

ChoosePrint.org

Logo Guidelines

1a Main Logo (full color)



1b Main Logo (one color)



Only ChoosePrint.org Green 1, white or black should be use with the one-color version.
Refer to Color Palette, section 4 of this guideline.

Other colors can be consider upon approval of PIASC. Contact Ara Izquierdo, ara@piasc.org

1c Main Logo (knock-out)



2 Logo Family

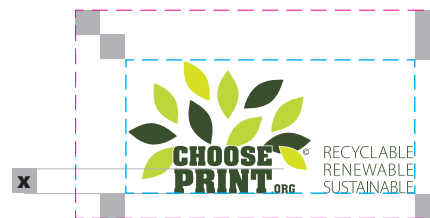
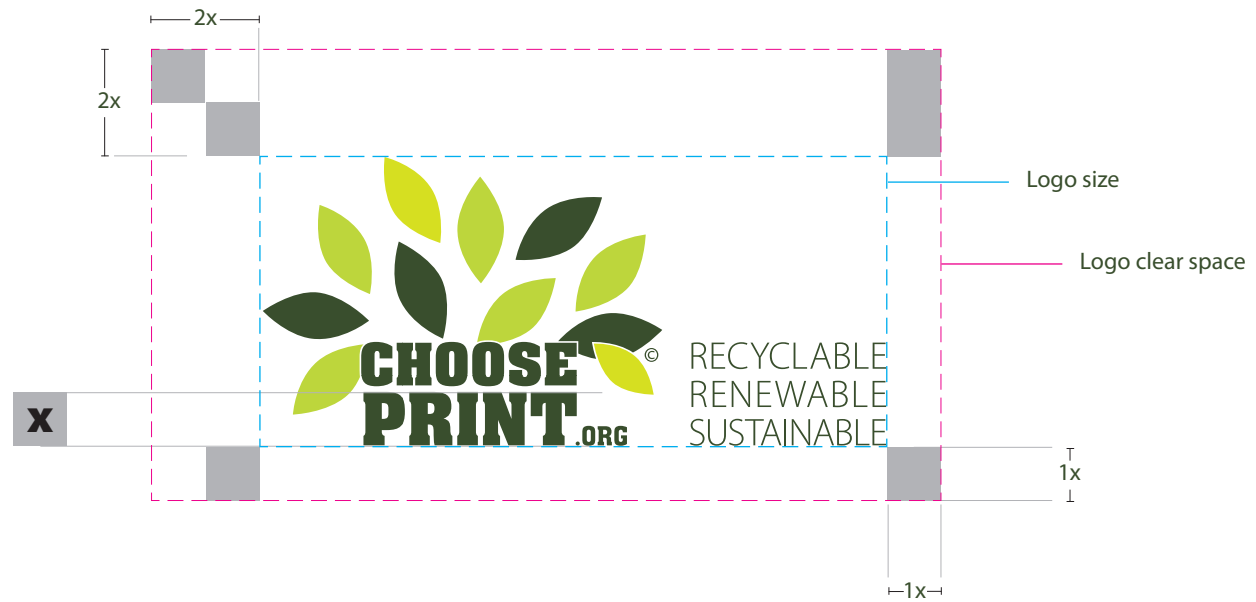


- a. Main
- b. Horizontal
- c. Vertical

3a Construction (main logo)



3b Construction (horizontal logo)



3c Construction (vertical logo)



4 Color Palette



PANTONE 5743c

Green 1
c75 m50 y90 k40
r58 g79 b46
html #3A4F2E

Green 2
c30 m0 y95 k0
r179 g204 b46
html #B3CC2E

Green 3
c20 m0 y100 k0
r215 g233 b35
html #D7DF23

5 Large vs. Small Format



Large Format
(lg)

This version should be used when designing poster, billboards or any other large format applications.



Small Format
(sm)

The small format is designed to allow size reduction without compromising the readability of the copyright symbol.



Minimum Size Small Format
with tag line

6 Scaling the Logo



Always scale the logo proportionally (applicable to all versions).

Do NOT stretch.

