



IDAHO  
**TALKING**  
**BOOK**  
SERVICE

## Logo

Your logo is the most visible element of the identity—a universal signature across all communications. It's a guarantee of quality and professionalism of services.

You should use the same logo in print, on screen, and on the buildings. It's simple and easy to understand. The logo is made up of logomark and logotype. Logomark can be used alone, but logotype should not be used separately from logomark in any situation. Use Logomark only when there is little room or size.

While it is a simple logo, you must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



### Logotype clear space requirement.

The minimum required clear space is defined **X**. Make sure other elements do not cross the clear space requirement.

### Tagline requirement.

The minimum required clear space between the logo and the tagline is defined by **X**.





## Typefaces

Typography is an important aspect of your identity. Your typographic style contributes to your distinctive aesthetic.

Primary  
**Akzidenz**

Used for headings,

**123456789!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Secondary  
**Trajan Pro**

Used for headings,

**123456789!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Adobe Garamond and Calibri**

Used for long body text

123456789!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Combine fonts like so:

## Experience you need. Results you want.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

## Watch out!

Don't abuse your logo. Avoid using the logo on busy background or background with similar color of the logo. A few examples to avoid are shown below.



Busy Background



Busy Photo Background



Lack of contrast



Don't change element position



Don't stretch or distort



Don't change color

Color

