Indiana Bicentennial
Logo Guide

WHAT THIS GUIDE IS.

This guide is a resource for creating collateral and other materials that display the Indiana Bicentennial logo.

This guide will show the user how to use the logo and colors associated with the Indiana Bicentennial campaign.

THE LOGO : PRIMARY MARK

The primary mark should be used on all collateral in all instances.

PANTONE 281 C	PANTONE 116 C	PANTONE 118 C

THE LOGO : PRIMARY MARK : ONE COLOR

The one color primary mark should only be used when a one color logo is requested for printing.

THE LOGO : PRIMARY MARK ON COLOR

When using the primary mark on a dark background, it is acceptable to use the mark with a white circle behind the primary mark.

LOGO DON'TS

Ensure the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.

Do not remove elements.

Do not distort.

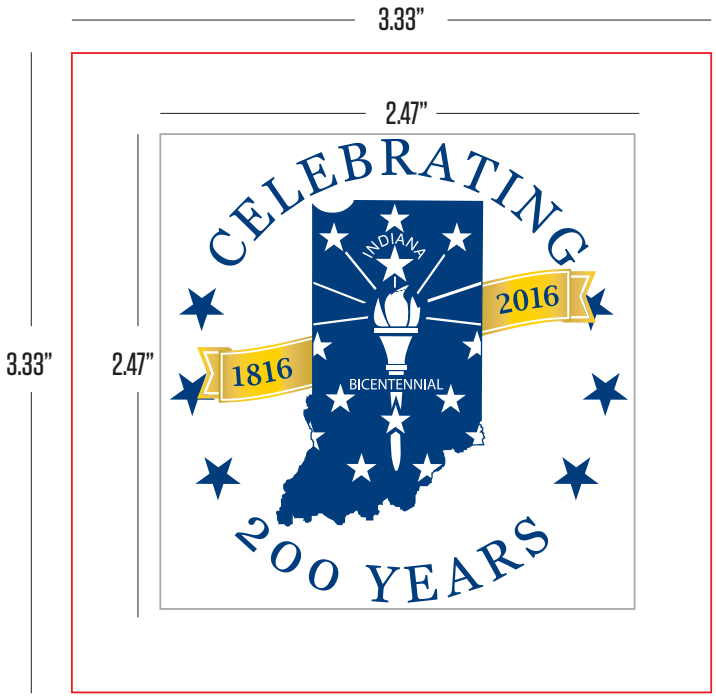
Do not adjust color.

Do not rotate.

Do not outline.

LOGO SAFE AREA

The logo safe area is the minimum “breathing room” maintained around the primary mark. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the lock-up and the edge of a printed piece.



The safe area is represented by the red box shown above. The safe area should be 35% of the total length and width of the primary mark.

To determine the safe area, draw a straight box around the mark as shown is grey. In this case, the logo is 2.47” wide and 2.47” tall; 35% of 2.47” is 0.86”. Add 0.86” to the dimensions of the grey box to get the dimensions of your safe area — 3.39” x 3.39.”