Perino | Logo Guidelines

Brown logo
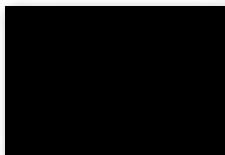
PANTONE 476 U (uncoated)
CMYK: C=26, M=52, Y=84, K=51

PANTONE 7532 C (coated)
CMYK: C=23, M=37, Y=45, K=65

RGB: R=99, G=78, B=60
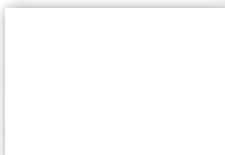
HEX: #634E3B

Black logo

CMYK: C=0, M=0, Y=0, K=100

RGB: R=0, G=0, B=0

HEX: #000000

White logo (shown on brown)

CMYK: C=0, M=0, Y=0, K=0

RGB: R=255, G=255, B=255

HEX: #ffffff

There are 7 versions of the Perino logo.

1. Spot Pantone® uncoated colour
2. Spot Pantone® coated colour
3. CMYK Process for uncoated stock
4. CMYK Process for coated stock
5. RGB
6. Black
7. White

Clear space requirements

Maintaining the specified clear space around the logo is necessary to maximise its impact. This clear space should not be encroached upon by type, other graphic images or page trims. The clear space requirements are illustrated here as being 2x 'P's from the logo.

Minimum size reproduction

There will be circumstances when the logo will need to be reproduced in small sizes. The minimum size for reproduction is 17mm wide, as illustrated here.

Perino colour

The Perino brand colour can be achieved in either Pantone® or CMYK colours as illustrated left.

The special (Pantone®) colours should be used whenever possible. Where it's not possible to produce the logo in Pantone®, the logo can be reproduced in CMYK (ie. magazine advertising) or in black (ie. newspaper advertising).

PLEASE NOTE: When printing with process colours always match to the Pantone® Colour Guide. Please note that while process colours will vary depending on the printing process, ink type and paper stock used, it is essential they are as close as possible to the special (Pantone®) coated colours.

Contact

If you have any queries about using the Perino logo or the Perino brand, please contact Jimad Khan at Woolyarns on 04 920 5301 or jkhan@woolyarns.co.nz.

The representation of colours shown in this PDF is not accurate to actual printed colours. Always refer to Pantone® swatch book and CMYK colours indicated whilst on printing press.

Clear space requirement

Use the *'P'* from the logo twice as clearspace around the entire logo

Recommended minimum size

17mm