



The Essentials: Applying the BlogMutt brand

Preferred logo usage

Logo Configuration

The BlogMutt corporate logo is made up of both a graphic symbol and the BlogMutt logotype. These two elements should appear as shown here in all corporate materials including the BlogMutt website, and collateral. The preferred usage of the corporate logo is the vertical version. The horizontal BlogMutt logo is intended for situations where height is limited, such as in a product interface or header. The graphic symbol, or “Buddy, the Mutt” as he is known, may appear separately in special situations such as on promotional items like hats and t-shirts.



The preferred vertical
BlogMutt corporate logo

blogmutt



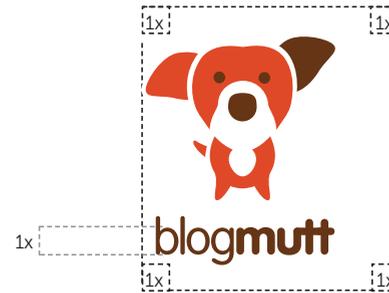
The special application
horizontal BlogMutt
corporate logo

blogmutt

Space and sizing usage

Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logotype. It is equal to the X-height of the logotype as indicated.



Clear space



Clear space

Minimum Size

When the logo is reduced there is a point at which it becomes ineffective. By establishing a minimum size for the logo it ensures the logo is always prominent and readable. The BlogMutt logo should never be reproduced smaller than 1.0 inch across.



1.0 inch



1.0 inch

Preferred & recommended color usage

Color Specifications

The vertical full-color version of Blog Mutt corporate logo is the preferred usage for all printed materials or promotional items. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color as specified here, RGB and hex values are provided for on screen usage.

Black Logo

When using the full color BlogMutt is not an option on printed materials, a black version of the logo may be used. Black alternate logos may be used in 1-color applications such as newspaper advertisements.



blogmutt



hot orange

PMS Orange 21
c:6 m:87 y:98 k:1
r:225 g:72 b:39
e14827



brown

PMS 7588
c:38 m:75 y:95 k:47
r: 102 g:53 b:22
#663516



blogmutt

Black vertical logo



Black horizontal logo

Preferred logo background color usage

There are three primary color usage presentations that are preferred: On white, on hot orange, and on black. However, there will be instances when the logo must (and can) appear on a different color background. In cases where the background is darker than the logotype, use the logo with the “knocked out” (KO) logotype variation. Similarly where the background is lighter than the logotype, use the logo with the standard logotype variation. Use your best judgment, when implementing the logo on a colored background, ultimately the goal is to have sufficient contrast between the background and the BlogMutt logo for maximum recognition.



Logo with preferred logotype on white (or light colored) background



Logo with “Knocked out” logotype on a hot orange (or colored) background



Logo with “Knocked out” logotype on a black (or dark) background

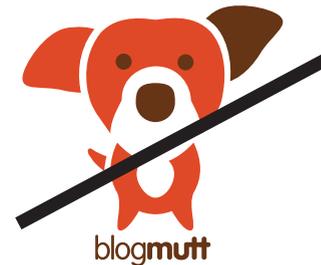
Improper Logo Usage

The BlogMutt logo has been carefully designed to reflect the brand personality of BlogMutt and it should always appear in its original form with sufficient clear space surrounding it.

The BlogMutt logotype is a custom set version of VAG Rounded in lower case. Do not reset the BlogMutt type or alter it in any way.

Do not alter the overall shape of the "Mutt".

To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the BlogMutt logo.



Do not alter the size relationship between "Buddy, the Mutt" and the logotype.



Do not alter the colors of the logo.



Do not place the logotype on top of "Buddy, the Mutt". Ever.

Fonts

The BlogMutt brand is built around the Museo Sans Rounded type family. Additionally, to help communicate the variety and eclectic personality and ability of BlogMutt we have selected fonts that are approved for use in all communication, including, digital applications, from Word documents and PowerPoint to the web. It is encouraged the preferred and approved fonts be used whenever possible.

Preferred Font

Museo Sans Rounded

Approved system and default fonts (available on most PC's)

Arial Regular

Arial Bold

Additional Typography

Museo Slab

Times New Roman

Matrix Script

Trade Gothic Condensed

Comfortaa

Gotham

Garamond

Courier New

VAG Rounded

Color palette

The BlogMutt brand color palette is designed to be diverse and engaging and not always what you expected. The BlogMutt color palette has a wide spectrum that can and should be used in various ways from accents to full backgrounds.

	hot orange PMS Orange 21	c:6 m:87 y:98 k:1	r:225 g:72 b:39	e14827
	orange PMS 1495	c:1 m:73 y:99 k:0	r:239 g:104 b:34	f16724
	yellow PMS 1235	c:4 m:52 y:93 k:0	r:237 g:143 b:49	ed8f31
	light blue PMS 550	c:37 m:22 y:2 k:0	r:159 g:181 b:217	9fb5d9
	green PMS 7761	c:51 m:47 y:99 k:28	r:109 g:100 b:43	6d642b
	brown PMS 7588	c:38 m:75 y:95 k:47	r:102 g:53 b:22	663516
	dark brown PMS 7519	c:52 m:72 y:80 k:73	r:55 g:29 b:10	371d0a
	brick PMS 7599	c:27 m:88 y:100 k:24	r:150 g:54 b:31	96361f
	gray PMS BLK 70%	c:0 m:0 y:0 k:70	r:102 g:102 b:102	666666
	dark gray PMS BLK @90%	c:0 m:0 y:0 k:90	r:65 g:64 b:66	333333