



## LOGO SPECIFICATIONS

The logo is the centerpiece of Kendall Hunt Publishing Company's corporate identity. It is the most prominent element of our visual brand, and its usage must always conform to the guidelines contained in this document. The logo must only be used in connection with products, services, and documents that are consistent with Kendall Hunt's vision, image, and identity. Kendall Hunt reserves the right to review and monitor logo use at any time.

There are PDF, JPEG, EPS, and GIF files available. There are separate files for the logos with addresses and without. There is EPS files with paths, meaning the letters are viewed as outlines. Some vendors may want these files for printing purposes.

The one color logo samples are shown below.



## COLOR VARIATIONS

Whenever possible, use the full color version of the logo. The CMYK process color is below. When it is necessary to only use a one color logo, use the PMS color below.



**CMYK**

**100/73/0/2**



**PMS Coated**

**REFLEX BLUE**



**RGB**

**0-84-163**

**WEB**

**#0054A3**

When using only black, the black value should be at 100% for all text.

**Kendall Hunt**  
p u b l i s h i n g   c o m p a n y

Reverse all type and art to white when used on a dark colored background.

Only the one-color blue, black or white logos should be used. No other color should be used. If a situation should arise that a different color needs to be used, please contact Marilyn Smith.

## ALTERATION

Aspect Ratio

The aspect ratio of an image is its width divided by its height. Maintaining the proper aspect ratio of the logo will ensure that it is never displayed or used in a manner that makes it appear distorted, either vertically or horizontally. Aspect ratios of the three logo variations are as follows:

**Kendall Hunt**  
p u b l i s h i n g   c o m p a n y

The aspect ratio is 3.4:1. In other words, the width should always be 3.4 times the height.

**Example:** if you needed the logo to fill a space 6 inches wide, the height must be 1.76 inches ( $6 \div 3.4 = 1.76$ ).

**Example:** if you have a 2.5 inch high space in which the logo must fit, the horizontal space you must allow is 8.5 inches ( $2.5 \times 3.4 = 8.5$ ).



The aspect ratio for these two logo variations is 2.8:1. In other words, the width should always be 2.8 times the height.

**Example:** if you needed the logo to fill a space 6 inches wide, the height must be 2.14 inches ( $6 \div 2.8 = 2.14$ ).

**Example:** if you have a 2.5 inch high space in which the logo must fit, the horizontal space you must allow is 7 inches ( $2.5 \times 2.8 = 7$ ).

Below are two examples of improper aspect ration. Take care to never use the logo in a way that distorts it.



The logo's appearance must never be altered from the formats in the graphic files. Alteration includes recreating or redrawing the logo with computer graphics or word processing programs. The logo should not be changed in any way. The logo should be resized proportionately only. For instance:

## **ALTERATION**

### **DO:**

- Reproduce the logo consistently in all your publications and visual materials
- Reproduce the logo in the colors specified in this guide
- Allow the logo to stand distinct and clear of any other mark or text
- Ask Marilyn Smith for clarification if you are unclear about logo application

### **DO NOT:**

- Regroup or reformat the text in any way
- Combine the logo with any additional symbols
- Distort, stretch, or squeeze the logo either horizontally or vertically
- Create a new logos or format
- Tilt the logo at an angle other than 90° when necessary
- Use a different font
- Put a colored background box behind the logo if you are using the blue logo
- Do not use drop shadows with any of these elements
- Do not screen back any of these elements
- Do not use a hyphen in Kendall Hunt in any type of correspondence

**AND FINALLY, DO NOT** use the logo with the address if the logo needs to appear small. If the address is not very easy-to-read, use the logo without the address.



## Alternate Logo

From time to time, an alternate logo may need to be used. That logo should be the **KH** in the Helvetica LT Std Black Condensed font. No other font is allowed. It should always be in the CMYK color 100-73-0-2 or the one color is PMS Coated Reflex Blue. If you have a white background, just leave it white. If you have a colored background, put a white circle behind the **KH** and keep the **KH** in blue.



## LOGO USAGE

- For printing purposes, use the EPS format
- For electronic purposes, use the JPEG or GIF formats

## BOOK COVERS

The letters **“KH”** will be used on the spines of all books. The letters will appear in either black or white type, depending upon the background color of the book. The logo with the website address should be used on the back cover of books and should be the same color as the **“KH”** on the spine.

The **“KH”** may also appear on specialty items such as pens, t-shirts.

The **“KH”** should only appear in the font called **“Helvetica LT Std Black Condensed.”** No other font should ever be used.

# **HUMAN RESOURCES**

- \* Medical cards
- Service awards (combined logo)
- Chairman's watch
- Envelopes
- Letterhead
- Name plates
- New hire folders
- Name badges
- Fax cover sheets
- Handbook cover/binder
- Electronic letterhead
- Mission, Values, Empowerment statements
- Job fair equipment

## **CUSTOMER SERVICE**

- Packing Slips
- \* Labels on shipping boxes
- \* Invoices, quote forms, statements
- \* In-house order forms

## **CONVENTION SERVICES**

- \* Table drapes
- \* Blue banners
- Overhead signs used in conjunction with large booth at national conventions
- Tabletop booths
- Chairs
- Name badges
- Pens
- Electronic order forms (TODs & COFs)
- Blue Folders
- Shipping Labels
- Convention bags
- Electronic convention programs (exhibitor description)
- Convention apparel (shirts)

## Clearspace

When you place our logo in a design, please make sure you give it room to breathe; this is called “clearspace.”

Always leave a clearspace area equal to the cap height of the Kendall Hunt logotype “K.”

