on purple) version.



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Background Usage

Whenever possible, the Logo should be used on a white or neutral background, but for those applications that require a background color, the following guidelines should be followed.



Avoid using the logo on busy background or background with similar color of the logo. A few examples to avoid are shown below.



Too busy



On top of photo



Lack of contrast