

LOGO STANDARDS GUIDE

This Logo Standards Guide is created to ensure consistency of all materials that include the Raze logo and color scheme. Our goal is to establish a consistent identity for Raze. Multiple formats of these logo files are available.

Preferred Logo:



Copy font on printed materials:

The logo is designed using a customized font and should never be altered in any way. For accompanying copy, any version of Helvetica may be used but preferably Regular or Medium for body copy, Bold for subheads and Heavy or Black for headlines.

All of the elements of the Raze logo must be constrained proportionately when resized. You may not elect to make any single element larger or smaller or distort the entire logo.

Additional Options:



Color:

These are the only colors Raze logo may be printed in. The logo may also be printed in black or white if budget is a consideration.



PMS 1665 BLACK
C: 0 M: 69 Y: 100 K: 0 C: 0 M: 0 Y: 0 K: 100

Size:



The minimum width of the Raze logo should be no smaller than 1 3/4".