



CORPORATE **STANDARDS** GUIDE

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This guide is a tool to create consistency in the application of the new visual identity of Logomark. These standards provide the foundation for supporting Logomark’s Corporate identity system. It is important that these standards are followed carefully so that we can ensure consistent style and quality of the company.

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Contents

Mark Element & Orientation..... 2

Proper Sizing & Spacing 3

Colors..... 4

Full Color Usage 6

One Color Usage 7

Brand Font and Usage..... 8

Brand Stationery..... 9

Letterhead Typing Template 10



The Logomark Corporate Mark

The Logomark Corporate logo mark is composed of three elements:

- Logomark square icon
- Logomark custom-drawn logotype
- “Different by design” tagline.

To accommodate various uses of the logo, different orientation standards have been set up. No other orientation is acceptable. The mark must be used from digital master artwork. Do not attempt to create your own versions.

• Corporate mark without tagline

• Icon or Logotype by itself

• Vertical Stacked orientation

• Tilted icon by itself

The titled icon by itself must never be used as a standalone logo. It must be used in conjunction with a version of the logo containing the Logotype



Proper Sizing & Spacing

The Logomark logo must be positioned in its own space, setting it apart from other images and text. The dotted line around the mark represents the minimum area and is supplied in the master artwork.

Minimum Sizing

The minimum reproduction size for the mark containing the tagline “Different by design” is 1 inch - width.

The minimum reproduction size for all other versions without the tagline is .5 inch - width.



1 inch
wide



.5 inches
wide

Colors

The corporate colors for Logomark are as follows:

Pantone

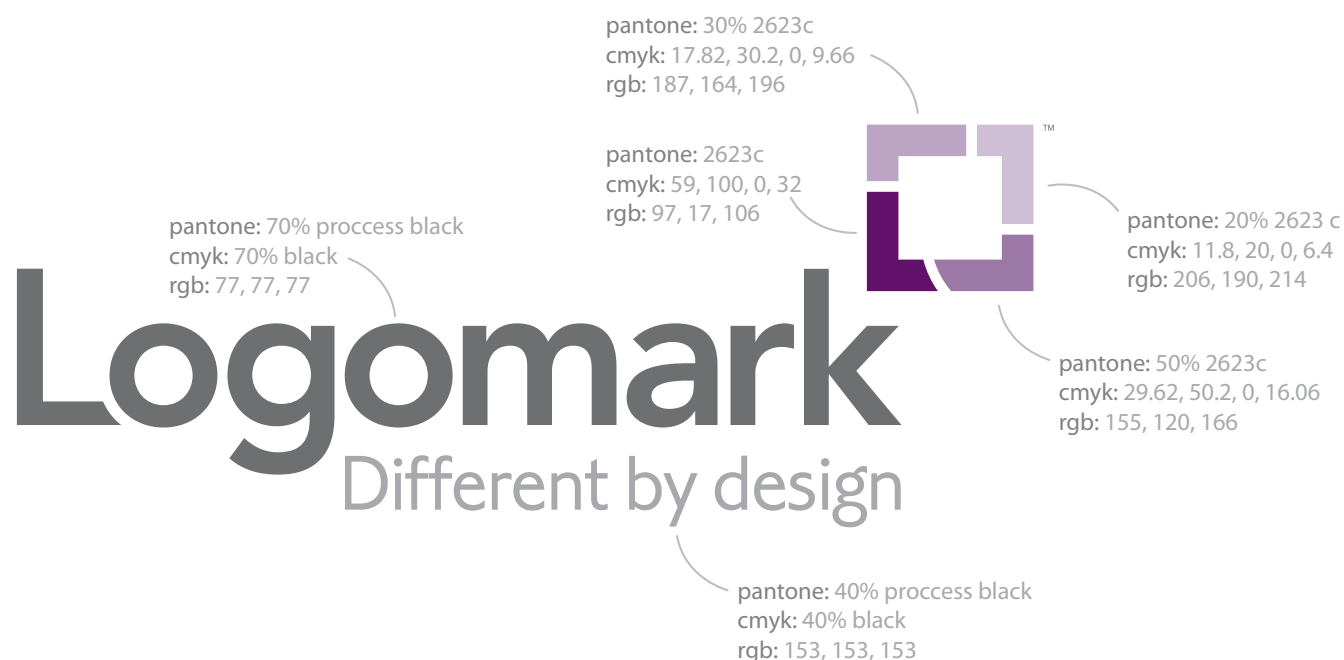
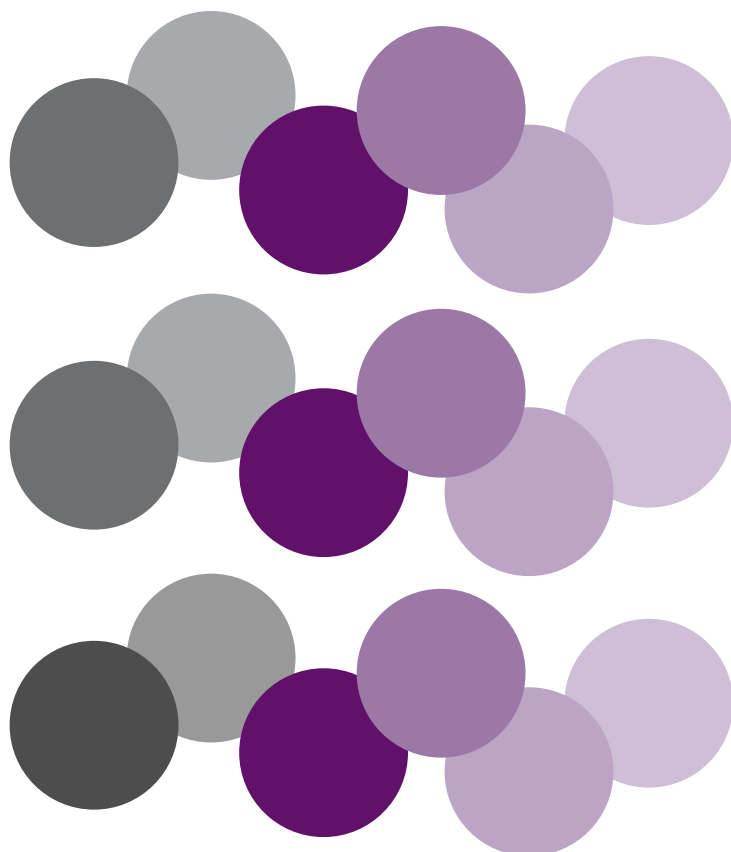
70% process black
40% process black
100% Pantone 2623c
50% Pantone 2623c
30% Pantone 2623c
20% Pantone 2623c

CMYK

70% black
40% black
59, 100, 0, 32
29.62, 50.2, 0, 16.06
17.82, 30.2, 0, 9.66
11.8, 20, 0, 6.4

RGB

77, 77, 77
153, 153, 153
97, 17, 106
155, 120, 166
187, 164, 196
206, 190, 214



Reversed Color

The mark can be represented with the Logomark Corporate Royal Purple background if shown in reversed color. No other color than those shown below can be used.

Pantone (Pantone 2623c Background)

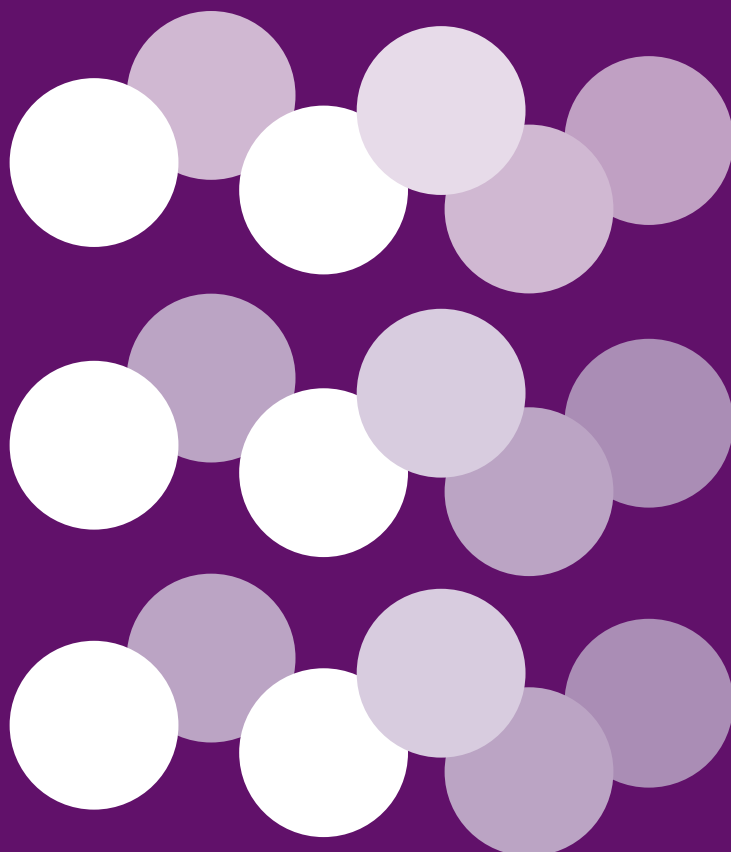
100% process white
30% Pantone 2623c
100% process white
15% Pantone 2623c
30% Pantone 2623c
40% Pantone 2623c

CMYK (59, 100, 0, 32 Background)

100% white
17.82, 30.2, 0, 9.66
100% white
8.79, 14.9, 0, 4.77
17.82, 30.2, 0, 9.66
23.6, 40, 0, 12.8

RGB (97, 17, 106 Background)

255, 255, 255
187, 164, 196
255, 255, 255
216, 204, 223
187, 164, 196
170, 141, 181



pantone: 30% 2623c
cmyk: 17.82, 30.2, 0, 9.66
rgb: 187, 164, 196

pantone: 100% process white
cmyk: 100% white
rgb: 255, 255, 255

pantone: 100% process white
cmyk: 100% white
rgb: 255, 255, 255



pantone: 40% 2623 c
cmyk: 23.6, 40, 0, 12.8
rgb: 170, 141, 181

pantone: 15% 2623c
cmyk: 8.79, 14.9, 0, 4.77
rgb: 216, 204, 223





































Logomark

Different by design

pantone: 40% process black
cmyk: 40% black
rgb: 153, 153, 153

Full Color Usage





























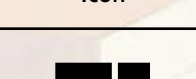
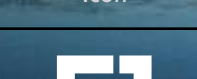
Wherever possible the mark should be used in Logomark Corporate Royal Purple and Gray colors on white, however, other options are available. To ensure the quality and integrity of the mark, please follow the guide below. No other color than those shown below should be used.

White Background	Black Background	Royal Purple Background	Gray (70% Black) Background	4 Color Light Background	4 Color Dark Background
 Logomark <small>Different by design</small> Full Color Corporate Logo	 Logomark <small>Different by design</small> Reversed Full Color Corporate Logo	 Logomark <small>Different by design</small> Reversed Full Color Corporate Logo	 <small>Different by design</small> Do not use	 Logomark <small>Different by design</small> Full Color Corporate Logo	 Logomark <small>Different by design</small> Reversed Full Color Corporate Logo
 Logomark Full Color Corporate Logo without tagline	 Logomark Reversed Full Color Corporate Logo without tagline	 Logomark Reversed Full Color Corporate Logo without tagline	 Do not use	 Logomark Full Color Corporate Logo without tagline	 Logomark Reversed Full Color Corporate Logo without tagline
 Logomark Corporate Gray Logotype	 Logomark Corporate Gray Logotype	 Do not use	 Do not use	 Logomark Corporate Gray Logotype	 Logomark Corporate Gray Logotype
 Logomark Corporate Purple Logotype	 Do not use	 Do not use	 Do not use	 Logomark Corporate Purple Logotype	 Do not use
 Full Color Icon	 Reversed Full Color Icon	 Reversed Full Color Icon	 Do not use	 Full Color Icon	 Reversed Full Color Icon
 Logomark Full Color Vertical Stacked Logo	 Logomark Reversed Full Color Vertical Stacked Logo	 Logomark Reversed Full Color Vertical Stacked Logo	 Do not use	 Logomark Full Color Vertical Stacked Logo	 Logomark Reversed Full Color Vertical Stacked Logo

One Color Usage

Wherever possible the mark should be used in Logomark Corporate Royal Purple and Gray. If this is not possible, the mark may be reproduced in one color. No other color than those shown below should be used.

*One color black versions of the logo may also be shown on the Gray background.

White Background	Black Background	Royal Purple Background	Gray (70% Black) Background	4 Color Light Background	4 Color Dark Background
 <p>One Color Black Corporate Logo</p>	 <p>One Color White Corporate Logo</p>	 <p>One Color White Corporate Logo</p>	 <p>One Color White Corporate Logo</p>	 <p>One Color Black Corporate Logo</p>	 <p>One Color White Corporate Logo</p>
 <p>One Color Black Corporate Logo without tagline</p>	 <p>One Color White Corporate Logo without tagline</p>	 <p>One Color White Corporate Logo without tagline</p>	 <p>One Color White Corporate Logo without tagline</p>	 <p>One Color Black Corporate Logo without tagline</p>	 <p>One Color White Corporate Logo without tagline</p>
 <p>One Color Black Logotype</p>	 <p>One Color White Logotype</p>	 <p>One Color White Logotype</p>	 <p>One Color White Logotype</p>	 <p>One Color Black Logotype</p>	 <p>One Color White Logotype</p>
 <p>One Color Black Icon</p>	 <p>One Color White Icon</p>	 <p>One Color White Icon</p>	 <p>One Color White Icon</p>	 <p>One Color Black Icon</p>	 <p>One Color White Icon</p>
 <p>One Color Black Stacked Logo</p>	 <p>One Color White Vertical Stacked Logo</p>	 <p>One Color White Vertical Stacked Logo</p>	 <p>One Color White Vertical Stacked Logo</p>	 <p>One Color Black Stacked Logo</p>	 <p>One Color White Vertical Stacked Logo</p>



Tilted icon by itself

The tilted icon by itself must never be used as a standalone logo. It must be used in conjunction with a version of the logo containing the Logotype. The tilted icon may only be seen on the Corporate Royal Purple background as supplied in the master artwork.



Brand Font

The Logomark Corporate mark is a unique based off of the Corinthian type face.

For signs, literature and stationery, we use the Corinthian font family. Whenever possible use the Corinthian font family for design projects such as signs, banners, and mailers to unify the look across all mediums.

Corinthian Light

Corinthian Medium

Corinthian Bold

Corinthian Bold Condensed

Incorrect Usage in Continuous Text

Ever wish you could walk into your ~~Logomark~~ Portfolio?
~~Logomark's~~ Design Centers provide a creative edge for our clients, enabling them to maximize time and resources by supplying an all-in-one personal showroom...

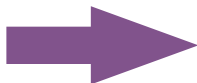


Correct Usage in Continuous Text

Ever wish you could walk into your ~~Logomark~~ Portfolio?
Logomark®'s Design Centers provide a creative edge for our clients, enabling them to maximize time and resources by supplying an all-in-one personal showroom...

~~Logomark~~

Incorrect



Logomark®

Correct

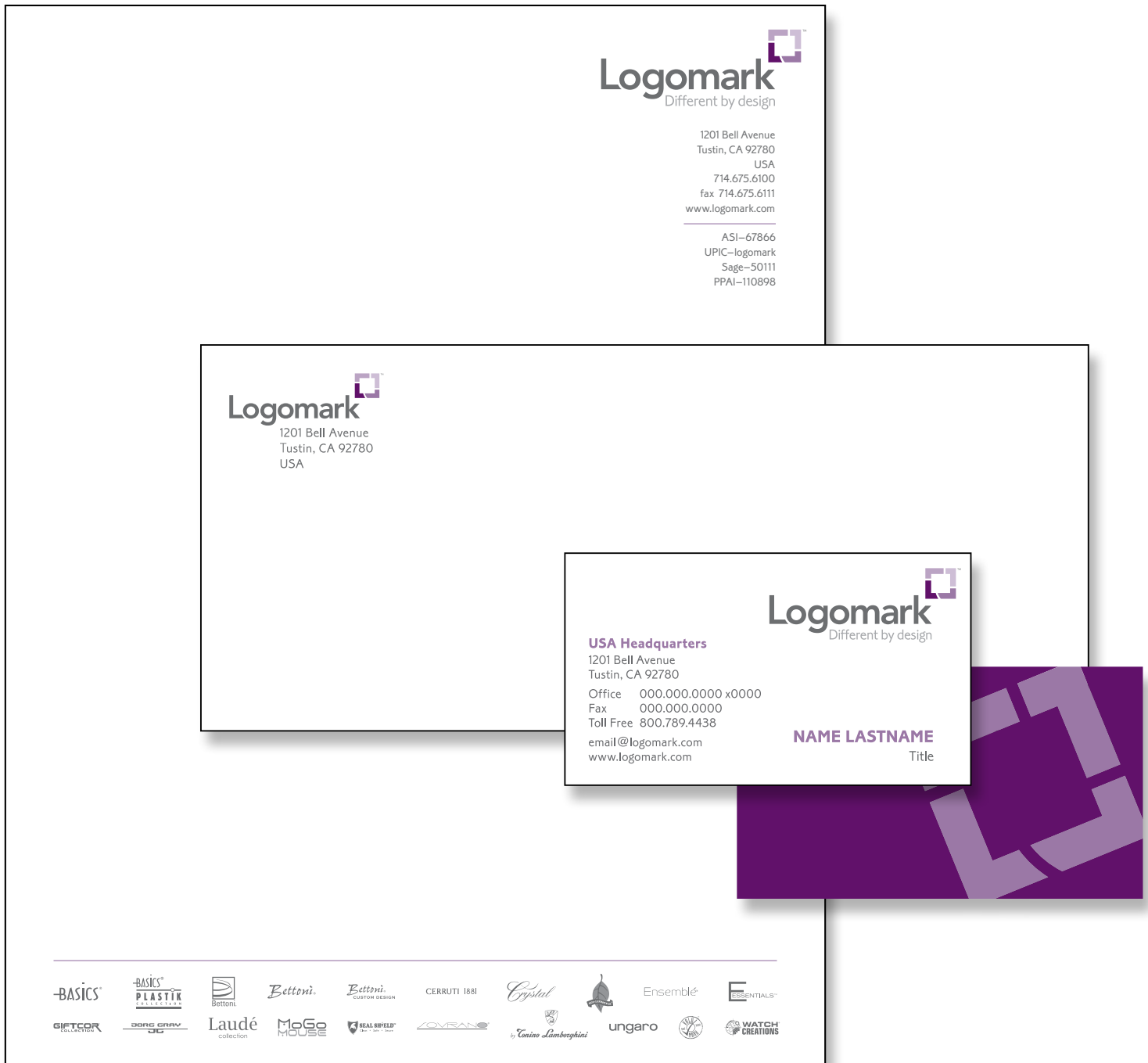
Brand Usage in Text

Never use the mark in continuous text, as part of a title, or headline. Where the Company's name is included in a title or in text, it should be set in the standard typeface for the publication.

Also, when the Company's name is presented in a title or text, the ® (registered) symbol must appear next to Logomark®.

Brand Stationery

The Logomark brand must be consistent across all platforms of the company communicating a strong and clear identity. Here are examples of the company stationery.



Letterhead Typing Template

margins:

left "

right "

top "

bottom "



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ASI-67866
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PPAI-110898



Brand Impact

To preserve the integrity of the Logomark corporate mark, never alter the approved configurations or deviate from the signature color guidelines.

We use purple, and gray consistently across all media, to communicate a strong and clear identity.

The mark must be used from digital master artwork. Do not attempt to create your own versions.

Do Not

- Change the colors, stretch, distort, crop or redraw the mark in any way.
- Use the mark as part of a title or phrase.
- Create new namestyles using the Logomark brand.
- Move the tagline.
- Split the Logomark mark by using space or color.
- Change brand message text to different fonts.
- Enclose the signature in a shape that does not meet the minimum clear space requirement.
- Place the signature on a color that provides insufficient contrast and compromises readability.
- Place the signature on a graphic pattern that obscures its readability.
- Place the signature on a busy photo which compromises readability.

Brand Impact

For queries about using and applying the brand contact:

Name:

email:

Tel:

Additional copies of these brand guidelines can be downloaded from: [www](#).

Master artwork for all of the Logomark brand logo versions can be found at [www](#).