

# **ChoosePrint.org**

## Logo Guidelines

## 1a Main Logo (full color)



## 1b Main Logo (one 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](mailto:ara@piasc.org)

## 1c Main Logo (knock-out)



## 2 Logo Family

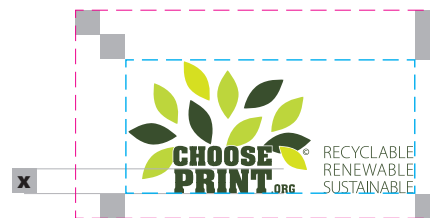
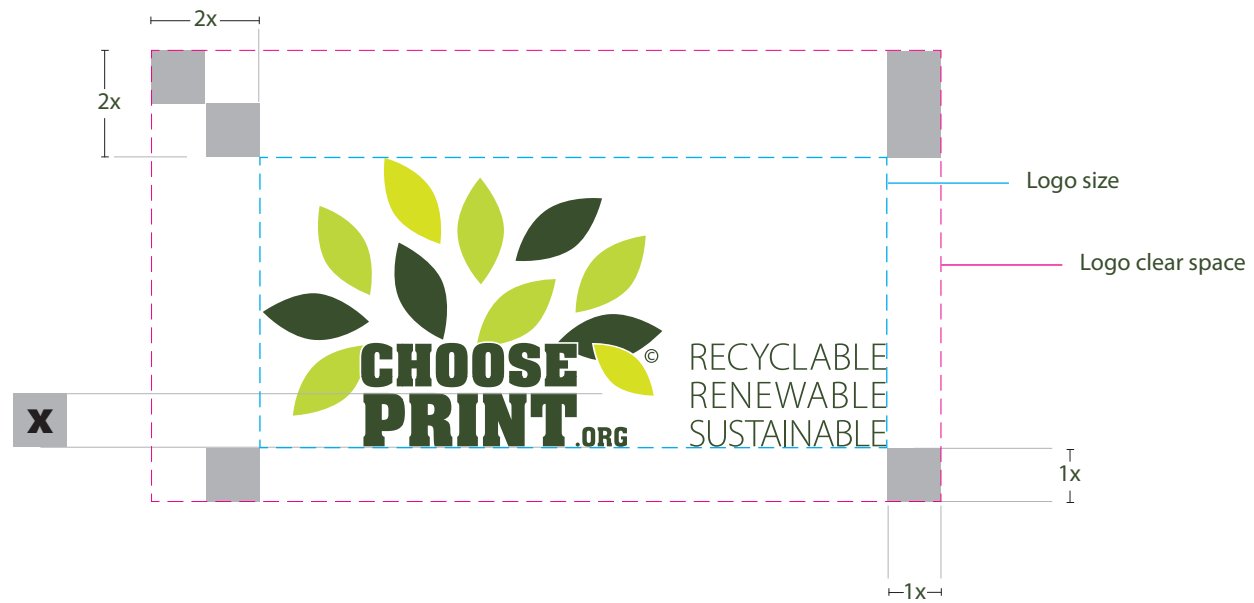


- a. Main
- b. Horizontal
- c. Vertical

# 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 use 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.**

