

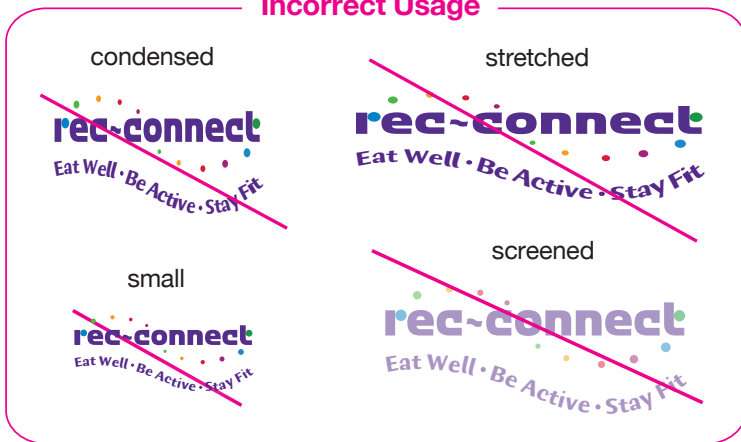
REC-CONNECT LOGO USAGE GUIDELINES

Like all logos for any product or name, the Rec-Connect logos have usage standards. Below are some guidelines we ask that you observe.

Correct Usage



Incorrect Usage



Size Restrictions

The Rec-Connect logo should not be used smaller than 1/2" in height as indicated.



Clear Space

A minimum amount of clear space must always surround the Rec-Connect logo to separate it from other elements such as headlines, text and imagery, as well as the outside edge of the page. Proper use of clear space ensures visual impact and legibility of the logo.

When estimating the minimum amount of clear space, please look at example below for visual guidance.

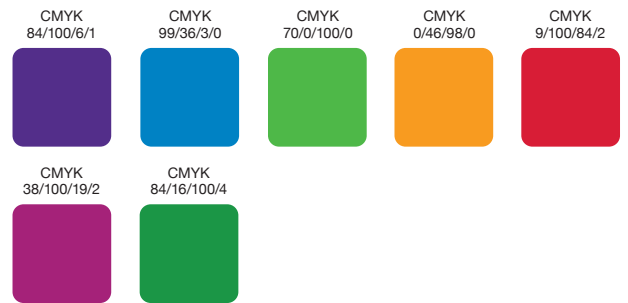


- 1 Use only the approved logo.
- 2 Use logo only as provided.
- 3 Use only the colors provided.
- 4 Never rearrange elements of the logo.
- 5 Never stretch or distort the logo.
- 6 Leave space around the logo.

When **resizing the logo** in a document please be sure to **hold the shift key down** so it is proportionally resized.

Color Palette

Below is the CMYK formula for reference only. Logos provided have the correct color build and should not be altered in any way. Logo may also be used in the provided B&W formats.



Resolution

The following resolutions are recommended for optimal quality in either print or electronic uses. Print files may be zipped to reduce file size to send through email.

300 dpi – Print

72 dpi – Electronic

Complementary Fonts

The following fonts are recommended for use with the Rec-Connect logo:

Times New Roman or Arial

Technical Notes

Please note the following file formats are suggested for use in the various listed applications.

PowerPoint – PNG Print vector – EPS
Print bitmap – TIF Web - GIF