

STREAMLOGIC LOGO

The StreamLogic logo is composed of two equally important elements: The StreamLogic logotype, and the StreamLogic symbol. The relationship between these elements has been established and the proportions are fixed as illustrated. They must never be altered or modified in any way.

STREAMLOGIC LOGO CLEAR SPACE

The StreamLogic logo is best displayed when positioned in clear space, which helps to protect the integrity of the logo and ensure maximum impact. A clear space has been defined for the StreamLogic logo which should be kept clear of all type and graphic elements.

The clear space defined for the StreamLogic logo is in direct proportion to the size of the capital letter "L" in the logotype, which should not be altered.

STREAMLOGIC MASTER ARTWORK

Always use master artwork for reproduction. Please refer to page 3 for StreamLogic master artwork.

STREAMLOGIC COLORS

There are two StreamLogic colors: StreamLogic Green and StreamLogic Orange.

STREAMLOGIC MASTER ARTWORK

Master artwork is supplied in all color formats illustrated here. Please refer to page 3.

STREAMLOGIC and the StreamLogic DESIGN are registered trademarks of StreamLogic Inc.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

The StreamLogic logo



StreamLogic logo clear space



StreamLogic Green



StreamLogic Orange

Special Colors (Pantone®)

Coated Paper
StreamLogic Green
(or PANTONE 7496 C)

Coated Paper
StreamLogic Orange
(or PANTONE 471 C)

Uncoated Paper
StreamLogic Green
(or PANTONE 7496 U)

Uncoated Paper
StreamLogic Orange
(or PANTONE 471 U)

Process Colors (CMYK)

C40 M0 Y100 K38

C0 M59 Y100 K18

Screen Colors
(RGB and HTML)

R95 G128 B14
#5F800E
#669900 (Web Safe)

R209 G86 B0
#D15600
#CC6600 (Web Safe)

Please note: For materials that are professionally printed, always match the colors to the special or process colors listed above. Never match to the colors as they appear on screen/monitor or color printouts.

STREAMLOGIC TYPEFACE

StreamLogic uses three acceptable typefaces; each chosen for their flexible and contemporary, yet clean appearances, which make them legible across all media formats:

Bank Gothic BT
Eurostile
Tahoma

These typefaces are essential elements to the StreamLogic brand identity. Consistent use of all fonts is very important.

Use the typefaces, with a combination of weights, to create different distinctions when necessary, as illustrated here.

BANK GOTHIC LIGHT BT

BANK GOTHIC MEDIUM BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile Regular

abcdefghijklmnopqrstuvwxyz

Tahoma Regular

1234567890

Tahoma Bold

!@#\$%^&*()

STREAMLOGIC MASTER ARTWORK

StreamLogic master artwork files are created in Adobe Illustrator EPS format, and are available for both PC and Mac users, in various color options.

Always use master artwork when reproducing the StreamLogic logo.

MASTER ARTWORK FILE NAMING SYSTEM

StreamLogic master artwork files use a simple naming system, demonstrated here.

Based on color requirements, please select the appropriate file for each individual application.

* Please refer to page 1 for 'special colors'.

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Color options

2 special colors* for coated paper
2 special colors for uncoated paper
Four-color process (CMYK)
RGB colors for screen applications

Master artwork file name

SL_PANc.eps
SL_PANu.eps
SL_CMYK.eps
SL_RGB.eps



Color options

1 special color for coated paper
1 special color for uncoated paper

Master artwork file name

SL_1PANc.eps
SL_1PANu.eps



Color options

Black

Master artwork file name

SL_1BLK.eps

Please note: there is no 'box' behind the logo; the 'box' in this illustration is used to indicate a large field of color behind the logo.



Color options

Reversed-out

Master artwork file name

SL_1REV.eps