

# ALBUMSTOMP LOGO GUIDE

## LOGO



## VARIATIONS



## CLEAR SPACE



Using the “p” as one unit, the logo must appear at least one unit away from all other branding, copy, or graphics in the layout.

## COLOURS



C69 M63 Y62 K58  
R51 G51 B51  
HEX # 333333



C81 M26 Y26 K0  
R0 G148 B174  
HEX #0094ae

## FONTS

### Museo 500

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Frutiger

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## FILE TYPES

FILE TYPE	COLOUR	BEST USED FOR
PNG	RGB	website, photo watermark (transparent background)
EPS	RGB	Promotional material (can be enlarged with out losing quality)
EPS	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)
PDF	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)