Logo Usage & Guidelines

MILKMARKET
LIMERICK

MILKMARKET
LIMERICK

Introduction

This booklet is intended as an introduction to the new MilkMarket logo and its varying uses. It should be taken only as a guide and not as a definitive list of rules. The objective of these guidelines is to ensure that the logo is used consitently, is presented in a professional manner and reflects the spirit of the MilkMarket.

The Logo

The full-colour version is the preferred use of the Milk Market Logo. Because of the overlays and transparency effect, this version should be used whenever possible.

Logo Alternatives

Ocassionally, you may need to use the logo on a background that may render the name illegible. There is a version of the logo with white type for this situation.

Alternatives to the logo include a solid colour, black, negative, and RGB (screen colours) versions (see opposite page). The designer should use the version that is most appropriate for the application. Legibility should be the foremost concern above all other factors.

All logos are provided as .AI (Adobe Illustrator) or .EPS formats and the black version is also provided as a .TIFF.

MilkMarket_CMYK_White

MilkMarket_1col_PMS_27æ æÆ»48

MilkMarket_Black

MilkMarket_Negative

The solid version should only be used when full-colour printing is not available. The colour is a solid Pantone spot ink.

The black version is also provided as .tif and .eps. to allow the designer to apply any colour to the logo within a layout program. This is useful when the Pantone ink is not available or as a decorative element (for example, as it is used here in the background).

The negative version is helpful when the logo is placed on a dark background or a photograph which may reduce legibility.

Primary Colours

To create design elements that have the same colours as the logo, or shades of them, use these formulas.

MILKMARKET
LIMERICK

C/M/Y/K 100/80/15/0	**C/M/Y/K** 82/30/22/0	**C/M/Y/K** 42/0/0/0	**C/M/Y/K** 25/0/100/0
R/G/B 0/69/134	**R/G/B** 22/139/172	**R/G/B** 201/233/248	**R/G/B** 220/223/74

The single coloured logo should only be used in print.

Pantone
2748

Secondary Colours

Secondary colours are used to add interest and variety to the brand. They should never be used to replace the colours of the logo. These are better suited as background colours or in separate decorative elements.

C/M/Y/K
60/100/0/10

R/G/B
119/23/118

C/M/Y/K
0/100/80/10

R/G/B
209/0/45

C/M/Y/K
100/40/0/40

R/G/B
0/82/134

C/M/Y/K
100/0/40/40

R/G/B
0/108/114

MILKMARKET
LIMERICK

MILKMARKET
LIMERICK

MILKMARKET
LIMERICK

MILKMARKET
LIMERICK

Type Faces

The type faces used in the logo are Trajan and Myriad.

Trajan is suited best for titles or decorative applications. Myriad Pro is ideal for setting text and directional signage. This manual uses Myriad as its main typeface.

Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Examples of Trajan used as a decorative typeface:

FOOD & VARIETY MARKETS
FAMOUS FOR FRESH & FINE PRODUCE SINCE 1852

FOOD MARKET

FÁILTE

Myriad as text or as signage:

The History of the Milk Market

Oluptat, verit, sim volenibh et dolessi bla feui etum nullummy nulput ulput vulput dunt aliquisim dionseniam augiam iuscilit, sit ipisl del ilis augiamcon et ad te te minim zzrit nim in ut nulla con et, core dolore delesto commy nos nulputat. Duisis nullam, susci tat la facilissecte te ting ea commy nummodio consecte eui bla feum inim zzril esecte feugue commod elit lorero do od dolor iliquip eugait lore modiat. Duisit, qui eugait, con hendipit lorer si.

« Food Stalls
» Exit
» Toilets

Logo files supplied

Black Tiff

MilkMarket_Black.tif

EPS

MilkMarket_Black.eps

MilkMarket_1col_PMS_2748.eps

MilkMarket_Negative.eps

MilkMarket_CMYK_White.eps

MilkMarket_CMYK.eps

Illustrator

MilkMarket_CMYK_Negative.ai

MilkMarket_CMYK_White.ai

MilkMarket_CMYK.ai

MilkMarket_Black.ai

MilkMarket_1col_PMS_2748.ai

RGB

MilkMarket_1col_RGB.jpg

MilkMarket_RGB.jpg

MilkMarket_1col_RGB.png

MilkMarket_RGB.png