



LOGO USAGE GUIDE



## COLOR

The Think Lightweight logo uses two colors.



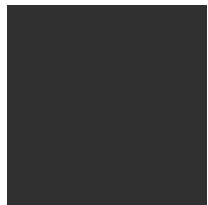
### BLUE

#3b97d3

Pantone 7688 C

RGB: 59, 151, 211

CMYK: 71%, 28%, 0%, 0%



### GREY

#303030

Pantone 412 U

RGB: 48, 48, 48

CMYK: 70%, 64%, 63%, 61%



## TYPOGRAPHY

The Think Lightweight logo uses the Gotham font in two weights.

**Aa**

**GOTHAM BOLD**

Aa

GOTHAM BOOK



## FILES PROVIDED

Your logo has been provided each of the following file formats to help you make the most of your new logo design.

### EPS

EPS logo is a vector version of your logo design meaning they can be scaled to any size without any loss of quality. Unfortunately, you will need to have image editing software such as Adobe Illustrator or Photoshop to open this file format. However all design and print companies will have the available software you will need. Provide this file format when you require any professional brochures, exhibition stands vehicle printing, pens and other marketing materials.

### AI

The Adobe Illustrator file is a vector version of your logo design meaning they can be scaled to any size without any loss of quality. Like the EPS file, you will need to have image adding software such as Adobe Illustrator to open this file format.

### PDF

The PDF version of the logo was provided for flexibility. Most computers will be able to view the file, it can be sent and stored at a relatively small size, and can be edited using software like Adobe Illustrator.

### PNG

The PNG file format will provide a high quality file of the logo with a transparent background. For resizing, please use of the vector files provided.

### JPEG

The JPEG format is a great for online digital use as the file sizes small meaning it would load quickly on the website. The downside to this format is that it's made up of pixels, meaning and cannot be increased in size without loss of quality. For resizing, please use one of the vector files provided.



## COLOR VARIATIONS

To assist you as your company grows, your logo has been included in each of the following variations

### CMYK

Full-color printing is made up of only four colors. Cyan, Magenta, Yellow, and Black. These four mix together to build any images you to require. You will need this format when you need any printed material that displays full color images.

This is the file that you would need in most instances.

### BLACK

If you want anything printed in black, or in any other single color you will need to supply this file. This is particularly useful on printers with no color capabilities.

### WHITE

If you plan to use your logo over images or colors that don't work with the original logo colors, you will be able to overlay your chosen image with this version of the logo.

### PANTONE

As opposed to using CMYK, color print companies can use a mix of specific Pantone colors to reduce production cost. The colors here will be slightly different from the CMYK version, but more cost effective. You can use this logo when we would like to create color documents made up from the two main corporate colors.