

P E R F O R M I N G
G O A T S
P R E S S

The logo consists of the words 'PERFORMING GOATS PRESS' in a serif typeface. 'PERFORMING' is in all caps and spaced out. 'GOATS' is in a larger, bold all caps font. The letter 'O' in 'GOATS' is a solid red circle, and a black silhouette of a goat is shown in mid-leap, passing through the center of the 'O'. 'PRESS' is in all caps and spaced out below 'GOATS'.

identity style & usage manual

PERFORMING GOATS PRESS

BACKGROUND

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 Performing Goats Press logo. Establishing a strong and instantly recognizable identity for the Performing Goats Press 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 Performing Goats Press logo.

PERFORMING GOATS PRESS

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BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

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LOGO APPLICATIONS

FURTHER INFORMATION



PMS

PMS 484

Process

C: 25%

M: 92%

Y: 99%

K: 20%

RGB (Web Only)

R: 160

G: 49

B: 35



BLACK

C: 0%

M: 0%

Y: 0%

K: 100%

R: 0

G: 0

B: 0

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

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

LK Better Days- 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**

PERFORMING GOATS PRESS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

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LOGO APPLICATIONS

FURTHER INFORMATION

PERFORMING
GOATS
P R E S S



FULL COLOR, WHITE BACKGROUND

PERFORMING
GOATS
P R E S S



BLACK AND WHITE, WHITE BACKGROUND



ONE COLOR, REVERSE OUT

PERFORMING GOATS PRESS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

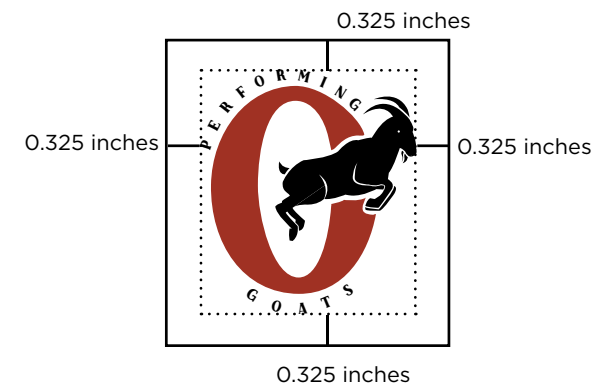
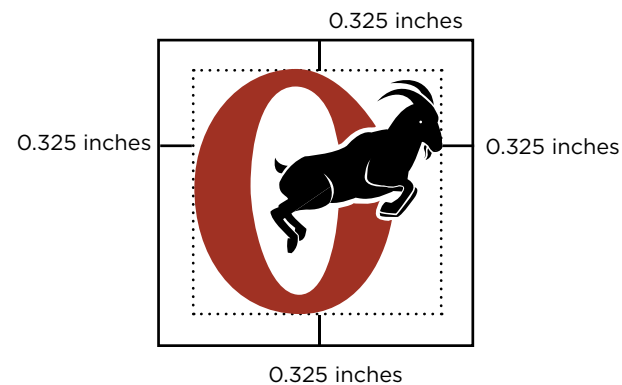
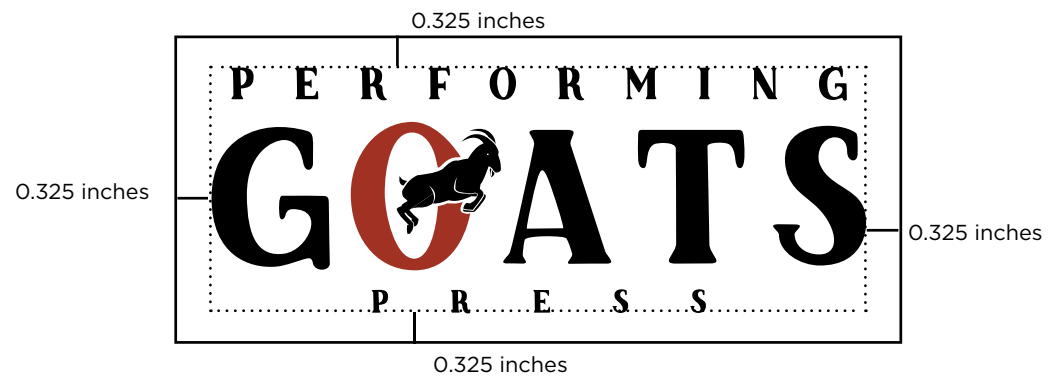
LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

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.



PERFORMING GOATS PRESS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

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).



PERFORMING GOATS PRESS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Card 3.5" x 5"



Polo 3" x 3"



Hat 2.75" x 2.75"



Phone Case



BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

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.

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Contact

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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.