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IDENTITY

THE BEYOND SPOTS & DOTS LOGO

The Beyond Spots & Dots logo consists of two elements – the Beyond Spots & Dots symbol and the wordmark. The Beyond Spots & Dots logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.



TAGLINE VERSION

The tagline captures the service areas of our expertise. The tagline is graphically interlocked with the logo for use on selected media, such as business cards, TV commercials, T-shirts, etc. This treatment is one piece of artwork and should be scaled up or down as a unit, not as individual elements of the logo and tagline.












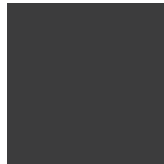








COLOR PALETTE

The Pantone values are referred to as “spot” or “solid” colors. These are created using a unique ink and mixing formula developed by Pantone for precise color accuracy.

“Process color” refers to the CMYK values for 4-color process printing. Process colors are represented as percentages of cyan, magenta, yellow and black in varying percentages for thousands of color possibilities.

For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets and extranets), refer to the RGB/HEX values specified.

PANTONE						
	PMS 375C	PMS 262C	PMS 7505C	PMS 2995C	PMS 166C	C: 0 M: 0 Y: 0 K: 91
CMYK						
	C: 41 M: 0 Y: 78 K: 0	C: 45 M:100 Y: 0 K: 55	C: 0 M:30 Y: 70 K: 55	C: 66 M:19 Y: 0 K: 0	C: 0 M:63 Y:100 K: 0	C: 0 M: 0 Y: 0 K: 91
RGB						
	R:163 G:207 B:105	R: 84 G: 36 B: 84	R:145 G: 97 B: 41	R: 69 G:166 B:219	R:242 G:122 B: 33	R: 61 G: 61 B: 62
HEX	#A3CE68	#542354	#916028	#44a5db	#F27A21	#3C3C3E

BACKGROUND COLORS

These colors are only to be used as a background color behind the Beyond Spots & Dots logo. These slightly darker versions of the blue and orange allow the dots in the logo to appear and not blend in with the logo.



Background
Only Colors



CMYK

C: 81
M: 33
Y: 15
K: 0

C: 4
M: 82
Y: 100
K: 1

RGB

R: 22
B: 140
G: 183

R: 241
B: 86
G: 35

HEX

#168CB7

#F05522

COLOR FORMATS

Six Color Dark



Six Color White



With Tagline



ADVERTISING | MARKETING | PR | BRANDING | DIGITAL

GRAYSCALE SPECIFICATIONS



Black

SIZE FORMATS

General Application

The logo for BEYOND Spots & Dots features a 4x4 grid of colored dots (purple, orange, green, blue) to the left of the word "BEYOND" in a bold, sans-serif font. Below "BEYOND" is the tagline "Spots & Dots" in a smaller, lighter font. A registered trademark symbol (®) is positioned at the top right of "BEYOND".

} • First line 1:9 aspect ratio
} • Second line 1:10 aspect ratio

- Second line 47% width of first
- Ideal for most media
- Outdoor, print, video, etc

Limited Application

The logo for BEYOND Spots & Dots features a 4x4 grid of colored dots (purple, orange, green, blue) to the left of the word "BEYOND" in a bold, sans-serif font. Below "BEYOND" is the tagline "Spots & Dots" in a smaller, lighter font. A registered trademark symbol (®) is positioned at the top right of "BEYOND".

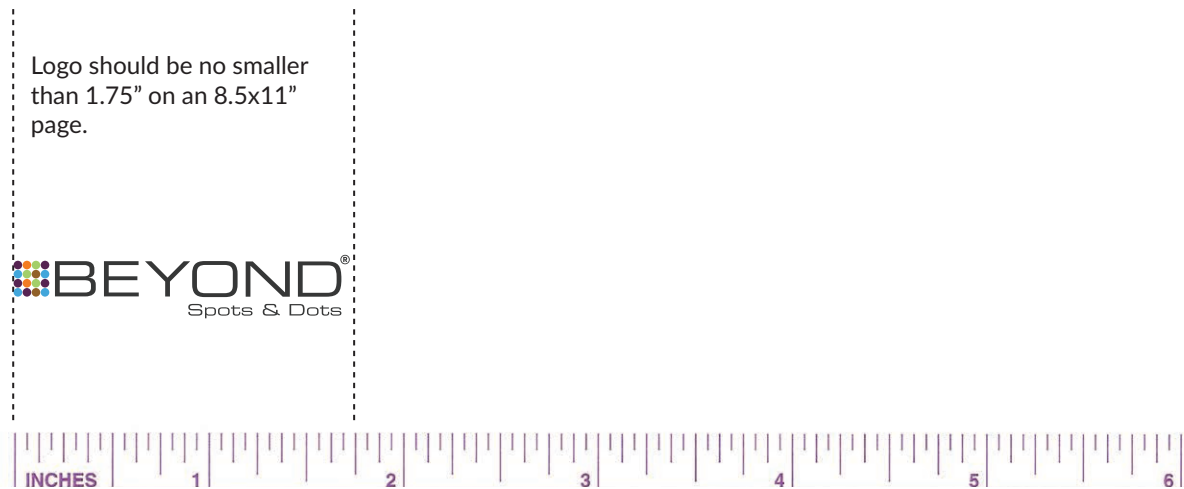
} • First line 1:9 aspect ratio
} • Second line 1:10 aspect ratio

- Second line 78% width of first
- Ideal for small-scale reproduction
- Used to maximize legibility
- Golf balls, embroidery, etc

CONSTRAINTS

The Beyond Spots & Dots logo should appear no larger than 3/4 the width of the total image area and no smaller than 1.75" wide. Exceptions are allowed for banners, out-of-home media where copy is minimal and promotional items where image area is dictated.

Logo should never appear stretched or distorted.



CLEAR SPACE

To preserve the Beyond Spots & Dots logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements, such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Beyond Spots & Dots logo is defined as the height of the "B."

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



IMPROPER USAGE

Incorrect use of the Beyond Spots & Dots logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses. To ensure accurate, consistent reproduction of the Beyond Spots & Dots logo, never alter, add to or attempt to recreate it.



Do not change the position of the symbol mark.



Do not change the shape or distort the logo.



Do not tilt or change the orientation of the logo.



Do not change the logo colors.



Do not place the logo on the same color as the any of the dots in the symbol mark.



Do not add effects to the logo.



Do not place the logo on a busy photograph or pattern.



Do not put a white box around the logo when placed on a dark or busy background.

TYPOGRAPHY



The official font for the Beyond Spots & Dots Logo is Eurostile Extended Roman DTC.

This typeface has one weight: Regular.

This font should be used in all collateral materials and advertising representing the company.

Secondary fonts include: Benton Sans Regular or Bold and Helvetica.

EUROSTYLE EXTENDED
ROMAN REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

BENTON SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

BENTON SANS BOLD

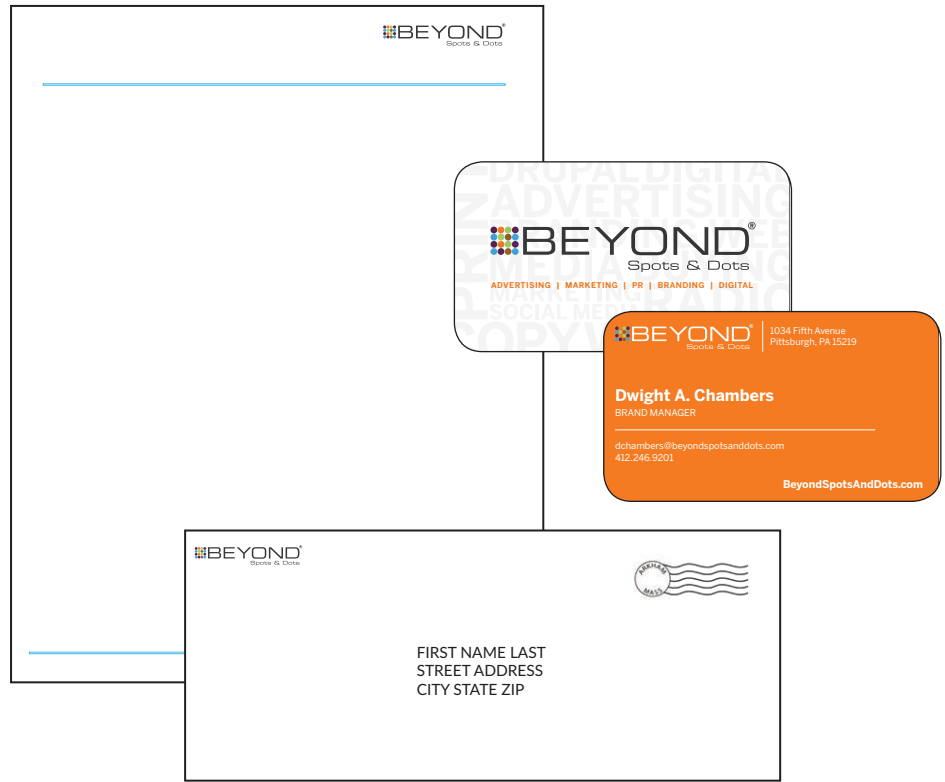
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

PROPOSED APPLICATIONS

Stationery



Premium Items



LOGO FORMATS

Included in this manual is a disk with different versions of the logo. These different versions end in the following suffixes:

.eps
.ai
.pdf
.psd
.tif
.jpg
.png
.gif

The .eps, .ai and .pdf files are vector files created using mathematical calculations so that no matter the scale, the logo will always look crisp and solid. These files are used on large prints, such as banners and billboards.

The .psd, .tif, .jpg and .png files are bitmapped files, comprised of dots that appear to be solid color but become jagged or pixelated when blown up to large proportions.