



## LOGO USAGE GUIDE

### Green Recycled Parts

Corporate Identity &  
Design Standards

November 2012

## BRAND IDENTITY



## BRAND IDENTITY

The Green Recycled Parts logo comprises the essential elements of the Green Recycled Parts brand identity system.

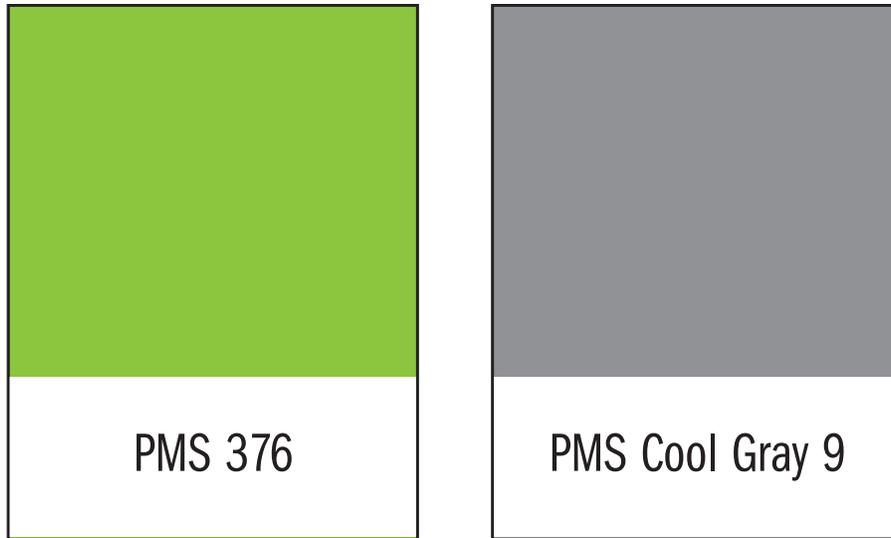
The logo conveys who Green Recycled Parts is and identifies its products and services in the marketplace. Clear, consistent use of the brand identity creates

effective communications and builds equity in the Green Recycled Parts brand.

The brand identity is the main visual identifier and is the only configuration that may be used as the corporate logo. Do not separate components of the logo or rearrange it in any way.

Any colour reproductions of the logo should always employ correct corporate colours. Refer to the appropriate section of this guide for correct usage on various media.

## CORPORATE COLOURS



### CORPORATE COLOURS\*

The consistent use of the official colours is an essential element of corporate identity. Pantone 376 and Cool Gray 9 are the Green Recycled Parts official colours. The corporate logo, when printed in full colour, must be reproduced using one of these colour standards.

**SPOT COLOUR:** In 2 or 3 colour printing applications the logo should be printed in the Pantone (PMS) colours listed.

**4 COLOUR PROCESS:** In 4 colour applications the logo should always print in colour using the following formulas:

**PMS 376** = C53, M0, Y96, K5

**PMS Cool Gray 9** = C0, M0, Y0, K51

**1 COLOUR:** If printing in 1 colour, the logo may be printed in 100% black only or in greyscale 100% black and 51% grey.

**WEB COLOURS:** To avoid dithering, use the following web-safe colours when reproducing the Green Parts logo on the web:

**PMS 376** = R139, G197, B65

**PMS Cool Gray 9** = R144, G144, B147

*\* The colours shown on this page and throughout this manual may not represent the final printed colours correctly. See a Pantone swatch book for accurate colours.*

## CLEAR SPACE & SIZE



## MINIMUM SIZE



### CLEAR SPACE

To create stronger visual impact, keep the area around the logo completely open and free of text graphics, type, photographs, illustrations or other visual elements.

The clear space around the logo should be at least the height of the letter "g" from the word "green".

### SIZE

The logo has been refined for optimal reproduction and consistency at different sizes. The minimum size for the logo in print is 1".

Very large applications may need special artwork. Contact Green Recycled Parts for assistance.

### SCALE

Always scale the logo proportionally (ie. equally along the horizontal and vertical axis).

## FILES



GRP\_2Col\_Eng.eps



GRP\_grey\_Eng.eps



GRP\_BL\_Eng.eps



GRP\_CMYK\_Eng.eps



GRP\_grey\_Eng.gif



GRP\_BL\_Eng.gif



GRP\_CMYK\_Eng.gif



GRP\_grey\_Eng.jpg



GRP\_BL\_Eng.jpg



GRP\_CMYK\_Eng.jpg



GRP\_grey\_Eng.tif



GRP\_BL\_Eng.tif



GRP\_CMYK\_Eng.tif



GP\_grey\_Rev\_Eng.eps



GP\_BL\_Rev\_Eng.eps

## FILES

GRP\_2Col\_Eng.eps

GRP\_grey\_Eng.eps

GRP\_BL\_Eng.eps

GRP\_grey\_Rev\_Eng.eps

GRP\_CMYK\_Eng.eps

GRP\_grey\_Eng.gif

GRP\_BL\_Eng.gif

GRP\_BL\_Rev\_Eng.eps

GRP\_CMYK\_Eng.gif

GRP\_grey\_Eng.jpg

GRP\_BL\_Eng.jpg

GRP\_CMYK\_Eng.jpg

GRP\_grey\_Eng.tif

GRP\_BL\_Eng.tif

GRP\_CMYK\_Eng.tif