

BLOGSTOMP 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



C16 M70 Y100 K4
R204 G102 B0
HEX #CC6600

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)