



SPECTRA LOGO - USAGE

Corporate Logo

It is important that the Spectra Watermakers Logo always be used in its correct trademarked form. The logo should never be altered in shape, proportion, or set in a different typeface. Never try to recreate the logo in any way. The logo mark and the logo text should never be separated from each other. The logo should never appear in any other colors except those approved in this guide.

If you have specific questions regarding logo usage, please contact ray@spectrawatermakers.com

FLAT HORIZONTAL LOGO VERSION

This is the primary configuration of the logo.



Full Color - on white or transparent background

Blue - PANTONE 2728 CVC
Green - PANTONE 569 CVC

All-Black version for use when color is not available with a white background.



Black & White - on white or transparent background

Dark Gray - 70% Process Black
Light Gray - 50% Process Black

All-Black version for use when color is not available with a black background.



Black & White - on black background

Dark Gray - 70% Process Black
Light Gray - 50% Process Black