

GRAPHIC STANDARDS GUIDE

VERSION 2

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LOGO AND VARIATIONS

Full Color

- CMYK 0/50/100/0
- CMYK 53/14/89/56

- RGB 233/121/0
- RGB 83/104/43



2 color (spot)

- PANTONE 144 C
- PANTONE 371 C



1 color

- PANTONE 371 C



1 color

- BLACK



Reverse Logo

For logos on a dark background or over a photo when needed.



COLOR AND FONT GUIDELINES

COLORS

CMYK

4-color process printing
Gold - CMYK 0/50/100/0
Green - CMYK 53/14/89/56

SPOT COLOR

(1 or 2 -color printing)
Gold - Pantone 144 C
Green - Pantone 371 C

RGB

Electronic representations
Gold - RGB 233/121/0
Green - RGB 83/104/43

HEX

For use on the web
Gold - #E98300
Green - #53682B

FONT

"Food Bank of Lincoln" is a customized version of the font Clarendon Roman.

INCORRECT USES



Do not tilt or angle the logo.



Do not add shadows or embossing.



Do not print the logo in unauthorized colors.



Do not alter or re-set the lettering in the logotype.



Do not stretch or skew the proportions.



Do not place a border or frame around the logo.