

Primary Logo: Usage

Our logo is the most important element of the Corgan brand and should be visible on all points of communication — both internal and external.

HORIZONTAL LOGO

The primary Corgan logo is horizontal in format and is composed of the Corgan logotype followed by the Corgan square.

COLOR FORMATS

The 2-color logo (gray and yellow) is the preferred format. Alternate formats are available for reverse (white) and 1-color applications (black or gray).

Refer to page 25 for assistance in choosing the correct color format and file type for your application.

CLEARSPACE

To ensure maximum legibility, all supporting text and graphic elements should be positioned at a minimum distance from the logo. This distance is called clearspace.

Clearspace for the primary Corgan logo is equal to the height/width of the corgan square.

MINIMUM SIZE

To maintain legibility, the Corgan logo should never appear smaller than .75" in width in print applications and 60 pixels wide in digital applications.

Note: Never recreate logo artwork, always use approved files.

CORGAN ■

CORGAN ■ Square

Logotype

COLOR FORMATS

CORGAN ■

2-color, gray/yellow
(preferred)

CORGAN ■

Reverse, white

CORGAN ■

1-color, black

CORGAN ■

Reverse, white + yellow square

CLEARSPACE



Clearspace = the height/
width of the Corgan square.
Clearspace will scale
with the logo

MINIMUM SIZE

CORGAN ■

.75" (w)
minimum
size

(60 pixels for digital)

Logo: Misuse

Corgan logos should never be recreated or manipulated. Artwork should not be stretched or condensed; proportions should not be altered; type should not be manipulated; colors should not be altered; and backgrounds should not impair the legibility of the logo.

These rules apply to all versions of the logo — primary and secondary.

If you are uncertain about usage, or are working on a project with unique requirements, please submit and ASK to Marketing.



Do not squeeze



Do not stretch



Do not alter type



Do not alter the square color



Do not use unapproved color treatments



Do not use unnecessary filters or effects



Do not alter the proportion of elements



Do not rearrange logo elements



Do not use the logotype without the square



Do not change the logotype color to black



Do not alter placement of square



Do not rotate or skew



Do not use on background colors that impair legibility



Do not use on background images that impair legibility



Do not use reverse logo on light colored backgrounds



Do not fill logo with images or graphics



Do not ignore logo clearspace



Do not place additional elements in the square



Do not use legacy logos



Do not use legacy logos