Guidelines for use of Fidus Systems logo

The full color logo above, with the "Electronic Product Development" tagline is the preferred logo for use.

The black and white logo above is only to be used in cases where full-color publishing is not available.

The black and white logo above, without tagline, is only to be used in cases where full-color publishing is not available, and where the placement aspect ratio does not favor the tagline.

The full color logo above, without tagline, is the preferred logo for use where the placement aspect ratio does not favor the tagline.

Additional guidelines

Please do not:

1. Alter any colors or reduce color depth
2. Alter the resolution of the logo such that it may appear distorted
3. Alter the aspect ratio, or change the logo proportions in any way
4. Alter the separation between the tagline and the main portion of the logo

5. Scale the logo such that either the tagline or the logo becomes difficult to read or identify
6. Place the logo on any busy background, or a background that alters the clean appearance of the logo
7. Please the logo on a non-white background
8. Place the logo in close proximity to a competitor's logo

Please:

1. Always ensure that there is sufficient white space around the logo as to preserve the overall appearance of the logo

Corporate Font

Franklin Gothic Book, size 11

Corporate Color Palette

PMS 289
CMYK 100/64/0/60
RGB 0/43/92

PMS 279
CMYK 68/34/0/0
RGB 81/145/205

PMS 137
CMYK 0/35/90/0
RGB 252/176/52

PMS 429
CMYK 36/28/27/0
RGB 167/169/172

The colors herein have not been evaluated by Pantone, Inc. and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc. The values shown may not be equivalent to the values cited in current PANTONE Publications. When printing, match to PANTONE Publications to ensure accurate color reproduction. RGB and Web-Safe RGB colors are only used for reviewing on a monitor or TV screen or when projected. Web-Safe RGB colors are preferred for Web usage.