ChoosePrint.org

Logo Guidelines
Main Logo (full color)
Only ChoosePrint.org Green 1 or white should be used with the one-color version. Refer to Color Palette, section 4 of this guideline.

Other colors can be considered upon approval of PIASC. Contact Ara Izquierdo, ara@piasc.org
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 posters, 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.
6 Scaling the Logo

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

Do NOT stretch.