

PRIMARY LOGO & GUIDELINES

PRIMARY LOGO

Space around the logo

Always leave the logo some space to breathe. Use a white background or other solid color.



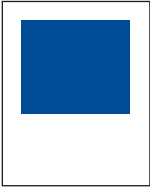
On a black background use the blue & white version.



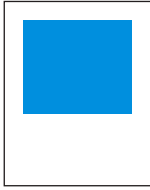
When color is not available use the all black logo or on black use the reverse, all white logo.



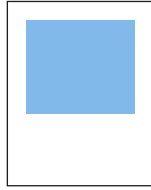
COLOR SPECIFICATIONS



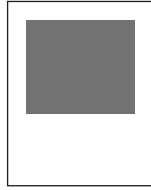
Pantone 2945C
CMYK 100/45/0/14
RGB 0/105/170
HEX #0069aa



Pantone 279C
CMYK 68/34/0/0
RGB 79/145/205
HEX #4f91cd



Pantone 278C
CMYK 39/14/0/0
RGB 151/192/230
HEX #97c0e6



Pantone 424C
CMYK 0/0/0/61
RGB 126/128/131
HEX #7e8083



Pantone Black C
CMYK 0/13/49/98
RGB 37/26/6
HEX #251a06

FONTS USED IN LOGOTYPE

Cambria Bold (San Jamar)

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

Calibri Bold (Smart. Safe. Sanitary.)

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

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 1.26" (32mm)
32mm is the safest minimum size.



Social Profile Images
Twitter, Facebook, Flickr etc.



DON'T ABUSE THE LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE

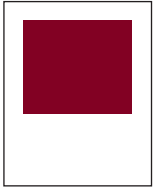


DON'T CHANGE FONTS/COLOR

CMYK VALUES FOR CATALOG CATEGORIES

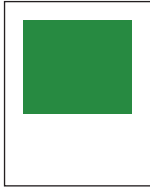
Sell Sheets, Catalog, Product specific literature pieces

Washroom & Hygiene Solutions



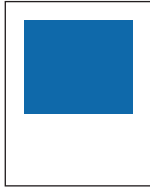
CMYK 0/100/60/55
RGB 130/0/36

Counter Service



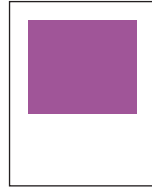
CMYK 72/0/90/31
RGB 45/137/65

Food Safety Tools



CMYK 92/58/7/1
RGB 0/105/168

Bar & Food Management



CMYK 64/100/15/3
RGB 120/41/125

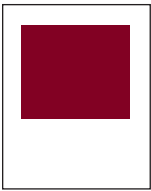
Personal Safety



CMYK 5/31/100/0
RGB 240/179/29

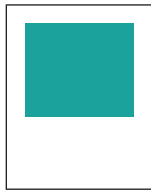
CARTON PACKAGING PMS COLORS

Washroom & Hygiene Solutions *(except Oceans™ and Summit™)*



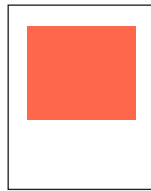
PMS 195C

Washroom & Hygiene Solutions Oceans™ branded products



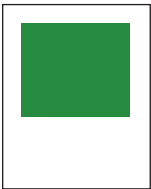
PMS 327C

Washroom & Hygiene Solutions Summit™ branded products



PMS 172U

Counter Service



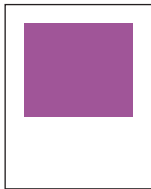
PMS P 149-15C

Food Safety Tools



PMS 307U

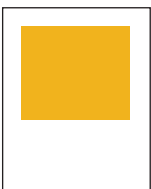
Bar & Food Management



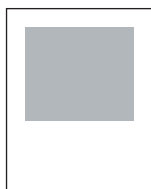
PMS 254U

BAG PACKAGING PMS COLORS

Personal Safety



PMS 124C



PMS 429C