

B&E Logo Usage Guidelines

The Buchanan & Edwards logo is designed to stand alone and/or be used in conjunction with other logos. To maintain its visual integrity, the logo should always be surrounded by open space, separate from any surrounding detail. Graphic detail and text may not be placed any closer to the logo than 1.0" or 15 pixels from the top, bottom or sides.

Size

The Buchanan & Edwards logo must appear legible and clear. It should appear at least 2.5" wide for print production, and at least 200 pixels wide for web use.

Approval for Use

Use of the Buchanan & Edwards logo is subject to approval. Please contact marketing@buchanan-edwards.com prior to usage.

Color Usage for Print

The Logo is 2 Color:

Type: Black, Futura Light Font

Art: PMS 2748 with tints of the PMS color. The tint range is 100%, 75%, 45% and 25%.

To Download Logo

Right Click on desired logo for download, then "Save As".

B&E Logo 1:

JPEG Version, RGB Color

Dimensions = 327 by 60 pixels



B&E Logo 2 (WEB USE ONLY):

JPEG Version, RGB Color

Dimensions = 200 by 37 pixels



B&E Logo 3 (WEB USE ONLY):

GIF Version, RGB Color

Dimensions = 327 by 60 pixels



B&E Logo 4 (WEB USE ONLY):

GIF Version, RGB Color

Dimensions = 200 by 37 pixels

