



identity style & usage manual

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COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

This style guide has been designed to provide consistency regarding the use of the Family Weekend logo. Establishing a strong and instantly recognizable identity for the Family Weekend logo can only be achieved through the consistent application of the logo.

We request that the following guidelines be adhered to at all times when using the Family Weekend logo.

FAMILY WEEKEND

NO PET MONSTER

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PMS

PMS 282

Process

C: 100%

M: 68%

Y: 0%

K: 12%

RGB (Web Only)

R: 0

G: 83

B: 155



PMS 199

C: 11%

M: 100%

Y: 70%

R: 211

G: 30

B: 70

NOTE: Inks are more likely to darken on uncoated paper.

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Futura Extra Bold Condensed (Modified)- Regular

**A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

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FULL COLOR, WHITE BACKGROUND



BLACK AND WHITE, WHITE BACKGROUND



ONE COLOR, REVERSE OUT

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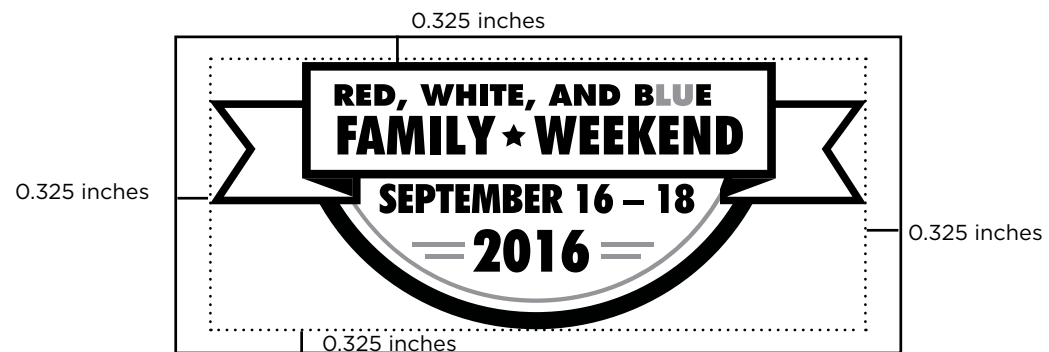
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Free space of at least .325 inches must be maintain around all four sides of the logo when logo is used on stationery (letterhead, envelopes, and business cards) and other similar small size applications. Free space will necessarily increase as the size of the logo increases to larger sizes, such as posters and banners. Please consult Design Lab if you have any questions.



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Incorrect Logo Usage

Misuse of the No Pet Monster logo devalues its brand. Do not stretch the logo, when a logo is stretched, it is inappropriately distorted (1 & 2). Ensure that you maintain the aspect ratio when enlarging the logo. Do not rotate the logo (3).



NO PET MONSTER

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Shirt 11" x 11"



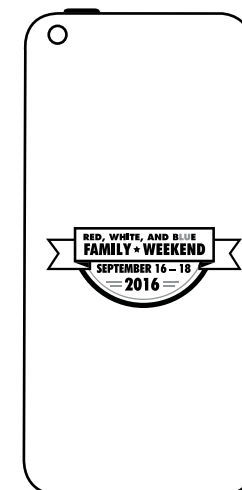
Polo 3" x 3"



Hat 2.75" x 2.75"



Phone Case



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For print and web applications of the logo, the following is suggested:

FOR THE WEB

For new browsers, such as Firefox, Chrome, and Internet Explorer 8 or later
PNG files are preferred.

Some PC owners who use Internet Explorer 8 or later sometime report problems
with the transparency support for PNG files.

For older browsers

JPGs are preferred for photographic images.

GIFs are preferred for graphics and graphics with transparent backgrounds.

For printing,
TIFFs are used.

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Contact

Directors of Design Lab

Wade Lough: loughkw@longwood.edu 434.395.2292

Chris Register: registercm@longwood.edu 434.395.2295

Design Lab will be happy to assist in any future assistance with the logo, including color issues, usages, and application to other items and merchandise. Please contact us when you feel necessary.