

OPSWAT™

Logo Guidelines

v1.1 2012

Logo Essentials

Primary Logo

The OPSWAT logo is a universal signature spanning all of our communications.

Because it is such a recognizable and highly visible asset, it's important that it is always applied consistently wherever it appears.

In it's primary form, the logo should appear as shown to the left in OPSWAT blue and gray.



Clear Space

Clear space is the minimum "breathing room" maintained around the logo. It should be kept free of graphics, text and other marks. It also defines the minimum distance from the logo to the edge of a printed piece.



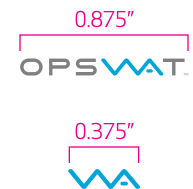
Secondary Mark

If the primary OPSWAT logo has been previously established within a piece of print or digital collateral, the secondary mark may be used as a more subtle branding element. The mark should never be used as a main company identifier or primary visual focus for materials about OPSWAT.



Minimum size

These are the minimum print sizes allowed for the logo and mark.



Color & Usage

Primary Palette

Consistent use of color will help further the recognition of the OPSWAT brand identity. Always try to use the primary color palette when applying color in print and digital mediums.



Pantone	C 95	R 0
639c	M 1	G 166
	Y 11	B 221
	K 2	#00A6DD



Pantone	C 26	R 128
Cool Gray 10c	M 16	G 128
	Y 9	B 131
	K 43	#808083



Pantone	C 0	R 0
Process	M 0	G 0
Black C	Y 0	B 0
	K 100	#000000

Correct Usage



Use the primary color logo on white and light backgrounds.



Use the black logo on light backgrounds or photographs when the primary color logo does not provide sufficient contrast.



Use the reversed logo on a dark or mid-toned backgrounds.



Use the white logo on a dark or mid-toned photographs or backgrounds when other logos do not provide sufficient contrast.

Incorrect Usage



Never alter the colors in the logo.



Never tilt the logo.



Never distort the shape of the logo.



Do not add effects to the logo.



Do not outline the logo.



Do not use a background image whose subject matter competes with the visibility of the logo.

Logo File Naming

Logo



Print

opswat_logo-spot.eps
opswat_logo-spot.pdf
opswat_logo-cmyk.eps
opswat_logo-cmyk.jpg
opswat_logo-cmyk.pdf
opswat_logo-cmyk.tif

Screen

opswat_logo-rgb.eps
opswat_logo-rgb.jpg
opswat_logo-rgb.png
opswat_logo-rgb.tif



Print

opswat_logo-spot-reversed.eps
opswat_logo-spot-reversed.pdf
opswat_logo-cmyk-reversed.eps
opswat_logo-cmyk-reversed.pdf
opswat_logo-cmyk-reversed.tif

Screen

opswat_logo-rgb-reversed.eps
opswat_logo-rgb-reversed.png
opswat_logo-rgb-reversed.tif



Print

opswat_logo-cmyk-black.eps
opswat_logo-cmyk-black.jpg
opswat_logo-cmyk-black.pdf
opswat_logo-cmyk-black.tif

Screen

opswat_logo-rgb-black.eps
opswat_logo-rgb-black.jpg
opswat_logo-rgb-black.png
opswat_logo-rgb-black.tif



Print

opswat_logo-cmyk-white.eps
opswat_logo-cmyk-white.pdf
opswat_logo-cmyk-white.tif

Screen

opswat_logo-rgb-white.eps
opswat_logo-rgb-white.png
opswat_logo-rgb-white.tif

Mark



Print

opswat_mark-spot.eps
opswat_mark-spot.pdf
opswat_mark-cmyk.eps
opswat_mark-cmyk.jpg
opswat_mark-cmyk.pdf
opswat_mark-cmyk.tif

Screen

opswat_mark-rgb.eps
opswat_mark-rgb.jpg
opswat_mark-rgb.png
opswat_mark-rgb.tif



Print

opswat_mark-cmyk-black.eps
opswat_mark-cmyk-black.jpg
opswat_mark-cmyk-black.pdf
opswat_mark-cmyk-black.tif

Screen

opswat_mark-rgb-black.eps
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Print

opswat_mark-cmyk-white.eps
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