The PathologyOutlines.com Company Logo Usage Guide

The PathologyOutlines.com, Inc. logo is a vital part of the PathologyOutline.com's image and brand. It is important that any use of the logo follow these guidelines. For more information, please contact us at CommentsPathout@gmail.com

These guidelines have been developed to build a strong and consistent identity for the PathologyOutlines.com brand in all visual communications. The components found on this page, along with the basic standards for using them correctly and effectively, have been carefully designed for a unified visual expression.

Ultimately, it is not the rules that are essential but how we apply and use them. With the proper application of the standards contained here, you will successfully execute a PathologyOutlines.com experience that is as familiar and as consistent as possible.

COLOR POLICY
The proper logo color is PMS 2766C. It is important that you do not vary this color in any way, as the color is an integral part of the PatholgyOutlines.com brand.

Not all computers are able to reference and use the PMS color library; here are the other ways to create an acceptable analog to PMS 2766C:
     RGB: R23 / G33 / B84
     CMYK: C100% / M96% / Y36% / K33%
     HEX: #172154
     Lab: L15 / a11 / b-33
     HSB: H231º / S72% / B33%

COORDINATION AND IMPLEMENTATION
Do not combine the logo with any other corporate identity logo. To assist with this requirement, always isolate the PatholgyOutlines.com logo with at least one half inch (13mm) of clear space on all four sides of the logo. See example #1.

Example #1

If the PathologyOutlines.com PMS 2766C logo is to be placed on a background other than white, ensure there is a white background behind the logo. See example #2.
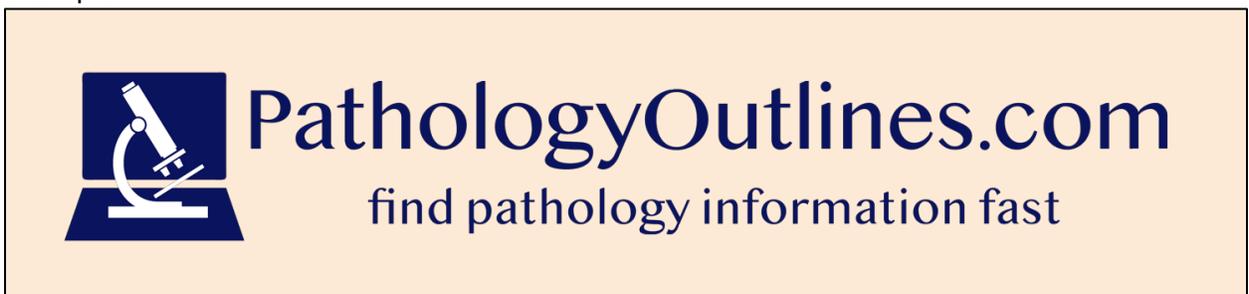

Example #2

If the background color is dark in tone, it is permissible to use the transparent background PNG file with the PathologyOutlines.com logo in white. If the background color conflicts with the PMS2766C as used in the PathologyOutlines.com logo, contact us for advice and options. See example #3
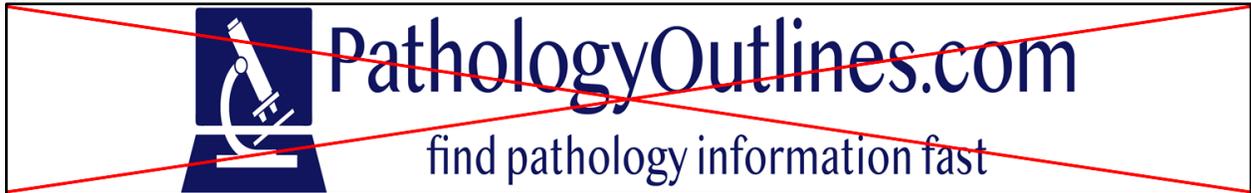

Example #3

If the background color is light in tone, use the transparent background PNG file with the PathologyOutlines.com logo in PMS 2766C. Again, if the background color conflicts with the PMS2766C as used in the PathologyOutlines.com logo, contact us for advice and options. See example #4

Example #4

The logo should be one unit, not broken up and rearranged at some discretion. The logo should never be distorted in any way.

DO NOT change the aspect ratio of the logo in an effort to make it fit a specific location. See examples #5 and #6

Example #5

Example #6

DO NOT rearrange elements of the logo. See example #7:

Example #7

DO NOT change the colors used in the logo. See example #8:

Example #8