montana libraries

INFORMATION **POWERS** GROWTH

Logo Usage Manual

Logo Files
Included are all approved versions of the Montana Libraries logos in various sizes and formats for print and online applications.

Montana Libraries Signature and Mark Applications
Following the creation of the identity, certain modifications must be mandated to limit dilution through process of application. Limiting the use of variables ensures that the message is not diluted and the identity is not compromised.

## Montana Libraries Color Applications
To maintain the integrity of the logo, certain color applications must remain constant.

The colors are denoted as solid Pantone colors.
Two Pantone colors have been incorporated.

The Established Colors Are As Follows:
A. Pantone Color Bridge Coated 361C (100% PMS)
B. Pantone Color Bridge Coated Cool Gray 9 (100% PMS)
C. CMYK Green (C-75, M-3, Y-100, K-0)
D. CMYK Gray (C-55, M-47, Y-43, K-10)
E. 62% Black
F. HTML Hex Green(#3fb149 png or #40b149 jpg)
G. HTML Hex Gray (#79787d)
H. HTML Hex Black (#000000)

The Applications of These Pantone Colors Are As Follows:

A. PMS 361C	B. Cool Gray 9	C. CMYK	D. CMYK
E. 62% Black	F. #3fb149	G. #79787d	H. #000000
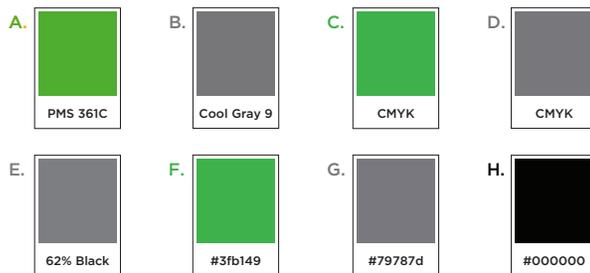
Spot Color Example

CMYK Color Example For Sheet-fed Press

CMYK Color Example For Web Press

HTML Hex Color Example for Web

Separated Signature Elements

The logo contains two elements:

1. Name
2. Tag

Each of these elements comes together to create the complete logo. In the event it is beneficial to separate the elements of the logo, it can be done in a uniform manner. In separating these elements, the Name and Tag elements may not be used as identity pieces in a separated layout. The Tag may be used independently in supporting collateral materials, but not as an identity piece.

The Name element can be used independently. However, both elements, regardless of the configuration, should be displayed within the same page layout. Although separated, all must be visible on one side of the piece.

If you wish to add this logo to other materials (posters, banners, websites, etc.) where other logos are included, this logo should be used with both the Name and Tag. Make sure to follow the spacing specifications listed on page 4.

## Strong In Its Surroundings

The placement of the mark in relation to paper edges, printed borders, or text is essential to the maintenance of the brand in every application.

The minimum space allowed is calculated in relationship to twice the vertical height of the logo Name.

Regardless of the re-sizing of the signature, one times (1x) the measurement from the highest point of the Montana Libraries Name to the lowest point (1x) dictates the placement of the overall image.

The minimum distances from all edges are equivalent to the vertical distance of the Name.

Make sure to maintain at least the minimum allowed space when using the logo on letterhead, page layout, poster, or web. Mobile ads are the only exception to this spacing rule because of their extremely small size constraints.
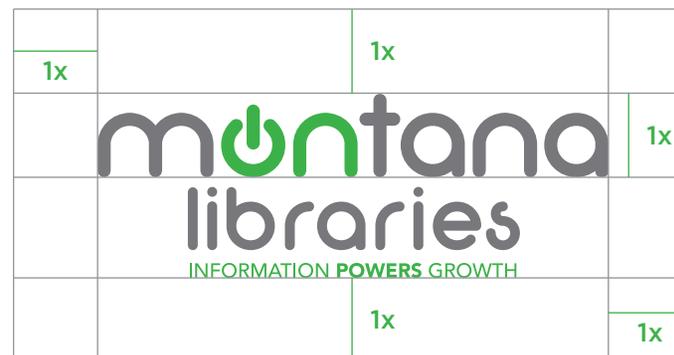
Two-Color Montana Libraries Version On Background

The following are the preferred color variations using a Black background utilizing the two-color logo.
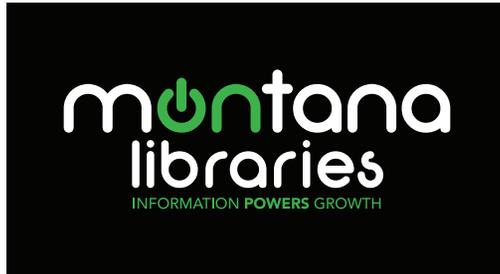
Reverse-Out and One Color

The following logo modification is the approved reverse-out or knock-out application when the logo appears over a background and as a one-color grayscale.
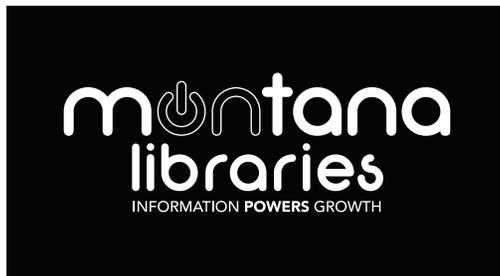
Montana Libraries Font Applications

To maintain identity integrity, it is necessary to dictate the fonts allowable for use. The more integration that can be displayed through the Name, Tag and accompanying documents the stronger the resolve and brand equity of the identity.

Below are the fonts used within the logo:

1. Neon 80s
2. Avenir Medium
3. Avenir Black

```
▼ 📁 LogoWithoutTag
  ▼ 📁 Bitmap_Web
    ▼ 📁 Transparent
        🖼 MontanaLibrariesLogo_1Color_RGBReverse_1600px_Transparent.png
        🖼 MontanaLibrariesLogo_2Color_RGBReverse_1600px_Transparent.png
        🖼 MontanaLibrariesLogo_Black_1600px_Transparent.png
        🖼 MontanaLibrariesLogo_RGB_1600px_Transparent.png
    ▼ 📁 WhiteBackground
        🖼 MontanaLibrariesLogo_Black_1600px.jpg
        🖼 MontanaLibrariesLogo_RGB_1600px.jpg
  ▼ 📁 Vector_Print
    ▼ 📁 1ColorReverse
        📄 MontanaLibrariesLogo_Reverse.eps
    ▼ 📁 2ColorReverse
        📄 MontanaLibrariesLogo_CMYKReverse.eps
    ▼ 📁 BlackGrayscale
        📄 MontanaLibrariesLogo_Black.eps
    ▼ 📁 CMYK4ColorGreen_4ColorGray
        📄 MontanaLibrariesLogo_CMYK4_4.eps
▼ 📁 LogoWithTag
  ▼ 📁 Bitmap_Web
    ▼ 📁 Transparent
        🖼 MontanaLibrariesLogoTag_1Color_RGBReverse_1600px_Transparent.png
        🖼 MontanaLibrariesLogoTag_2Color_RGBReverse_1600px_Transparent.png
        🖼 MontanaLibrariesLogoTag_Black_1600px_Transparent.png
        🖼 MontanaLibrariesLogoTag_RGB_1600px_Transparent.png
    ▼ 📁 WhiteBackground
        🖼 MontanaLibrariesLogoTag_Black_1600px.jpg
        🖼 MontanaLibrariesLogoTag_RGB_1600px.jpg
  ▼ 📁 Vector_Print
    ▼ 📁 1ColorReverse
        📄 MontanaLibrariesLogoTag_Reverse.eps
    ▼ 📁 2ColorReverse
        📄 MontanaLibrariesLogoTag_CMYKReverse.eps
    ▼ 📁 BlackGrayscale
        📄 MontanaLibrariesLogoTag_Black.eps
    ▼ 📁 CMYK4ColorGreen_4ColorGray
        📄 MontanaLibrariesLogoTag_CMYK4_4.eps
```
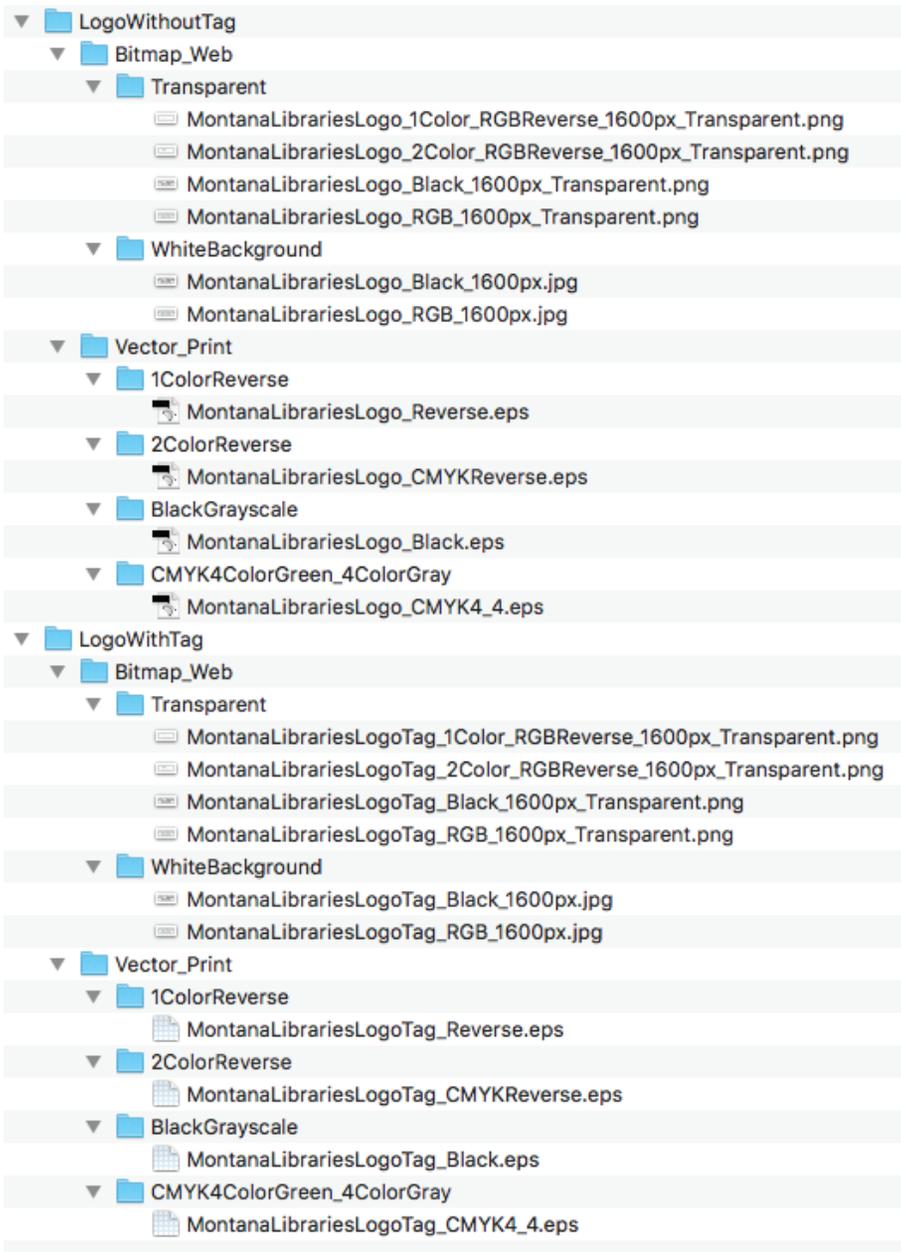
Which File Do You Need to Use?

Different applications require different types of file formats. When working in web applications, **Transparent RGB logos** will allow the background color of the website to appear behind the logo, and not look like it is stuck in a white box. **White Background** logos are best used for inserting into a simple letterhead, Word document, or any other text program that will not have a colored background behind the logo.

Vector logos are best used for high quality printing. These logos work well in professional layout software such as InDesign, Illustrator, Photoshop, etc.

To select the right logo file, follow these steps:

• Decide if you need a logo with or without a tagline.
• Find out what application it will be used for.
• Select the file that best fits the need.

Reverse logos work well on dark backgrounds, **CMYK 4_4 logos** work best on lighter backgrounds.

For certain print work such as screen printing and promotional items, **Spot Color logos** may be required. Please contact Banik Communications for guidance@ (406) 454-3422.