

Logo and Tagline Guidelines

- General **The Candle logo and tagline must never be altered and must be reproduced from the supplied digital artwork.**
- Sizing **Logo should always be a minimum of 1.25 inches long, or no smaller than other similar logos on the document. Register mark “®” should always appear with the logo. Register mark should be in the “Symbol” font.**
- Color **Logo can appear in black, purple (PMS 2745 or process mix 100% cyan + 100% magenta) or in white (reversed out). Reverse logo out of a background that has sufficient contrast, preferably black.**

Tagline and swoosh can appear in black, purple type (PMS 2745 or process mix 100% cyan + 100% magenta) with an orange swoosh (PMS 138 or process mix 5% cyan + 50% magenta + 100% yellow), or in white (reversed out).
- Clear Space **The area surrounding the Candle logo and tagline should be even, unpatterned, and free from typography, illustration, and other graphic elements. At a minimum, this clear space must extend around the height and width of the logo at least .25 inch.**

Logo Alone

Logo and Tagline

Color



Black



White



Purple

