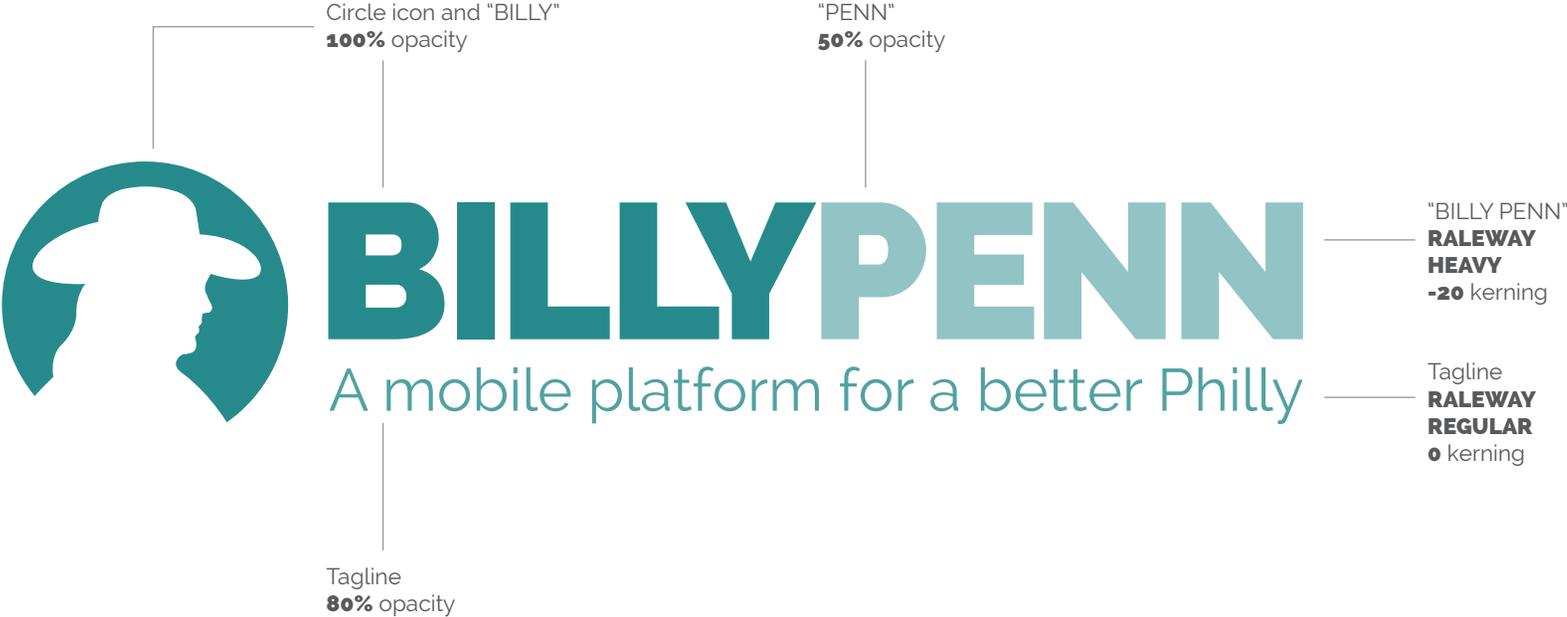


BILLY PENN

LOGO STYLE GUIDE

LOGO SPECIFICATIONS

TEAL
C: 81 M: 28 Y: 44 K: 4 | R: 38 G: 138 B: 140 | HEX: 268A8C



PROPER SPACING AROUND LOGO



In order for the logo to stand out in its surroundings, it is important to not crowd the logo with other objects too close. Using the "N" as a form of measurement, you can see how the proper buffer space is determined.

ICON USE



WITHIN A DEFINED CONTAINER

If the circle is divided into thirds, that third determines the spacing around the icon



DEFINING THE SHAPE

If the shape is defined by a line, the line should be the standard teal color at 50% opacity. The shape should use radius corners when possible.



REVERSING THE ICON

The shape can be defined by the standard teal, and have the icon appear pure white.

PROPER CONFIGURATIONS



The logo may appear with or without the tagline. If the logo is fitting into a narrow space, it may be stacked. In that case, all the text is center aligned. Please note that none of the logo elements change proportion to one another. These proportions should never be altered.

PROPER USE / BLACK & WHITE



Follow the same opacity guidelines explained earlier
- just use black instead of teal.



Follow the same opacity guidelines explained earlier
- just use white (when the logo appears on a black panel)

If the logo needs to be pure white on black
(with no grays) - a few logo adjustments
need to be made.

Space is added between the "Y" and the "P"
to differentiate the two words.



Tagline needs to be increased in size to be same width as "BILLY PENN"

PROPER USE / COLOR



The teal is to be used as the official logo color.
The logo, in its official use, either appears on a white or teal background.

PROPER USE / COLOR



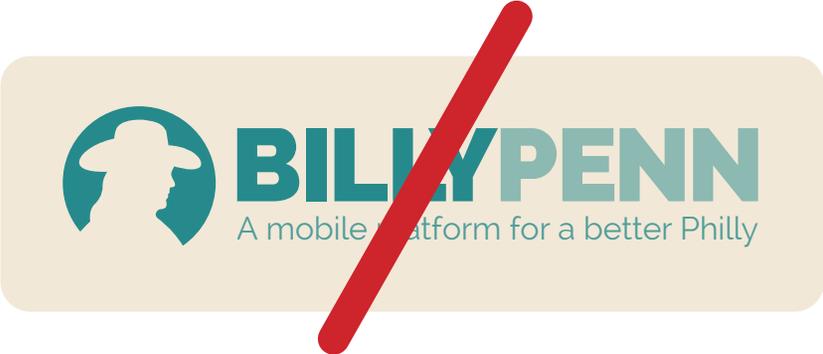
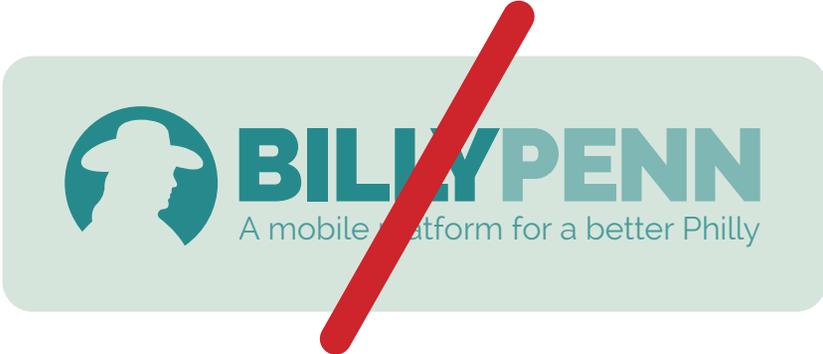
There may be circumstances where the logo needs to appear on a colored background. If the color background is medium to dark, the logo will appear in all pure white.



If the color background is very light and/or pastel, the logo will appear in all black. If colorful, darker, vibrant color can be used for a background (ex. to left) that is preferable over the light pastel background shown above.

IMPROPER USE / COLOR

NEVER ATTEMPT to combine a teal logo and a colored or black background.



SCALING DOWN

When the logo needs to appear in very small spaces, the tagline will not appear. Below are all acceptable setups.

