



BRAND ELEMENTS

The Print Renegades logo is the hero



It is more than just an identifier, it is our presence and signature.

- Every piece of collateral, every piece of stationery, every ad, every promotional email, every banner, every billboard, every internal document, every presentation – everything – must have the logo displayed prominently and according to the standards described on the following pages. It can't be overstated and it can't be said enough. The logo is Print Renegades.

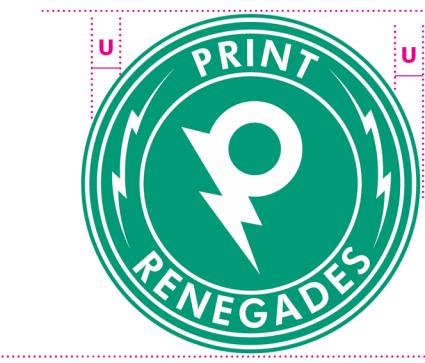
There is only ONE logo – Print Renegades.

There should be no company program, product or department logo that competes with the existing Print Renegades logo.



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Logo usage



Baseline

One Color and Black & White logo

- Use our logo consistently and without distortion on all materials and in all media.
- The single color logo is preferred.
- Use approved colors (PANTONE FORMULA GUIDE® 340, 563 and 144) at 100%.
- The black/white logo is used only when the limitations arise for printing; please make logo 100% black.

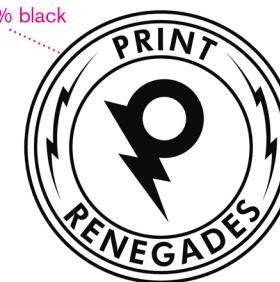
When to use this logo:

This is the preferred logo for all external-facing uses. For certain circumstances, there are alternative logos, which are detailed in the following pages.

One-Color Logo



Black & white logo



LOGO Color Palette



340



563



144

100%
Black



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Logo usage

Visual presence of the logo

- The Print Renegades logo must have presence and prominence. It MUST convey strength.
- The Print Renegades logo must appear on the front and back of marketing materials. Its presence should never be minimized at the expense of any layout or concept.

Clear zone

- Always surround our logo with a clear zone: Nothing should invade the clear zone.
- Refer to the preferred clear zone example (at right) for guidance.
- When clear space is limited, such as on ID cards, use the minimum clear zone.

Reversed logo

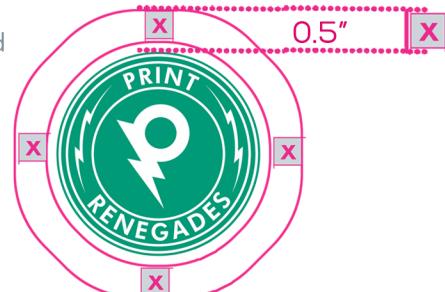
- Use the reversed logo (black) only within a field of PANTONE 340.
- Clear zone requirements apply. Do not use the reversed logo in advertisements or collateral. Use only when no other option is available, such as on apparel and promotional items.

The logo as our signature sign-off

- The Print Renegades logo must be applied to the bottom-right of marketing materials as a standard sign-off.

Clear zone

Preferred



Minimum



Minimum size – use only where space is severely limited.



Reversed logo



Signature sign-off

