Quick Reference Guide for OSA Logo Usage

Important: The Optical Society logo is not to be altered, augmented or redrawn in any way.

Placement

Clear space: A clear space of 25% of the size of the logo should be maintained on each side. No other elements should be placed within this clear space.

Minimum size: The logo should never be smaller than .875 inches / 22mm / 84 pixels wide.

When placing the logo, use caution not to distort its shape. The aspect ratio should always be locked.

Do not place the logo on distracting, heavily patterned, low-contrast or clashing backgrounds. Always ensure that the logo is easy to see and legible.

Color

The primary color for OSA is Pantone Reflex Blue. The 4-color build is C92 M83 Y3 K0.

Secondary OSA colors include: Pantone Cyan Blue (C100 M0 Y0 K0), Pantone 382U Green (C50 M0 Y100 K0) and Pantone 233U Fuschia (C10 M100 Y50 K0)

The Optical Society logo should appear only in the following colors:
  The two-color logo is Reflex Blue and Cyan blue.
  The one-color logo is Reflex Blue.
  A white logo may be used against dark backgrounds.
  A black logo may be used only when color is not allowed.

Font

The design font for The Optical Society is Avenir.

The secondary font is Calibri. Calibri should be used for all word-processing and desk-top documents such as Word and PowerPoint, email, etc.