



Logo Usage & Guidelines



Lock-up

The primary lock-up should be used in most cases. An alternate secondary lock-up is available for use if needed.

Clearspace

The clearspace is equal to the height of the lower case "x" of the word "Cornerstone" in the logo.

Color

Please see color section for CMYK and RGB equivalents. Alternative logos are available for 1 color and black and white printing.



Lock-up

The secondary lock-up should be used only in instances where the primary lock-up cannot.

Clearspace

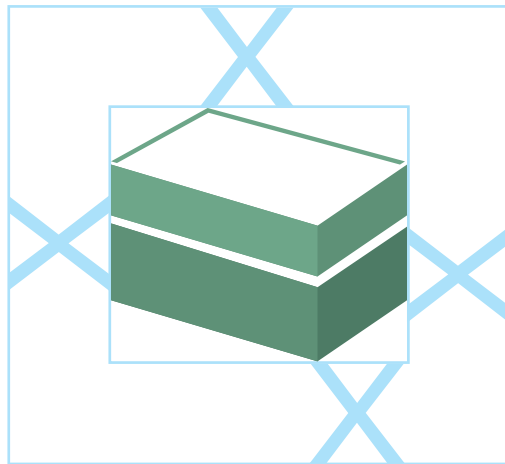
The clearspace is equal to the height of the lower case "x" of the word "Cornerstone" in the logo.

Color

Please see color section for CMYK and RGB equivalents. Alternative logos are available for 1 color and black and white printing.

logo versions

icon only lockup



Lock-up

The icon only lock-up should be used in instances where the primary lock-up cannot. Website avatars, favicons etc. are instances where the icon only lock-up might be used.

Clearspace

The clearspace is equal to the height of the lower case "x" of the word "Cornerstone" in the logo. In the icon only lock-up the word "Cornerstone" is not seen. The clear space should be equal to the height of the lower case "x" of the word "Cornerstone" as if it were there.

Color

Please see color section for CMYK and RGB equivalents. Alternative logos are available for 1 color and black and white printing.

colors

primary logo colors



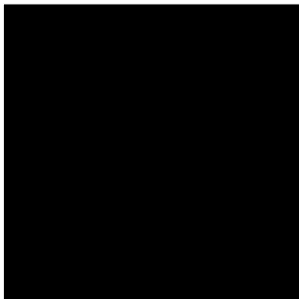
CMYK 55 10 50 40
RGB 77 123 101
HEX #4D7B65



CMYK 55 10 50 25
RGB 94 145 119
HEX #5E9177



CMYK 55 10 50 10
RGB 109 166 137
HEX #6DA689



CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

fonts


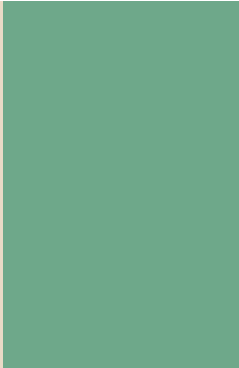




primary font

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

colors

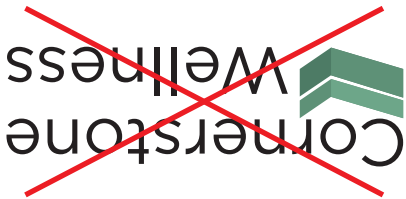
primary color palette

					
CMYK 8 12 21 0 RGB 233 218 198 HEX #E9DAC6	CMYK 55 10 50 10 RGB 109 166 137 HEX #6DA689	CMYK 55 10 50 25 RGB 94 145 119 HEX #5E9177	CMYK 57 86 3 0 RGB 132 71 151 HEX #844797	CMYK 0 0 0 0 RGB 255 255 255 HEX #FFFFFF	CMYK 30 30 30 100 RGB 10 2 3 HEX #0A0203

incorrect usage

1. Never turn the logo upside down.
2. Never change the logo colors.
3. Never overlay the logo on a busy patterned background, illustration or photograph.
4. Never change the size relationships of the logomark and logotype.
5. Never overlay the logo on the background color that is similar to the logo colors.
6. Never crop the logo or allow it to bleed off a page.
7. Never use the logo as a repeated pattern or for any other decorative purpose.
8. Never scale the logo beyond the stated minimum size.
If you are scaling the logo smaller than 1.5", please contact us.
9. Never make alterations, additions or substitutions to the words in the logo.

some examples:



WHAT DO I DO AFTER I GET MY FINISHED FINAL LOGO FILES?

Congratulations, you've just received your finished logo files. Thank you for choosing ProSource Printing to design your new logo!

INCLUDED FILES

We have provided two lockup versions of your logo in various formats and colorspace.

1. JPG Files - The jpeg is the most common image file type, and is easily opened on any computer platform with a multitude of software applications. This can be used for websites, Facebook, Twitter, etc. It is not intended for print. JPG files will have a white background behind your logo.
2. PNG Files - We've included another type of image file called a Portable Network Graphic file or png. PNG's are similar to jpeg's in that they are easily opened and viewed on any computer platform, but also have the added benefit of transparency, so the white background behind and around your logo won't appear as a white box when used for output.
3. EPS File - EPS stands for Encapsulated Post Script, and was developed originally by Adobe as a programming language for printers. A few notes on EPS files if you want to get really geeky:

Why EPS's are great? - An EPS logo is a vector graphic and is completely scalable, which means it can be used for everything from pens and mugs, to banners, decals, & signs of any size without losing any of its sharpness or clarity.

EPS's are an industry standard - You can take your new EPS logo to pretty much any professional for signage and merchandise. In fact it's the file format most good vendors prefer, because it ensures they can reproduce the quality you're used to seeing with almost any type of output.

But I can't open my EPS - Viewing EPS files is actually pretty easy. If you have a Windows or Mac computer, you probably already have at least one program that can open EPS files, and there are several other good ones. Here are some: Microsoft Word can embed eps files in documents, so it can serve as a simple EPS viewer. Just drag and drop the file into a new word document and you'll see the EPS file. To do this in older versions of Office, you might have to use the "insert" menu. Apple Preview can open EPS files. This program, only for Macs, comes installed on all Macs. Adobe Acrobat can open EPS files on either platform. Professional programs such as Adobe Illustrator and Adobe Photoshop can open EPS files.

BACKUP FILES

After delivery of the logo files, we recommend you backup the files immediately. After delivery of the logo files, it is your responsibility not to lose the files.

We recommend backing up in 2 sources and in 2 locations. A few backup solutions and ideas include:

Backup on your computer in your business documents with a separate folder called "Logo".

An online storage like Dropbox.com.

An external USB key and put it in your file cabinet and/or off-site.

Burn a CD/DVD with the files on it and put it in your file cabinet and/or off-site.

Note: If you happen to lose the files and need a copy, we archive the files and can provide you with what you need. It will take some additional time to get the files to you though.

TRADEMARK/COPYRIGHT

Copyrights and trademarks are used to protect your intellectual property against infringement. Copyrights protect works of authorship, such as written work, film, audio, digital files and logos. These usually apply to works you've created. Trademarks are used for words, phrases, and symbols that identify a company and distinguish it from others. Because our custom logos include original, and often times commissioned, artwork you may want both a copyright and trademark to protect it and your brand from unauthorized use.

It is your responsibility as a business to protect your new logo design and your brand. People may copy, repurpose or even blatantly steal your logo.

We have even seen logos copied and then tell the logo owner that they need to take down their logo or they will get their lawyer involved. There are delusional people out there, so please protect yourself.

If this happens, there are a variety of things you can do to have the infringing party take down your stolen/repurposed logo. We do not, nor give legal advice, but we do recommend a trusted lawyer. If your logo is stolen, it is not ProSource Printing's responsibility to protect your logo.

Copyright/Trademark Process & Forms

You may want to go through the copyright process found here: <http://www.copyright.gov> or trademark process found here: <http://www.uspto.gov> - again, we recommend that you talk to a lawyer about it.

Thank you for your business and enjoy your new logo!

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