

Menches 1885 Hamburgers

Logo Usage & Guidelines

logo versions

primarylockup



Lock-up

The primary lock-up should be used in most cases.

Clearspace

The clearspace is equal to the height of the upper case "X" of the word "Hamburgers" 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.

colors

primary colors



#B98838 Conversion table

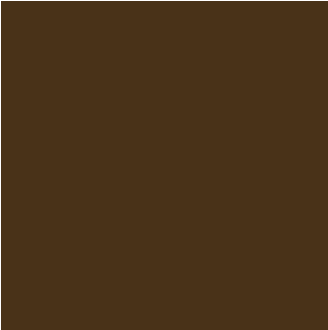
Category
orange (light orange)

HEX
#B98838

RGB
R 185 G 136 B 56

HSL
H 37.21 S 0.54 L 0.47

CMYK
C 0% M 19% Y 51% K 27%



#493217 Conversion table

Category
orange (dark orange)

HEX
#493217

RGB
R 73 G 50 B 23

HSL
H 32.4 S 0.52 L 0.19

CMYK
C 0% M 9% Y 20% K 71%

font

primary font

Copasetic

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

A B C D E F G H I J K L M N ° P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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" (1" for vertical version), 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 and thank you for choosing ProSource Printing to design your new logo!

INCLUDED FILES

We have provided various versions of your logo in numerous formats.

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:

What makes EPS so 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, but do charge a small retrieval fee.

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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