



linkEXPERTS™ **StyleGuide**

Logo, color, & type guidelines v 1.2

Downloadable artwork at linkexperts.com/logo



LogoGuide

Spacing Guide

Background should ALWAYS be white.

Logo should always be separated by one "T" of space.



Reversed

Use this logo only if it MUST be shown on a non-white background.

Text is all white, mark is Celery



Black & White

If logo can't be shown in color, use the black color for all elements.

If color can't be used and logo must be reversed, use all white.





LogoGuide with TagLine

Spacing Guide

Tagline is same width as text excluding the extension from the “l” and separated by one “n” of space.

In cases where the logo is narrower than 2 inches, the tagline should not be used.



Reversed

Use this logo only if it MUST be shown on a non-white background.

Black text is white. If logo does not present itself well on a colored background, use all white text and a white mark.



Black & White

If logo can't be shown in color, use the black color for all elements.

If color can't be used and logo must be reversed, use all white.



Minimum Print Size

This logo should not be reproduced in print narrower than 1 inch.

It should never appear in digital form narrower than 25 pixels.

In cases where the logo is narrower than 2 inches, the tagline should not be used.



1 Inch, including padding

Badge Layout

If the logo is shown in a very narrow constricted space, modify the layout to show the mark centered above the text, as shown here.

All padding should be one "T" and the mark should be 2"T", separated from the name by one half T.



Primary Colors

Use these shades in all collateral.

Grass



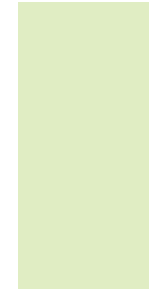
RGB 140 /198 /63
CMYK 50 /0 /100 /0
HEX #8cc63f
PMS 376 C

Pine



RGB 51 /86 /10
CMYK 76 /42 /100 /39
HEX #375728
PMS Process Color

Celery



RGB 225 /237 /195
CMYK 12 /0 / 29 /0
HEX #e1edc3
PMS 365 C

Secondary Colors

Use these shades as accents in designs.
These should never be the dominant colors.

Sand



RGB 172 /160 /149
CMYK 0 /8 /14 /38
HEX #aca095
PMS Warm Gray 7C

Black



RGB 0 /0 /0
CMYK 0 /0 /0 /100
HEX #000000
PMS Process Black

Cranberry



RGB 191 /49 /26
CMYK 18 /93 /100 /8
HEX #bf311a
PMS 1805 C

Print

Use these typefaces in print collateral.

Trade Gothic Bold for Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic Regular for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Web & MS Office

Use these typefaces when creating electronic documents including Web pages, Word documents, Powerpoint presentations or Excel spreadsheets.

Tahoma Bold for Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Tahoma for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890