



DoD MWR Libraries

Logo Usage Guidelines

Many variations of the DoD MWR Libraries logo have been provided. The information below will help guide you in its use. If new variations are needed, we recommend they be made from one of the original .eps files provided.

All of the .eps files have fonts converted to outline form (meaning you don't need to load fonts to use the logo). The fonts used are listed below for your reference. Files have been provided for use on the web as well as multiple print applications. It is imperative that the correct file be used for the correct application in order to maintain the quality and integrity of your logo. If you are unsure which to use for a particular project, forward the entire batch along to your designer or printer — they'll know which one to use.

There are two versions of each file type, one with the tagline and one without. When the logo is used at a width smaller than 2.75 inches, or 198 pixels, the version without the tagline must be used to avoid legibility issues.

Type of Use

- Web use, e-newsletters or other online communications
- Importing into word processing software such as Microsoft Word
- Offset printing (or high quality digital printing)
 - full color/process/CMYK
 - pantone inks
 - black only
 - white (for reversing out of dark backgrounds)

File Suffix

- .gif
- .png
- .eps
- cmyk.eps
- pms.eps
- bw.eps
- white.eps

Color Palette

- CMYK/Process
- Pantone
- Hexcode (for Web use)

red

- 100m 100y 20k
- pms 207
- c4151c

blue

- 100c 60m 20k
- pms 287
- 005496

light blue

- 50c 30m
- pms 659
- 809fd3

Fonts

The word 'Libraries' uses Poetica, the line above uses Trajan and the tagline uses FoundrySans.

Please direction questions to Kristin McPeak of The Bowen Group at kmcpeak@bowenconsulting.com