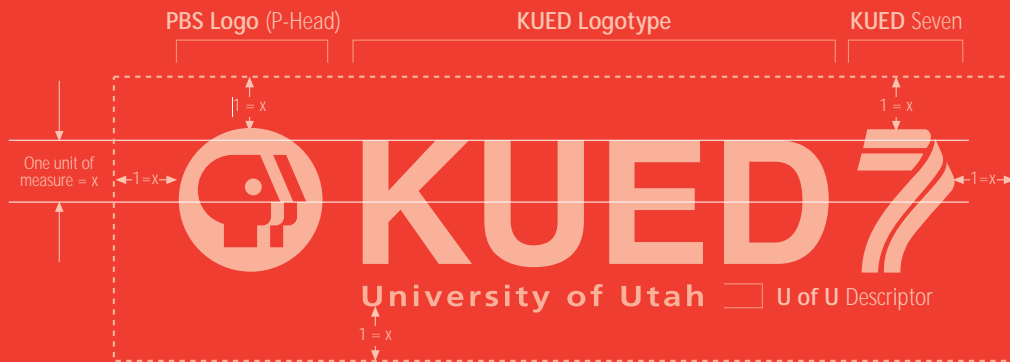


# KUED 7 Logo/Logotype Usage Guidelines



July 2005

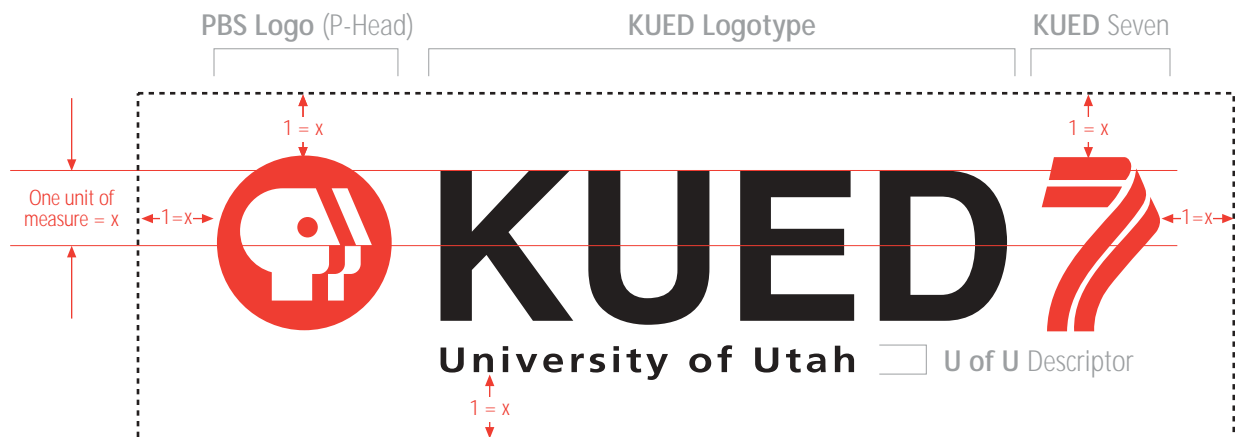
## KUED 7 Logo/Logotype Panel Spacing

The KUED 7 mark is visually strong and dominating; it is therefore important that the space around the logo be as important as the logo itself. Greater space is always preferable. However, when this is not possible a minimum spacing standard will suffice.

The minimum spacing standard is as follows: Imagine that the logo itself consists of the logo/logotype and a rectangular plane on which they sit. The minimum amount

of space allowed around the logo/logotypes is 1/2 character height. That is the distance from the center of the "K" to its top represents one unit of measure. (See Illustration.)

Shown below is the proper position of the mark in its rectangular form. Whatever the ultimate size, the proportions must always remain the same.

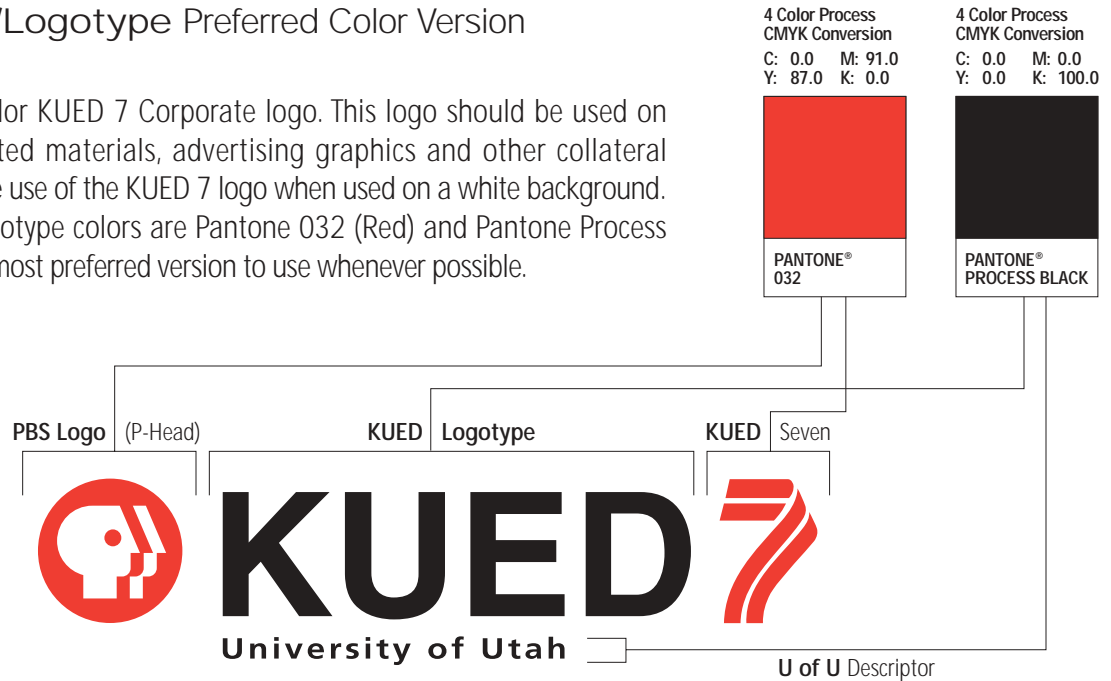


# KUED 7 Logo/Logotype Usage

Print

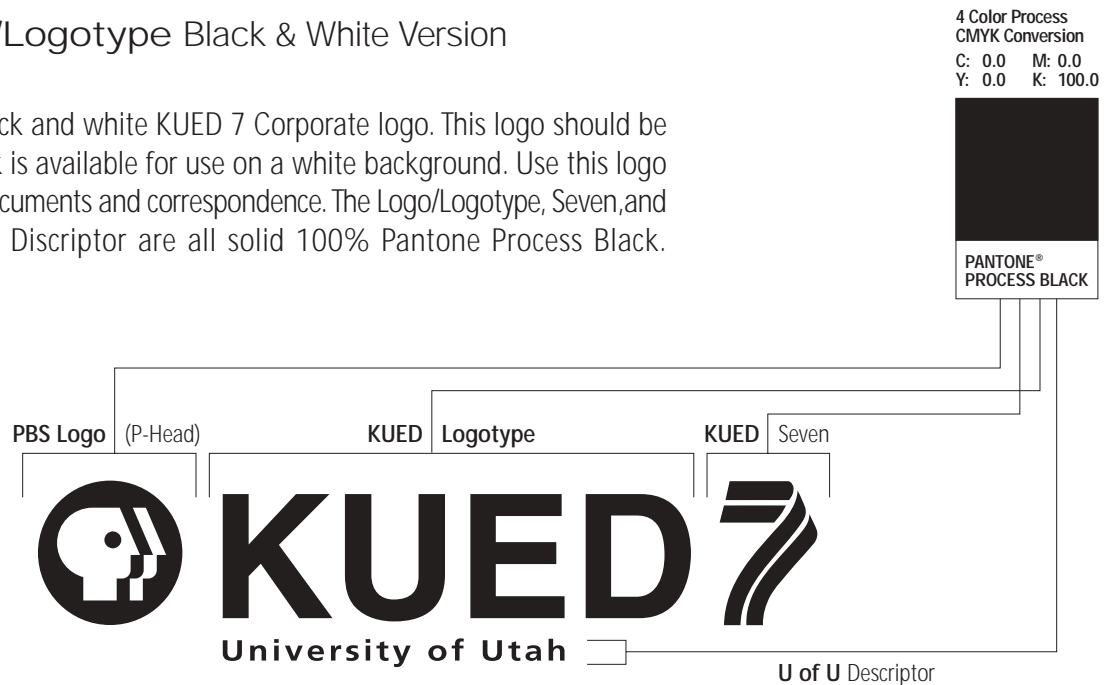
## KUED 7 Logo/Logotype Preferred Color Version

This is the official color KUED 7 Corporate logo. This logo should be used on most four-color printed materials, advertising graphics and other collateral materials requiring the use of the KUED 7 logo when used on a white background. The official logo / logotype colors are Pantone 032 (Red) and Pantone Process Black only. This is the most preferred version to use whenever possible.



## KUED 7 Logo/Logotype Black & White Version

This is the official black and white KUED 7 Corporate logo. This logo should be used when only black is available for use on a white background. Use this logo for black and white documents and correspondence. The Logo/Logotype, Seven, and P-Head, and U of U Descriptor are all solid 100% Pantone Process Black.



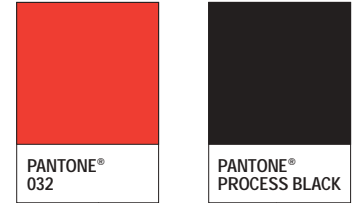
# KUED 7 Logo/Logotype Usage (Continued)

Print

## Color KUED 7 Logo/Logotype with Black Background

This logo should be used when black is available as a background color. Use this logo on most four color printed materials using a black background. The KUED 7 Logo and the Logotype is Pantone 032 (Red). The PBS P-Head and the U of U Descriptor are 100% solid White (reverse).

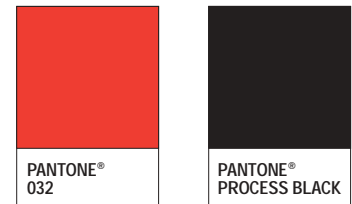
4 Color Process CMYK Conversion	4 Color Process CMYK Conversion
C: 0.0 M: 91.0 Y: 87.0 K: 0.0	C: 0.0 M: 0.0 Y: 0.0 K: 100.0



## Color KUED 7 Logo/Logotype with Colored Background

This logo should be used when Pantone 032 is used as a background color. Use this logo on most four color printed materials requiring Pantone 032 as a background color. The "PBS P-Head" in the Logotype is a 100% solid white (reverse). The KUED 7 and U of U Descriptor is a solid 100% Pantone Process Black.

4 Color Process CMYK Conversion	4 Color Process CMYK Conversion
C: 0.0 M: 91.0 Y: 87.0 K: 0.0	C: 0.0 M: 0.0 Y: 0.0 K: 100.0



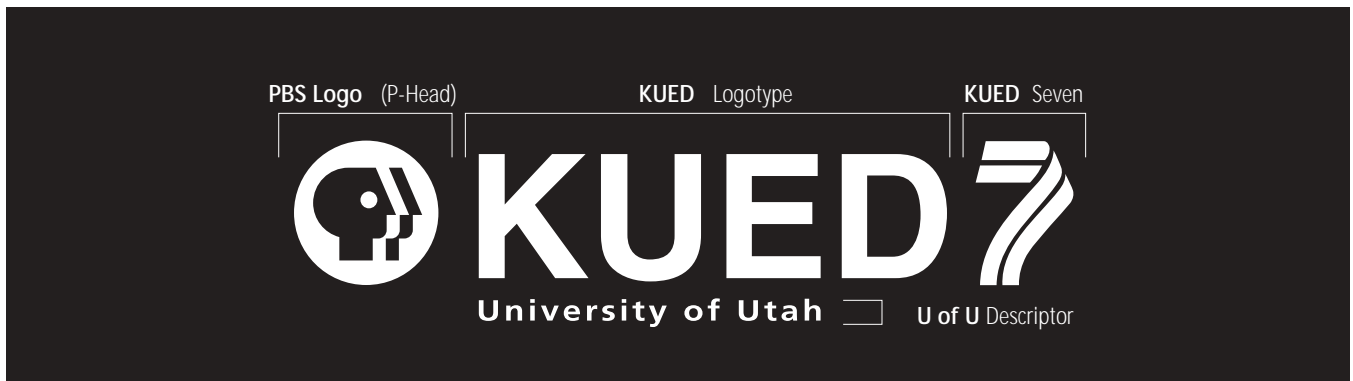
# KUED 7 Logo/Logotype Usage (Continued)

Print

## Color KUED 7 Logo/Logotype with Solid Background Only

This logo should be used when only black or any other solid color, is the only background color available. The KUED 7 Logo and the Logotype is reversed out of the background. (White) . The PBS P-Head and the U of U Descriptor are 100% solid White (reverse).

KUED 7 Logo/Logotype Example: Pantone Black Background Only



KUED 7 Logo/Logotype Example: Pantone 286 Blue Background Only



KUED 7 Logo/Logotype Example: Pantone 032 Background Only

