



***Southington Bread for Life
Logo Guidelines***



Color Palette

The logo may be printed using Pantone color printing, process color, or in black and white. In Pantone color printing, the logo must be produced using Pantone 730 brown, Pantone 715 orange, Pantone 285 blue, and Pantone Black 6. When process color is used, the colors should match those specified. RGB equivalents for digital applications are also provided.



C=30 | R=160
M=60 | G=103
Y=95 | B=40
K=16



C=0 | R=246
M=57 | G=136
Y=100 | B=31
K=0



C=91 | R=0
M=52 | G=118
Y=0 | B=136
K=0



C=100 | R=0
M=38 | G=1
Y=0 | B=31
K=100

Approved Identity Versions

Shown below are the approved versions of the Bread for Life logo in both positive and negative formats.



Full color



One color—grayscale



One color—black



One color—white

Tagline

The accompanying tagline should only be set in Museo Sans 100 Italic. When accompanying the logo, the tagline should always be centered below the logo.

So no one goes hungry.



So no one goes hungry.

Fonts

Font consistency is an important component of branding. It is greatly encouraged that Myriad Pro Condensed be used in body copy and Museo Sans for titles and headlines.

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?

Myriad Pro Condensed Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?*

Myriad Pro Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?**

Myriad Pro Bold Condensed Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?***

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?

Museo Sans 500 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?*

Museo Sans 900

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?**

Museo Sans 900 Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()?***

Unacceptable Applications

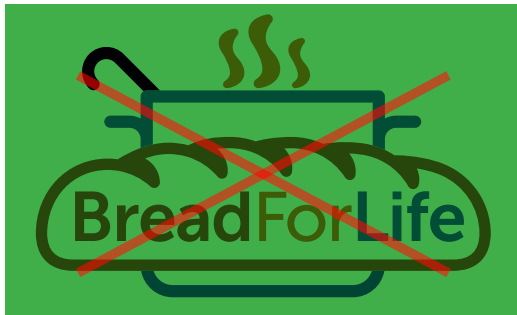
Do not alter the electronic logo artwork in any way, either in proportion or color. Special attention should also be paid when placing the Bread for Life logo on a solid background, and it should never be placed on a busy background image.



Do not change logo colors



Print one color logos only in black or white



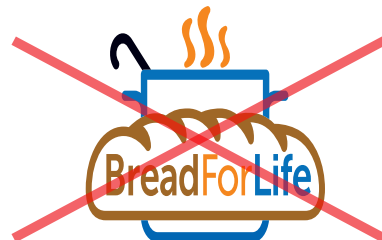
Do not print color logo on colored paper



Do not place logo on busy background



Do not stretch logo



Do not squeeze logo

File Formats

EPS

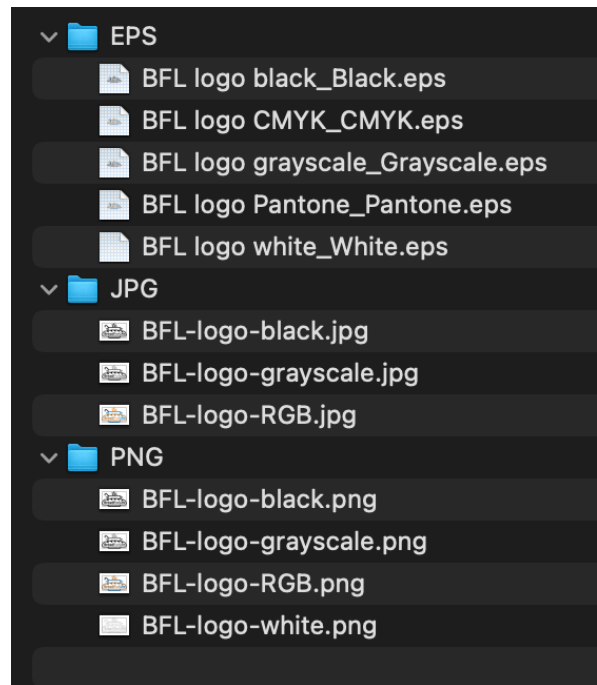
EPS files are one of the most versatile formats available. These logos are suitable for traditional offset printing. They are vector based, so can be scaled up or down without loss of quality. Use these files for printers, t-shirt manufacturers, embroiderers, etc.

JPG

JPG files are for digital, on screen use only. These logos can be scaled down, but **not up** in size. JPG versions of the Bread for Life logo should only be used on a white background.

PNG

PNG files are for digital, on screen use only. These logos can be scaled down, but **not up** in size. They have transparent backgrounds and can be used on colored backgrounds (i.e. PowerPoint).



Color Info

CMYK

Cyan, Magenta, Yellow, and Black, sometimes referred to as 4-color or process color. This color model is used by printers.



RGB

Red, Green, and Blue, the colors on a TV or computer screen. Most printers will not accept RGB files.



Grayscale

A black and white version of the logo in various shades of black for use when color is not available.



Pantone

The Pantone Matching System (PMS) is a color standardization system. Pantone files are useful for t-shirt manufacturers or embroiderers. Each color of the logo is assigned a unique Pantone color, making it easier to separate colors and match them.

