



To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally. Please note all color and size restrictions.



Pantone 295C

## LOGO REQUIREMENTS

### The Proportion of the Logo

The proportions of the logo must not be altered. Width and height must always be scaled up or down proportionally

### Minimum Clear Space

It is required that the Seymour Midwest logo be positioned with an equal amount of clear space around all four sides to ensure it will not be crowded or violated by typography and other graphic elements. A minimum of 1x of clear space must remain around the logo at all times. This rule applies regardless of the size or color of the logo. There is no maximum clear space allowance. This logo works best with plenty of space around it, so feel free to give it lots of room whenever possible.



X = 0.250" (.635cm)

### Color

The Seymour Midwest logo was designed specifically as a one-color logo. As such, the only colors in which the logo can appear are as follows: Pantone 295C or black (on light backgrounds), or white (on a black or other dark backgrounds). For more alternate logo versions, please see previous page.



### Minimum Size Requirements

To ensure the Seymour Midwest logo's integrity, clarity and impact, never reproduce it smaller than 0.500" (1.27cm) tall. The logo should be a dominant identity (no smaller than any other logo or icon on the page) on all pieces of literature and packaging.

### Examples of Unacceptable Logo Usage

