

# Corporate Partner Logo Guidelines

Thank you for your support of AGA's Corporate Partner program. In our continued effort to standardize the effectiveness of AGA's identity, we ask that you comply with the supplied guidelines.

The following guidelines have been provided to establish basic color standards for the reproduction of the approved Corporate Partner logo formats.

Only supplied electronic logo files provided by AGA are acceptable for use. Do not attempt to recreate the logo in any way.

## Preferred Two-color Application

- A. PMS® 4505 (tan) and PMS® 662 (blue)
- Mark is always in PMS® 4505

*This is the ONLY acceptable two-color combination and should ONLY be used on a white background.*



## Acceptable One-color

- B. PMS® 662 (blue)
- C. Black

*One-color logos can also be produced in any one color if PMS® 662 is not available. Both the mark and logotype must be the same color.*

*Logos should NEVER be reproduced in a percentage (lighter shade) of any color.*

*One-color logos should ONLY be used on a white background.*



## Preferred Reverse Color Application

- D. PMS® 4505 (tan) and White
- Mark is always in PMS® 4505

*This combination should only be used when the background color is PMS® 662.*

- E. White

*The white logo should be used on any dark background other than PMS® 662, including background images or patterns.*

