

Logo Misuse

It's important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its information, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



NO

Do not use the old stacked version of the Logo, or in any way manipulate the relationship between the Wordmark and the Icon.



NO

Do not apply a gradient to the Icon or Wordmark.



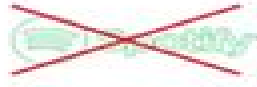
NO

Do not resolve the Logo in two different colours.



NO

Do not distort or warp the Logo in any way.



NO

Do not outline or create a keyline around the Logo.



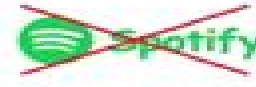
NO

Do not change the Logo colour or tone outside those colours specified in the colour section of this guide.



NO

Do not rotate the Logo.



NO

Do not change the typeface or otherwise recreate the Wordmark. Use only the provided files.



NO

Do not manipulate or show your own icon.



NO

Do not remove the circle from the Icon. The beams should never sit on their own.



NO

Do not crop photos or patterns through the Logo.



NO

Do not use the Wordmark without the Icon.

Specify Green

→ Do's & Don'ts

Specify Green, pictured right, is our resting colour; used only in situations where the brand palette (Logo) being used.

This elevates Specify Green from the rest of the palette, ensuring that it's not confused with other palette colours.

Do's

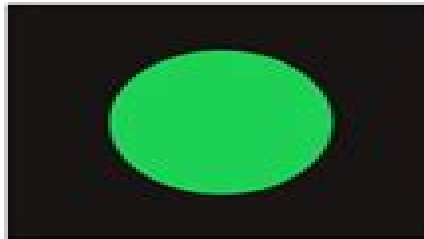
Specify Green should only ever sit on white, black, or a non-distorted photograph.

Specify Green will mostly exist in the app. If it ever appears in a brand communication, it should be the only brand colour in that communication.

Don'ts

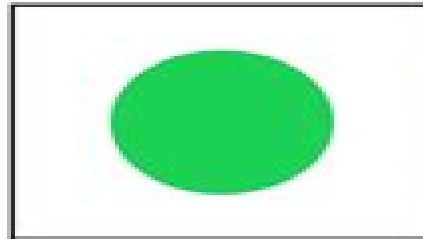
Specify Green should *never* be used as or with a colour from the brand palette, or a distorted image.

If, for example, you have the Logo in the Specify Green and you wish to use a distorted photo, simply change the Logo colour to one of the brand palette colours.



YES

Specify Green on black.



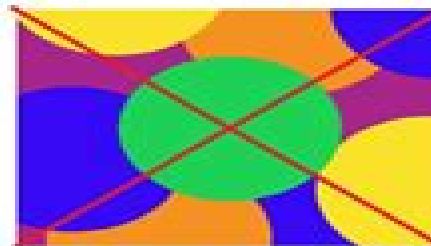
YES

Specify Green on white.



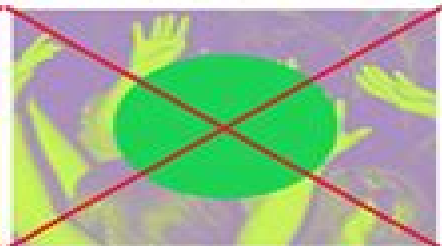
YES

Specify Green on an image.



NO

Specify Green on brand palette.



NO

Specify Green on distorted image.

Guidelines For Logos

George Bokhua



Guidelines For Logos:

Guidelines for a Perfect Logo Design Attila Blázsovcics, 2015-03-03 For people who want to go for a logo design this guide will be of great help especially for those who aren't certain what they really want Choosing the right design is a matter of great responsibility So it isn't enough only to hire a designer and give him the name of your company There's much more to it This particular guide is a path to collaborate with the designer for a successful project It will offer practical recommendations for those who want to actively participate in the creation of their own logo design **No Rules! Logos**

John Stones, 2009-06-30 No Rules Logos is a new survey series that rounds up the most innovative radical and out there graphic solutions from around the world In each book dyed in the wool design rules are identified and a range of examples demonstrate how to break those rules to great effect Each entry is featured in a number of illustrations analysed and assessed and includes feedback about impact and audience reaction No Rules Logos tackles perhaps the most venerated discipline of graphic design the corporate identity and its logotype Of course in the world of No Rules anything goes especially with a young generation of entrepreneurs and boutique businesses needing logos and identities to grace products as diverse as vinyl toys home made recordings recycled fashion and limited edition products from skateboards to pet accessories The book identifies 10 key rules of logo design such as keep it simple make a mark that is constant and unchanging and keep to primary colors or black and white *Infographics For Dummies* Justin Beegel, MBA, 2014-06-30

Create stunning infographics with this hands on guide *Infographics For Dummies* is a comprehensive guide to creating data visualization with viral appeal Written by the founder of Infographic World a New York City based infographic agency and his top designers the book focuses on the how to of data design and distribution to create stunning shareable infographics Step by step instruction allows you to handle data like a pro while creating eye catching graphics with programs like Adobe Illustrator and Photoshop The book walks you through the different types of infographics explaining why they're so effective and when they're appropriate Ninety percent of the information transmitted to your brain is visual so it's important to tickle the optic nerves to get people excited about your data Infographics do just that Much more exciting than a spreadsheet infographics can add humor interest and flash while imparting real information Putting your data in graphic form makes it more likely to be shared via Twitter Facebook Pinterest and other social media sites and the visual interest makes it less likely to be ignored *Infographics For Dummies* provides a tried and true method for creating infographics that tell a story and get people excited Topics include Talking to clients about the data Discovering trends outliers and patterns Designing with mood boards and wireframes Launching and promoting your infographic The book written by Justin Beegel MBA founder of Infographic World Inc describes the elements of a successful infographic and stresses the must have ingredients that get your data noticed Humans are visual creatures telling stories in a visual way In today's world filled with data and messaging an infographic is one of the best ways to get your point across **Principles of Logo Design** George Bokhua, 2022-08-02

From noted graphic designer and logo expert George Bokhua *Principles of Logo Design* presents essential techniques and examples for developing and refining logos and other visual marks including the use of grids and other geometric shapes to achieve classic proportions **Masters of Design: Logos & Identity** Sean Adams,2008-09-01 *Masters of Design Logos and Identity* profiles twenty well known designers who are recognized for the particular areas of design in which they re profiled in the *Masters* series The profiles are not only inspirational but they provide real world advice and support designers can use in their projects Through real world examples and illustrations the authors present the work of the 20 legends focusing on the subject of identity and logos This ranges from simple mark making to full scale programs applied to multiple mediums The book also includes a gallery of marks sidebars on heroes and inspirations and diagrams to explain concepts or processes The designers included will have a wide age range type of work in house agencies small business large firm domestic and international designers Each profile is about 2 000 words and includes 10 15 projects with captions that detail the specifics We include current projects as well as the projects that put these people on the map [Logos and Letterheads for Modern Business](#) Pasquale De Marco,2025-05-13 *Logos and Letterheads for Modern Business* is the ultimate guide to creating logos and letterheads that will elevate your brand and leave a lasting impression In this comprehensive book you ll learn everything you need to know about logo and letterhead design from the initial concept to the final execution You ll discover the principles of effective design the latest trends and technologies and the legal considerations you need to be aware of Whether you re a small business owner a marketing professional or a graphic designer this book will provide you with the tools you need to create logos and letterheads that will help your business succeed You ll learn how to Craft a memorable logo that represents your brand s personality and values Design a professional letterhead that makes a great first impression Create cohesive business cards envelopes and other branded materials Use digital design tools to create stunning logos and letterheads for online use Maintain brand consistency across all your marketing materials Choose the right designer for your needs Protect your intellectual property With real world examples practical exercises and expert insights *Logos and Letterheads for Modern Business* will help you create logos and letterheads that will make your business stand out from the competition and build a strong brand identity that will endure for years to come If you like this book write a review on google books [Design Matters: Logos 01](#) Capsule,2007-06-01 The nuts and bolts of effective logo design The design bar is at an all time high for those brave enough to participate in the industry Today s designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace Unfortunately most design books only focus on type color and layout issues The *Design Matters* series takes a more in depth approach allowing designers to learn not only how to create work that is aesthetically appealing but that is also strategy driven and smart This book focuses on creating logos while others in the series dissect brochures packaging publications and letterhead systems Each book offers all the essential information needed to execute strong designs in concert with beautiful and well crafted examples so readers can

successfully hit the mark every time

Design Better and Build Your Brand in Canva Laura Goodsell,2023-01-13

Discover everything you need to get started with Canva create a brand and easily design professional looking graphics to go from zero to pro in no time with the help of this illustrated guide Key Features Organize your business designs using folders and learn to schedule social media content in Canva s own content planner Learn to create presentations as well as video and animated social media posts Discover the features of Canva to help you save time including the brand kit quick create and templates Book DescriptionIf you re constantly frustrated by how long it takes to create a design in Canva then you ve come to the right place This book will get you up and running quickly with creating professional branded graphics in Canva You ll learn how to set up a Canva account both free and pro and create a brand kit while understanding the importance of branding Next you ll discover all the features and tools as well as how to put everything together to build a brand you love and graphics that work for your business As you progress the chapters will show you how to organize your account create presentations use videos and animation within your marketing materials and more By the end of this book you ll have a solid understanding of what Canva is and what it does and be able to confidently and easily create a branded design from scratch What you will learn Understand the fundamental capabilities and features of Canva Create a brand kit and understand what makes a good brand Develop effective graphics to aid in increasing visibility on social media platforms Follow step by step tutorials to create stunning designs Create a branded logo and learn about trademark and copyright guidelines Discover a world of color combinations contrasts and meanings for your brand Explore the fundamental design principles Use videos animation and sounds in social graphics for your designs Who this book is for This book is for aspiring designers social media managers VAs service based businesses and solopreneurs with basic experience in Canva who are looking to advance in a new skill while creating their brand and perfecting their social and marketing materials on a budget A basic understanding of Canva including setting up a free Canva account creating a basic design using a template adding images and text boxes and changing the color of fonts will be helpful but not essential

Marketing for Special and Academic Libraries Valerie S.

Gordon,Patricia C. Higginbottom,2016-03-15 Here s an easy to follow practical marketing book for academic and special libraries Written by two practicing librarians who are passionate about communicating with users the book provides both the inspiration and drive to market your library and practical tips and suggestions on how to do that effectively Topics covered include The process of planning a marketing campaign and how some time spent on planning at the outset can help keep you focused and help you determine your level of success The importance of using brands and brand identity to help you establish your library s brand and market that aggressively to your users and potential users Brand consistency is stressed here Marketing tools Digital publications Social media Visual and print marketing materials Personal interactions Eventsyou can use throughout the year For each topic we will talk about best practices what works what often doesn t and we share best concise case studies from all types of academic and special libraries

Data Visualization For Dummies Mico

Yuk,Stephanie Diamond,2014-01-06 A straightforward full color guide to showcasing data so your audience can see what you mean not just read about it Big data is big news Every company industry not for profit and government agency wants and needs to analyze and leverage datasets that can quickly become ponderously large Data visualization software enables different industries to present information in ways that are memorable and relevant to their mission This full color guide introduces you to a variety of ways to handle and synthesize data in much more interesting ways than mere columns and rows of numbers Learn meaningful ways to show trending and relationships how to convey complex data in a clear concise diagram ways to create eye catching visualizations and much more Effective data analysis involves learning how to synthesize data especially big data into a story and present that story in a way that resonates with the audience This full color guide shows you how to analyze large amounts of data communicate complex data in a meaningful way and quickly slice data into various views Explains how to automate redundant reporting and analyses create eye catching visualizations and use statistical graphics and thematic cartography Enables you to present vast amounts of data in ways that won t overwhelm your audience Part technical manual and part analytical guidebook Data Visualization For Dummies is the perfect tool for transforming dull tables and charts into high impact visuals your audience will notice and remember

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