Dig Safe Logo Usages

The Dig Safe logo is our primary identifier. Regardless of where the logo is being used, it should only be reproduced in the approved formats outlined below.

Primary Logo

Knockout on Colour

Black and White Output

Colour Palette

Yellow:	PMS 123	Grey:	PMS Black 50%	Black:	PMS Black
	CMYK C:0 M:24 Y:94 K:0		CMYK C:0 M:0 Y:0 K:50		CMYK C:0 M:0 Y:0 K:100
	RGB R:255 G:199 B:44		RGB R:178 G:187 B:30		RGB R:147 G:149 B:152

Primary Logo: Use the 2-colour yellow and black logo only on a white background. This will be the most common application.

Knockout on Colour: Use the white knockout logo on all backgrounds that are not white.

Black and White Output: Use the greyscale logo only on a white background. Use the white knockout logo on all backgrounds that are a shade of grey or black.

Offset Printing: Use the PMS (pantone)colours rather than CYMK. A pantone ink will produce a much more vibrant ink rather than in CMYK. The pantone inks have been broken down into Coated (C) and Uncoated (U). Coated pantone inks are used when printing on coated paper whereas uncoated pantone inks are used for printing on uncoated paper.
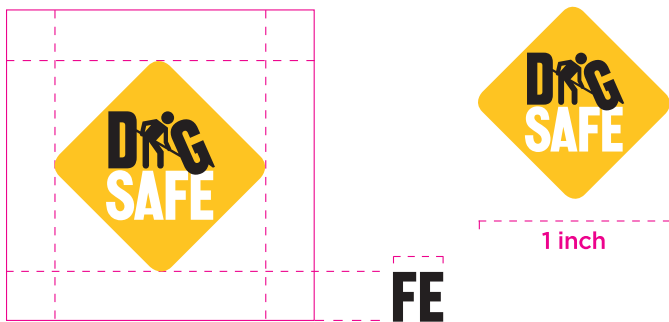
Clearspace: The logo must have sufficient space around it. The minimum required clear space for the Dig Safe logo is the height and width of the letters 'FE' found in the logo. Whenever possible, clear space should be increased.

Minimum Size: The logo also has a minimum size requirement to ensure that it can be easily read and identified. The minimum size for the logo is 1 inch wide. The logo should not be presented at any size below this.

Every logo is a complete, single piece of electronic art. The individual components should never be resized independent of one another. Likewise, our logo should never be stretched or distorted in any manner. Placing the logo on an angle, cutting it off or changing the colour is unacceptable.