



# Logo Standards Manual

## v1.2

# Table of Contents

<b>The Logo Standards Manual</b>	<b>3</b>
<b>Logo Files Available</b>	<b>3</b>
<b>Reproduction Specifications</b>	<b>3</b>
<b>Smallest Logo Size Allowed for Reproduction</b>	<b>3</b>
<b>The Logo Positioning</b>	<b>4</b>
<b>Unacceptable Uses of the Logos</b>	<b>5</b>
<b>Fonts</b>	<b>6</b>
<b>Colors</b>	<b>7</b>

# The Logo Standards Manual v1.2

Coghlan's Ltd. is the leader in Outdoor Camping Accessories providing quality products that are unsurpassed in the industry. With this comes the commitment to betterment and change throughout the outdoor market. As our program strengthens, the identity of Coghlan's must remain true to its roots in every way. To do this we maintain a consistent, high quality in our publications, printed materials and website. Adherence to the logo standards established by Coghlan's is an important step in this process. This logo standards Manual was created to make proper logo use easier in the broad array of printed and online materials that represent Coghlan's. The following guidelines are intended to provide maximum design flexibility while at the same time maintaining the consistency of Coghlan's identity.

For more information please contact:

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## Logo Files Available on Website

Logos for Coghlan's can be downloaded directly from our website at [www.coghlan.com/logos.aspx](http://www.coghlan.com/logos.aspx)

## Reproduction Specifications

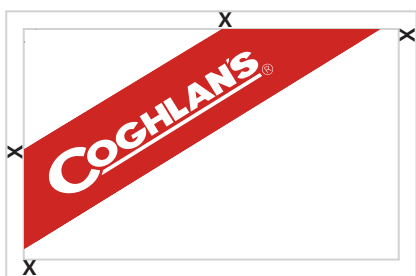
All logos must be used in their entirety as a unit: it is not acceptable to extract any elements. To avoid confusion, only official Coghlan's logos should be referred to as a "logo". Other graphic identity symbols used in conjunction with the Coghlan's logos should be called "symbols" or "marks". The Coghlan's logos should not be used without permission by groups or organizations not formally affiliated with the Coghlan's company. Requests for such usage should be referred to Coghlan's Department of Marketing. The logo should never be redrawn or recreated in any way.

## Smallest Logo Size Allowed for Reproduction

All logos must never be sized smaller than 1" diagonally.

# Logo Positioning

The minimum clear space surrounding the logo's must always be at least .25" on a 5" width logo, scaled proportionately (the same aspect ratio) when the logo dimensions go up or down. This clear space must be allowed on all sides of the logo.



## Unacceptable Uses of the Logos

Please use the Coghlan's logo with the red banner in corner page applications ONLY. For all other applications please use the standard Coghlan's logo (typeface).

All logos must never be rotated from original baseline. Logos cannot be placed with white background over color background or be inverted in color.



# Fonts

Frutiger Light Condensed

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Frutiger Condensed

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Frutiger Bold Condensed

**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Frutiger Black Condensed

**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Frutiger Light

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Frutiger Light Italic

*The quick brown fox jumps over the lazy dog*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG*

Frutiger Roman

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Frutiger Italic

*The quick brown fox jumps over the lazy dog*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG*

Frutiger Bold

**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Frutiger Bold Italic

***The quick brown fox jumps over the lazy dog***  
***THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG***

Frutiger Black

**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

# Colors

## **Coghlan's Dark Green**

CMYK - C70, M0, Y100, K20

RGB - # 2D7D2F

## **Coghlan's Earth Green**

CMYK - C25, M0, Y95, K35

RGB - # 8C9B25

## **Coghlan's Burnt Lime**

CMYK - C8, M0, Y86, K15

RGB - # D0CC3B

## **Coghlan's Yellow**

CMYK - C0, M6, Y95, K0

RGB - # FFE513

## **Coghlan's Red**

CMYK - C0, M95, Y95, K15

RGB - # CF2A23