






LOGO SPECIFICATIONS + GUIDELINES

PREMIER LOGO

- The Premier Logo should have a minimum clear space on all sides of .5x (with x being the width of the symbol).
- The preferred usage is two-color printing, using PMS 341 and black or the equivalent CMYK (process match) colors noted.
- In one color printing, the logo is black or grayscale or all white.
- Do not use the logo on a background that affects legibility, and never use the logo on a photo or textured background.
- The type treatment should NEVER be altered or rearranged. Use ONLY the supplied logo versions with NO MODIFICATIONS.

Spot Color Four-Color Process

	Pantone 341	100C, 0M, 67Y, 29K
	Pantone 341 40%	40C, 0M, 27Y, 12K
	BLACK 50%	0C, 0M, 0Y, 50K

