

PREPARED BY

**STONEHOUSE**  
CREATIVE, inc.

P.O. BOX 418 • Old Bethpage, NY 11804-0418 • 516.225.6304  
mkalamidas@optonline.net • www.stonehousecreative.com

## GRAPHIC STANDARDS MANUAL



## SECTION I: INTRODUCTION

### 1.1. About this Graphic Standards Manual

The purpose of this manual is to serve as a guide for the consistent and correct representation of the seal of The Edwin and Shirley Woldar Foundation.

The standards outlined in this manual have been established to maintain a consistent and effective use of the seal. Thus, the seal must not be redrawn, reportioned, altered in color, or modified in any form. This prevents incorrect usage and any possible detracting from the efforts to convey a unified and consistent image.

### 1.2. Usage of the Seal with Logotype

The form of the seal with logotype is to be used in cases where the reproduction of text within the seal would be illegible due to size; the second in cases where the mailing address is to be included, as demonstrated below.



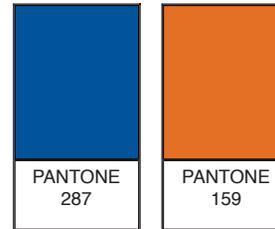
## SECTION II: REPRODUCTION GUIDELINES

### 2.1. Approved Digital Files and Camera-Ready Printed Versions

To maintain consistency and the highest quality, the seal and logotype should always be reproduced from approved digital files.

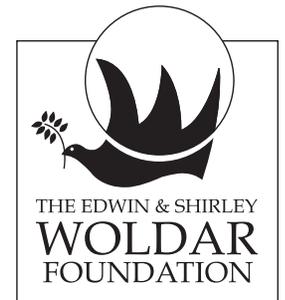
### 2.2 Two-Color Version

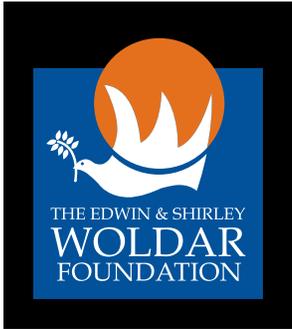
The two-color version is ideal for use on stationery and may be reproduced using PANTONE® 159 (gold) and PANTONE® 287 (blue) from the PANTONE® color matching system. These are the only appropriate colors for the two-color representation of the seal.



### 2.3 Monochrome Versions

In black-and-white media such as newspaper articles, ads, newsletters, or flyers, the seal can be produced in solid black as shown below.





## 2.4 Background Colors

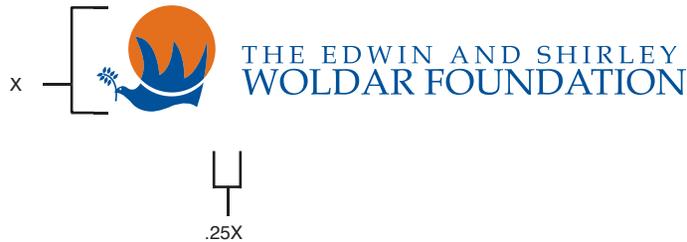
The preferred background color for the seal on all mediums and materials is white or ivory. The logo can appear on color, black, or photographic backgrounds as long as the legibility of the logo is not diminished.



## 2.5 Minimum Size

The minimum size for the seal is 20 mm in width. (displayed at actual size)

The maximum clear space area is defined as  $.25X$ , where  $X$  is equal to the height of the top of the seal to the bottom. Whenever practical, allow additional clear space around the seal.



## 2.6 Clear Space

A generous area of clear, open space surrounding the seal is an integral part of its design. Do not place any graphics, photographs, illustrations or type within the minimum clear space area.

## NOTES