



## Logo Usage & Guidelines

# Positioning and sizing the EverGrain® logo

## Staging Area

The staging area is a clear, uncluttered space that surrounds the EverGrain® logo. The minimum staging area is equal to the height of the EverGrain “E.” An “X” in the accompanying example indicates the height of the “E.”

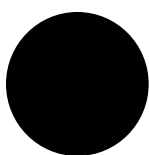


## Logo Sizing

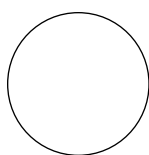
The minimum size the EverGrain logo can appear is the width of the word “EverGrain” being no less than 1 inch.



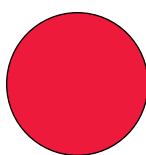
## Colors for the EverGrain logo



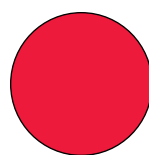
Black



White



PMS 185



0C/100M/80Y/0K



4/C Process



B/W

## Typography for the EverGrain logo

EverGrain

*Times New Roman PS Bold Italic*

Composite Decking

**ITC Avant Garde Gothic Demi**

TAMKO

**Aachen Bold**



A ® must accompany the word “EverGrain” and the TAMKO logo in the positions shown.

# Printing the EverGrain® logo



## 4-Color Logo

- EverGrain: Solid black with white type shadow
- Composite Decking: White
- TAMKO: Solid black type over white with 0C/100M/80Y/0K red outline
- EverGrain Board: 4/C process



## PMS Logo

- EverGrain: Solid black with white type shadow
- Composite Decking: White
- TAMKO: Solid black type over white with PMS 185 red outline
- EverGrain Board: 4/C process



## Black and White Logo

- EverGrain: Solid black with white type shadow
- Composite Decking: Black
- TAMKO: Solid black type over white with black outline
- EverGrain Board: Grayscale



## Reverse Logo

- EverGrain: White with solid black type shadow
- Composite Decking: White
- TAMKO: White type over black with white outline
- EverGrain Board: Grayscale

## Special applications for the EverGrain® logo



### **.jpg Logo**

Recommended uses: Microsoft PowerPoint, Web, Flash

### **.bmp Logo**

Recommended uses: Any Microsoft Office Suite Program

### **.tif Logo**

Recommended uses: Programs that will not recognize .eps files when needed in printing



### **.eps Logo**

Recommended uses: Programs used in professional printing

