

# Quick Reference Guidelines for Logo Usage

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## Specific logo usage guidelines

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- The Society Logo is not to be altered or redrawn in any way.
- Use the Society Logo with the Full Name when the audience is not familiar with The Optical Society.
- Use the Society Logo with the tagline when the audience is not familiar with The Optical Society or the field of optics in order to further the understanding of the value of optics and OSA's role in support of this goal.
- All questions regarding the Society Logo should be referred to the Marketing Department of The Optical Society.

## Correct color usage

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As a general rule, blue (PMS-072) is The Optical Society's corporate color.

The following are Society color guidelines:

- The Society Logo should be printed in black or PMS 072 as a one-color logo.
- If the logo is printed on black background or very dark background where the Society Logo would be difficult to read, the Society Logo may be reversed to white.
- The Society Logo may be printed in two colors with the primary color being PMS 282 and the triangle in PMS 285.

## Acceptable sizes of logos

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- The optimal size of the Society Logo with the Full Name is 1.25" wide.
- The smallest acceptable size of the Society Logo with the Full Name is 65 percent of the optimal size (0.81" wide).
- The smallest acceptable size of the Society Logo without the Full Name is 50 percent of the optimal size (0.625" wide).

NOTE: If the Society Logo is increased in size, ensure that no distortion occurs.

## Clearance rule

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Wherever possible, sufficient clearance should be given to the Society Logo to give it full impact and readability. Unless physically impossible, the suggested clearance is ½".