

# 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 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## 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