

# Product Logo Specification Sheet – Centricity2™

To protect the integrity of the Centricity2 logotype, it is essential to follow the clear space and minimum size guidelines below. This will ensure the the Centricity2 logotype remains clear, legible and consistent.

## Product Logotype Clear Space

The presentation of the logotype is enhanced by maintaining a clear space around the logotype. Avoid all visual elements entering this safe zone. The clear space is defined by a division of the cap height of the “C”.

The logotype with lockup is the primary logotype and should be used in all instances unless space prohibits, in which case the logotype with no lockup may be used.

Clear space with lockup



Clear space no lockup



## Product Logotype Sizes

To ensure legibility and brand consistency, the width of the logotype with and without lockup must never exceed the minimum sizes set here. Whenever possible, always use the standard size logotype.

Logotype with lockup standard screenbased application width is 300px at 72dpi. (For print application, the standard width is 3.5" at 300dpi.)



Logotype with lockup minimum screenbased application width is 200px at 72 dpi. (For print application, the minimum width is 2.5" at 300dpi)



Logotype with lockup minimum screenbased application width is 108px at 72 dpi. (For print application, the minimum width is 1.5" at 300dpi)



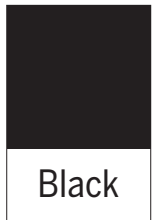
# Product Logo Specification Sheet — Centricity2™

To protect the integrity of the Centricity2 logotype, it is essential to follow the color and do's and don'ts in the guidelines below. This will ensure the the Centricity2 logotype remains clear, legible and consistent.

## Product Logotype Color

The Centricity2 product logotype should always use the specified black in this document for commerical printing and digital use.

The logotype maybe placed on a colored background as long as the color conforms to the standard brand color palette. When there is insufficient contrast between the logotype and the background, the reversed logotype should be used.



Book Color Specs  
PMS Black  
CYMK 0, 13, 49, 98  
RGB 38, 28, 2  
HEX #261C02

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## Product Logotype Do's and Don'ts

These do's and don'ts do not illustrate every possible violation. The safest and best way to maintain our brand communications is to only use the approved sizes and versions without alteration. Approved logotypes are available for download at: <http://schoolwires.com/brand>

### Do's

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Do use logotype as is



Do use approved black and reversed versions

### Don'ts



Do not flip or rotate logotype



Do not alter its parts or the ratio of parts to each other and never superscript the 2

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Do not use a different color or create outlined text



Do not embellish the logotype with other logos and elements