

Logo Usage Guidelines



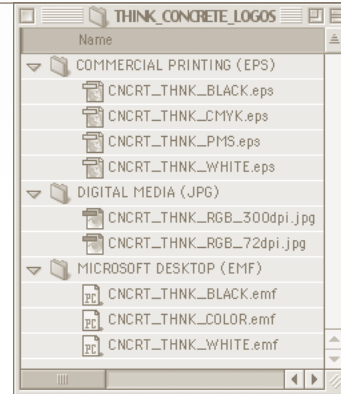
Concrete Thinking
for a sustainable world

The “Concrete Thinking” logo is the strongest visual element for promoting the use of concrete in sustainable development. Widespread use of the logo is key to the success of this initiative. Use this logo on any or all of your materials.

Digital File Formats

Digital artwork is provided on the CD in file formats for these three applications:

- **Commercial Printing** – Use these Adobe® Illustrator® EPS files in QuarkXPress™, Adobe® Illustrator®, Adobe InDesign, and other page layout programs. Files are formatted for a variety of situations.
 - > CNCRT_THNK_BLACK.eps – for 1-color black printing
 - > CNCRT_THNK_PMS.eps – for 2-color spot PMS printing
 - > CNCRT_THNK_CMYK.eps – for 4-color printing
 - > CNCRT_THNK_WHITE.eps – for reverse printing
- **Digital Media** – Use these JPG files for digital media such as web sites and PowerPoint.
- **Desktop Applications** – Use these EMF files (Enhanced Meta Files) for Microsoft Word documents printed on your desktop printer.



Usage Guidelines

It is important that the use of the logo follow these guidelines:

- 1 Place the logo on a plain white background.
- 2 If you must place the logo on a dark background, use the WHITE logo.
- 3 Do NOT place the logo on a patterned background.
- 4 Leave a reasonable amount of clear space around the logo on all sides.
- 5 Do NOT place the logo in a square, rectangle, triangle, circle, or any other shape.
- 6 Do NOT alter the logo in any way.
- 7 Use the colors as designated in the files.
- 8 Keep the logo intact. Do not use any elements of the logo separately.
- 9 Do NOT alter color or shape.
- 10 Do NOT remove any elements from the logo artwork.
- 11 Do NOT add any other elements to the logo.

