



LOGO STYLE GUIDE

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Typefaces

Newport - Garamond
SLSC AUSTRALIA - Arial

When to use CMYK colours versus Pantone colours

CMYK colours are ideal for full colour images, such as photographs.

Pantone colours on the other hand should be used for stationery and logo designs.

The Reason

The reason a Pantone colour should be used is to ensure your branding colour is consistent throughout.

Quick Example

A specific example of cost savings is a batch-printing job using CMYK over Pantone. A Pantone colour process is more expensive due to the labor involved with printing – ink mixing, loading the press, printing the job and then cleaning the press.

Long Technical Explanation

CMYK (Process) – When printing an image in CMYK, the file is separated into four primary colors: cyan, magenta, yellow, and black. CMYK colours are simulated colours and are not pre-mixed. When an image is recreated there are screen tints made up of small dots that are applied at different angles to the four process colours. The separated colours are then transferred to four different printing plates on the press. The colours are then printed multiple times one after the other to create the final image.

PMS (Pantone Matching System) – On the other hand, PMS colours (also known as Spot or Pantone colours) are particular colours that will accurately reproduce in print. Instead of trying to simulate colours, PMS colours are pre-mixed published colour formulas. This gives your printed piece the cleanest and truest colour result.

Two Colour Spot Printing (Pantone)

Maroon PMS 229

Gold PMS 136



Usage:

when colour needs to be completely accurate

One Colour Spot Printing (Pantone)

Maroon PMS 229



Usage:

screen printing, embroidery, printing on a coloured background, eg gold ribbon, gold shirt, gold tent.

Four Colour Printing - CMYK

Maroon

Cyan	24
Magenta	100
Yellow	17
Black	60

Gold

Cyan	0
Magenta	28
Yellow	87
Black	0



Usage:

business cards, promotional material

Computer Monitor Display - RGB

Maroon

Red	109
Green	33
Blue	63

Gold

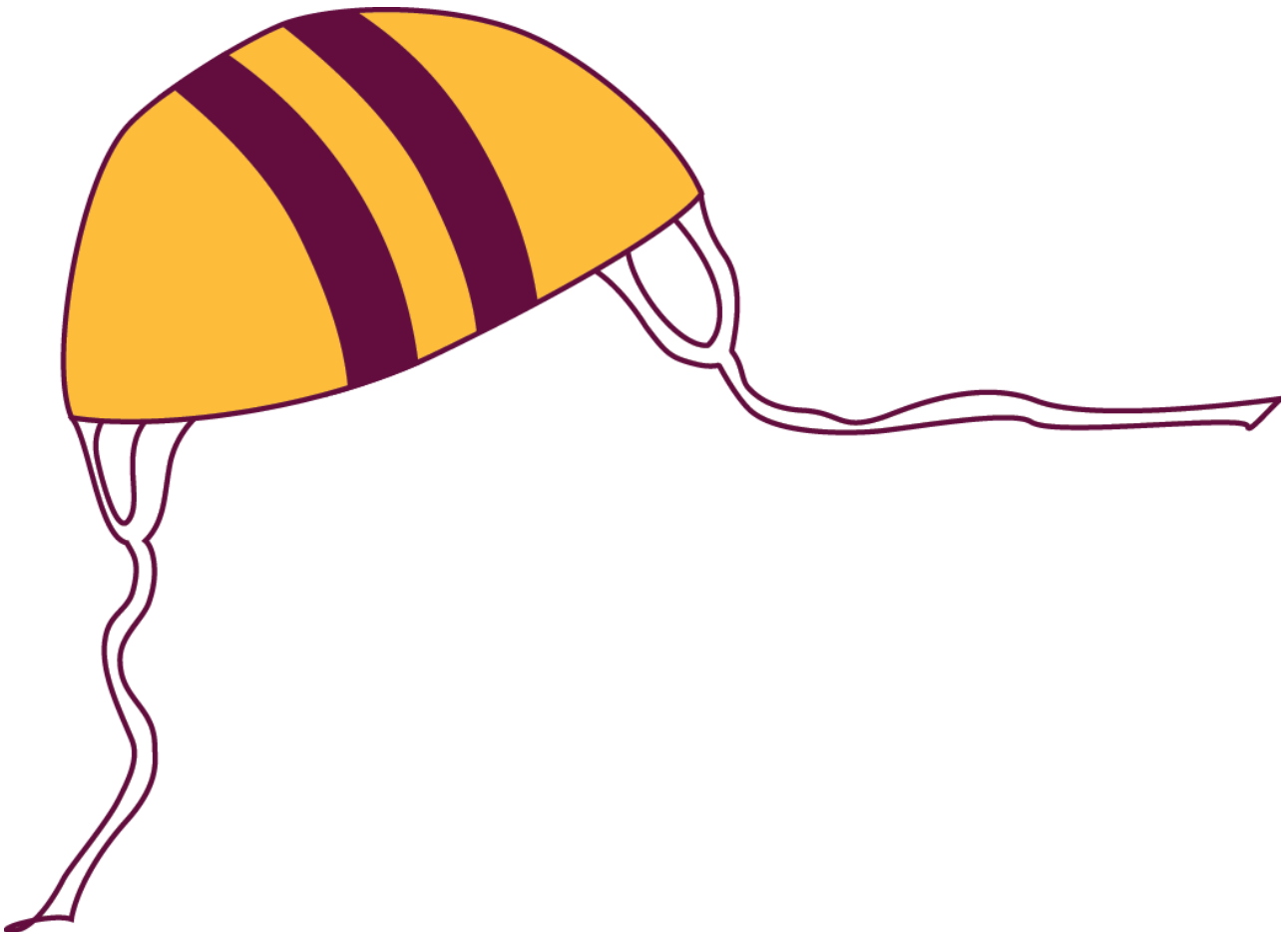
Red	255
Green	188
Blue	58



Usage:

website, email, PDFs to be viewed on screen

Cap Only - RGB or CMYK



Usage:

If logo required is so small that the text becomes too difficult to read or if text will be repetitive because it is already mentioned nearby. Eg website and letterhead.

Black & White



Usage:

Glass or acrylic etching eg wine glasses and trophies