



corporate identity standards

These standards outline the proper usage of the Klaws logo. The artwork provided is for use in all forms of communication which require the Klaws logo.

logo

This logo was created as part of a visual identity system that establishes and promotes Klaws. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

typeface

The typefaces used in this logo are ITC New Baskerville Bold and Helvetica Regular. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at myfonts.com.

size

When reduced proportionally none of the logos should be used under .75" wide. Black is the best color choice when printing at small sizes.

formats

The logo is provided in .eps .jpg and .png formats. If a format needed is not provided one may be requested at:

matt@lemmondsgdesign.com

.eps

This file type should be your first choice when printing your logo. This is the highest quality available and should be used for all printed material when applicable.

.jpg

This file type should be your second choice when printing your logo. This is high quality and will work in most software.

colors

The list below will outline the proper usage for all color formats.

Red

spot (print)
PANTONE® 201

four color process (print)
C0 M100 Y63 K29

HTML (Web)
A15760

RGB (video)
R161 G87 B96