FS

FRASER STRYKER®

Attorneys at law, since 1898

Fraser Stryker PC LLO Logo Usage Guidelines

2018

Illustrated below are the typefaces used in preparing the Fraser Stryker logo. These depictions are for illustrative purposes only. ***The logo should never be re-created using text and box elements - always use approved final artwork files for the Fraser Stryker logo.***

FS

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Primary Typeface:

Adobe Garamond Pro (Regular, Normal)

Capital letters are used to form the FS in the box and Small Caps are used to form the words Fraser Stryker.

Adobe Garamond Pro (italic)

Italic letters are used to form the Attorneys at Law, since 1898.

Other considerations:

There should be a space between the words Fraser and Stryker (unless used in front of .com). The text is small caps.

The sub heading "Attorneys at law, since 1898" should be the same width as the words above (not including the ®)

The FS box, Fraser Stryker, and Attorneys at law, since 1898 should all be centered horizontally (again not including the ®)

The entire logo does not need a bounding box, but the same minimum distance around all edges should be maintained. Nothing should encroach into the logo area (with the exception of when an photo is used in the background)

The logo may appear on a blank, solid, or photo background as long as entire logo including text is legible.

Colors

The Fraser Stryker logo is available in 3 colors, Pantone Coated 180 C, a Black &White version, and a white version. For the Red and Black & Whiter there are both a positive version and a negative version. The positive version used the Pantone Red or Black for the logo and text and the negative version utilizes white for the logo and text with a red or black bounding box. A third version is a pure white version without a bounding box (see examples below).

No other colors should be used for the Fraser Stryker Logo.

Pantone Coated 180 C
RGB Values: 190, 58, 52
CMYK Values: C3 M91 Y86 K12
Hex: #be3a34

The Red logo is the primary version that should be used whenever possible (either the positive or negative version). The positive version should be used on a white or light background and the negative version may be used over a photo or darker background.

Black
RGB Values: 0, 0, 0
CMYK Values: C40 M30 Y30 K100

The Black logo may be used for Black & White reproduction or when the logo is placed on a light background. Whenever possible use the Red versions of the logo.

White
RGB Values: 255, 255, 255
CMYK Values: C0 M0 Y0 K0

White may be used when the logo is placed on a darker background or image (not including the red or black bounded FS logo). Be sure to still respect the Clear Space rule.

Positional and Spatial Considerations

A minimum *Clear Space* equivalent to one-tenth of the width of the logo should me maintained around all versions of the logo.

The logo is measured from the left edge of the capital "F" in Fraser to the right edge of the Registered Trademark symbol.

The **Cian** area is to be used exclusively for the logo and nothing within this space should be modified.

The **Magenta** area indicates the minimum Clear Space surrounding the logo. This area should be kept free of any graphical or visual elements including any text.

Incorrect
(Not enough Clear Space)

Correct
(Sufficient use of Clear Space)

Whether used in a positive or a negative format, the minimum Clear Space that should be maintained from the main body of the logo is 1/10 of the width of the logo itself.
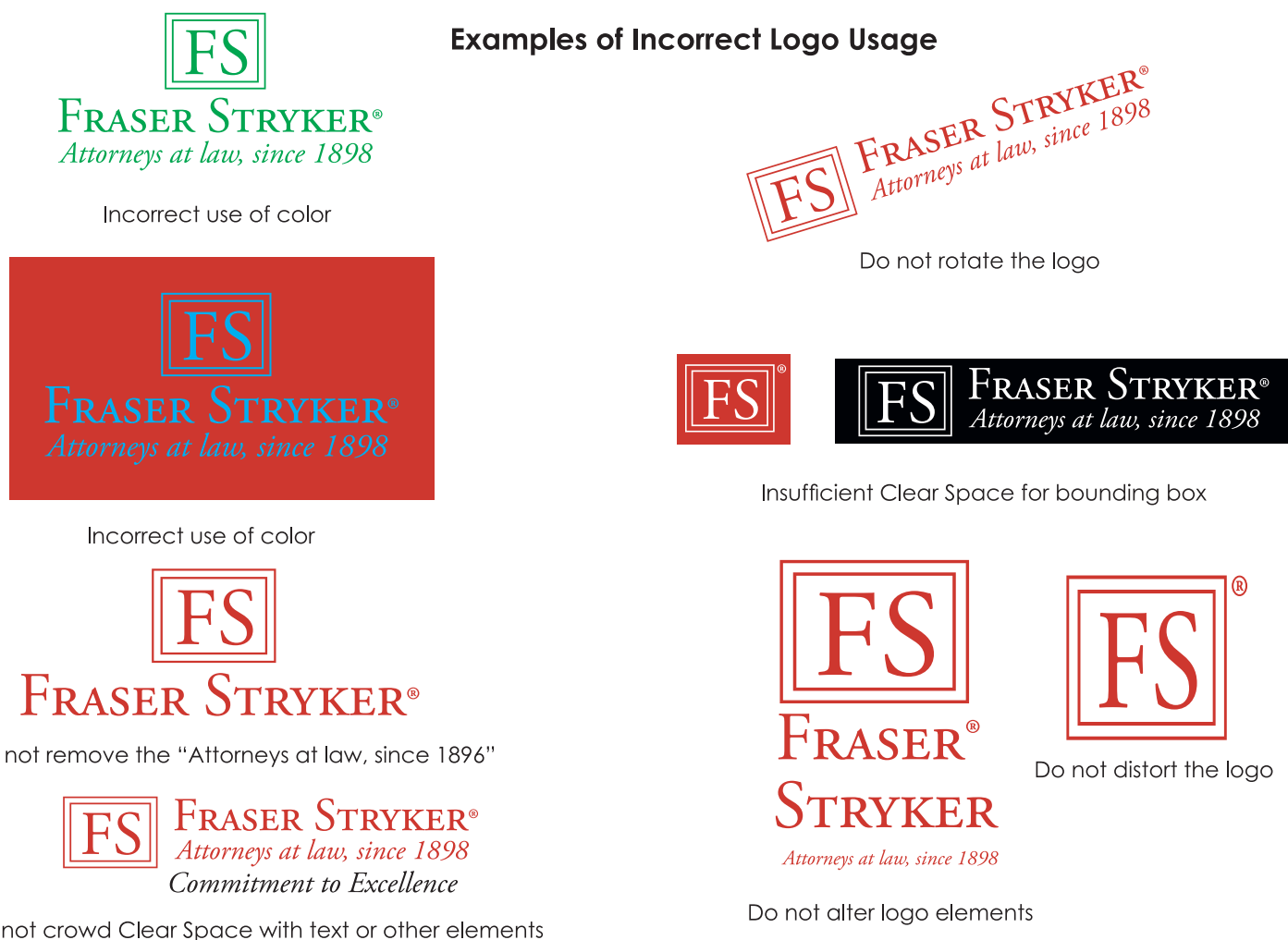
Positive

Negative

Logo Examples (Exception Use Only)

Included below are a few examples of Proper and Improper Fraser Stryker Logo Usage

Examples of Correct Logo Usage

Examples of Incorrect Logo Usage

Incorrect use of color

Do not rotate the logo

Incorrect use of color

Insufficient Clear Space for bounding box

Do not remove the "Attorneys at law, since 1896"

Do not distort the logo

Do not crowd Clear Space with text or other elements

Do not alter logo elements

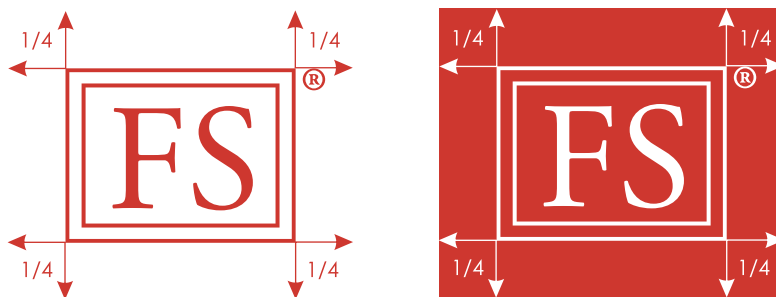## Logo Variations (Exception Use Only)

For most applications, the primary Red or alternate Black versions of the logo should be used; however, in certain circumstances when it is not possible due to space or format restrictions, one of the following Logo Variations may be used.

The **FS Box Only Logo** maybe used where space is extremely limited such as on promotional materials.

It may be used in the Red or Black &White version (either positive or negative).

The minimum Clear Space rule for this logo is equal to 1/4 the width of the outer FS box.

The **FS Horizontal Logo** maybe used where vertical space is extremely limited such as on web banners or certain promotional materials.

It may be used in the Red or Black &White version (either positive or negative).

The minimum Clear Space rule for this logo is equal to 1/4 the width of the bounding box.