

• • • • Allen Bailey Logo Specifications and Standards.

The size of this logo can be varied for maximum visual effectiveness in its surroundings.

The design and colors of this logo should not be altered.



Colors and Uses

1-color black
 Black logo on white background , text: 80% black
 80% white logo on black background, text: 100% white

1-color blue:
 Blue logo, text: 80% blue
 80% white logo on blue background, text 100% white

2-color:
 Red logo, blue Allen-Bailey name,
 "tag & label" text: 80% blue



Cyan	20%	Pantone 187
Magenta	100%	
Yellow	85%	
Black	20%	

Cyan	94%	Pantone 295
Magenta	68%	
Yellow	41%	
Black	47%	

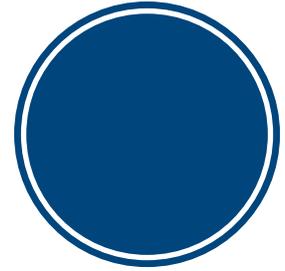
• • • • Allen-Bailey: Icon Artwork and Standards.



pantone 295



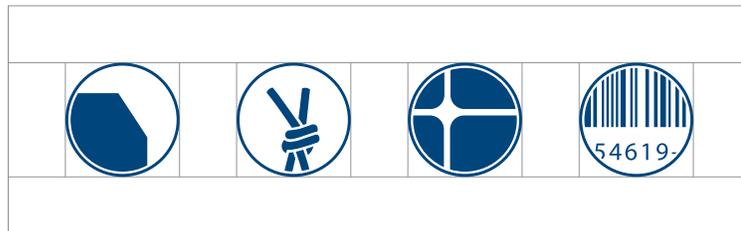
pantone 187



master icon template
for new icon creation
(always use white background)

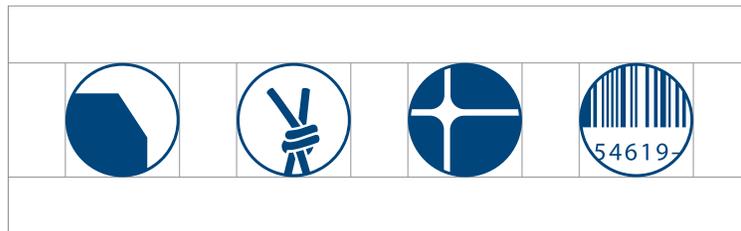
Version 1 - "hi-res"

- icons with white inner border



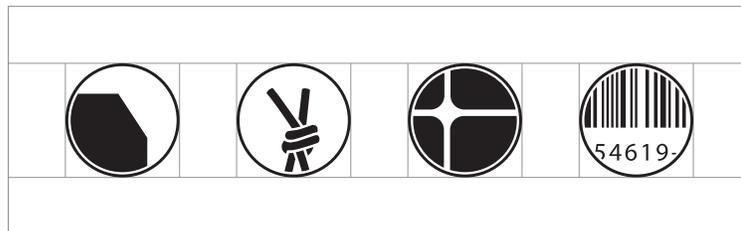
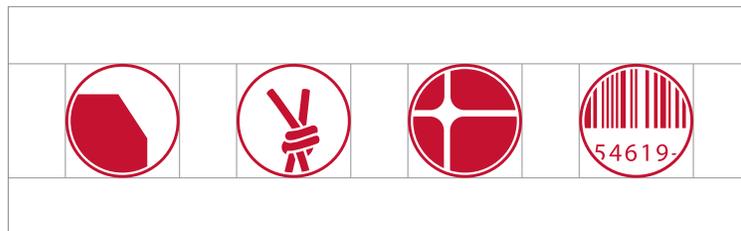
Version 2 - "low-res"

- icons sans white inner border



note: spacing between icons = radius of circle.

Optional color variation or Black & White



• • • • Allen Bailey Brand Specifications and Standards.

Icon Spacing Standards

The size of this logo can be varied for maximum visual effectiveness in its surroundings.

The spacing between the icons will remain proportional to the size and equals the radius of the icon circle.



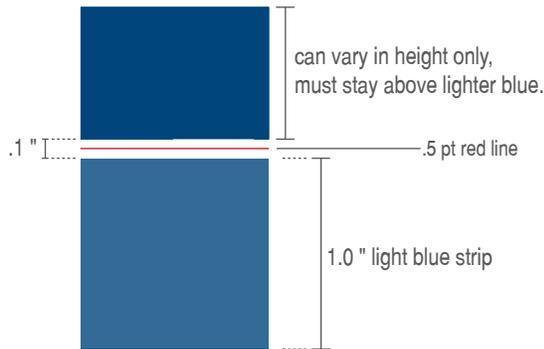
Line Proportion Standards

The size of the red line and lighter blue strip will remain constant for all applications 9" x 12" and smaller.

Anything larger than 9" x 12", the red line, white space, and light blue band can vary in size for maximum visual effectiveness but must maintain the following proportions:

- The red line equals 7% of the height of its white border.
- The white space equals 10% the height of the light blue strip.

The height of darker blue area can vary regardless of the size of its application but must always appear above the lighter blue, never below.



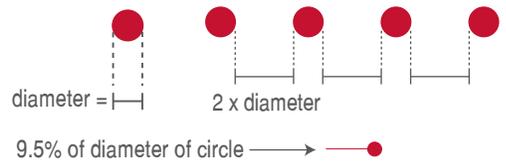
Cyan	20%	Pantone 187
Magenta	100%	
Yellow	85%	
Black	20%	

Cyan	94%	Pantone 295
Magenta	68%	
Yellow	41%	
Black	47%	

Circle Spacing Standards

1- The spacing between the circles will remain proportional to the size and equals two times the diameter of one circle. The size of the circles will remain fixed at .073" for all applications 9" x 12" and smaller *except* business cards.

Larger applications the circles will remain proportional to its leader line which equals 9.5% of the diameter of the circle.



2- Line spacing equals the diameter of one circle. (unless using a leader line).



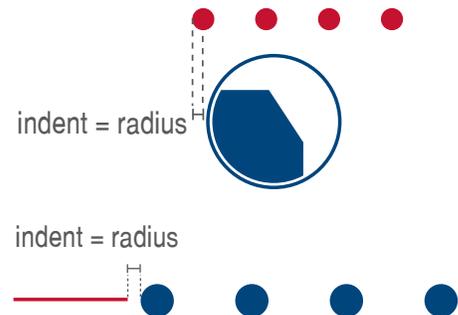
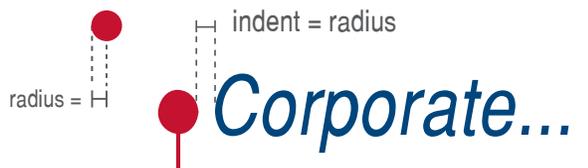
Single Tags

circle with a leader line:
spacing defined by line.
Indent from circle = radius

indent = radius

Standard sizes 1-8 and custom...

3- Text indentation equals the radius of one circle.



Pantone 187 BF0032



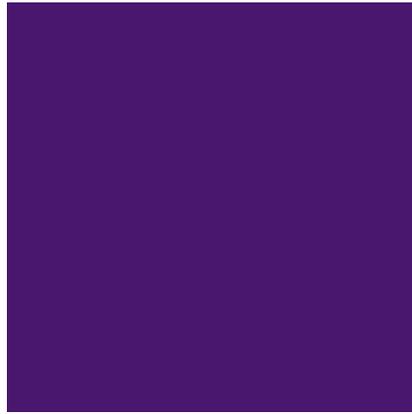
Pantone 295 00457B



Pantone 118 C09FOO



Pantone 2627 4B086D



Pantone 1675 B45516



Pantone 506 86212C



Pantone 555 04694F



Pantone 3025 005A83

