

EXPERIENCE REDMOND | LOGO AND COLOR STANDARDS

This sheet is designed to help all professionals involved in the marketing efforts of **EXPERIENCE REDMOND** campaign in the use of the **EXPERIENCE REDMOND** logo and its associated colors.

The **EXPERIENCE REDMOND** logo and its chosen colors represent the campaign to the outside world and are its strongest tools in building a strong image. *Please use this sheet as a reference tool.*

The Experience Redmond Logo

The official **EXPERIENCE REDMOND** logo, the only approved visual image that symbolizes **EXPERIENCE REDMOND**, is the graphic signature shown here.

The **EXPERIENCE REDMOND** logo must appear exactly as shown for the application in which it is being used, and care should be taken to ensure high quality reproduction. Logos should never be scanned from other reproductions or downloaded from the web. In printed materials, it is strongly suggested that only the vector EPS of the logo should be used to maintain a high standard of reproduction.

The logo must be used as designed and must never be re-drawn, screened, used with different fonts, distorted, stretched or overprinted.



Two-Color • (Gray PMS 424 C and Red PMS 186 C), Preferred



One-Color • (Red PMS 186 C) or Black

If a particular situation dictates the logo be used against a dark background, it is acceptable to reverse the image in white:



One-Color • (Reversed)

Approved Colors for Experience Redmond Logo

Approved logo colors for **EXPERIENCE REDMOND** were selected using *Pantone Inc.'s* color matching system (PMS). Combinations depend on the applications in which the logo is being used.

SPOT COLOR (Matte)



PMS 424 U PMS 186 U

SPOT COLOR (Glossy)



PMS 424 U PMS 186 C

- **TWO-COLOR, Matte** (i.e. letterhead, newspaper, notepad):
Use (PMS 424 U and PMS 186 U).
- **TWO-COLOR, Glossy** (i.e. glossy stickers; premium items like mugs, pens and frisbees):
Use (PMS 424 C and PMS 186 C).
- **FOUR-COLOR PROCESS (CMYK).** If using the CMYK process, please specify the following equivalent percentages:
 - Gray (Cyan – 0, Magenta – 0, Yellow – 0, Black – 65)
 - Red (Cyan – 0, Magenta – 100, Yellow – 90, Black – 8)
- **ONE-COLOR, Matte:** *Use either (Black) or (PMS 186 U).*
- **ONE-COLOR, Glossy:** *Use either (Black) or (PMS 186 C).*
(The logo may also appear in white against a black background.)

Alternate Versions of the Experience Redmond Logo

The below variation of the **EXPERIENCE REDMOND** logo are reserved for RARE instances where it is not necessary to make reference to the web address. In such cases, you may need permission for use. For questions or clarifications, please contact Bullseye Creative at (206) 352-6264.



Two-Color • (Gray PMS 424 C and Red PMS 186 C), Preferred



One-Color • (Red PMS 186 C)



One-Color, (Black)