

LOGOS PRIMARY

The essential element of our visual identity is the official Les Schwab logo. It is meant to be visibly recognizable in all media, including print, digital, and environmental.

The logo can be used in Pantone Spot color, 4-color process (CMYK), RGB, or black and white. To ensure consistency across the entire Les Schwab identity system, the colors may not be modified for any reason and all logos must be used from a supplied vector file. A Registered Trademark symbol (®) must accompany the logo in the lower right hand corner.

LOGO COLORS:



PRINT:

CMYK: 0/100/100/5
Spot: Pantone 1795

SCREEN:

RGB: 237/28/36
Hex: #ED1C24



PRINT:

CMYK: 0/0/100/0
Spot: Process Yellow

SCREEN:

RGB: 255/242/0
Hex: #FFF200



PRINT:

CMYK: 0/0/0/100
Spot: Process Black

SCREEN:

RGB: 0/0/0
Hex: #000000



PRINT:

CMYK: 0/0/0/0
(Spot: Opaque White)

SCREEN:

RGB: 255/255/255
Hex: #FFFFFF



Primary Logo - Color



Primary Logo - Black and White



Primary Logo - Black and White REVERSE

LOGOS CLEAR SPACE

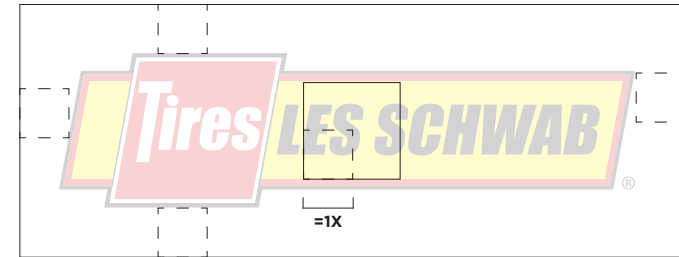
All logos must be reproduced with a clear space around them. Clear space is the area around the perimeter of the logo which must remain open or “clear” when using the logo in any application. Examples are advertising, point of sale, out of home, etc. This space should be free from other graphic elements or text.

The clear space is defined by the unit “X.” Always keep a minimum clear space of 1X around the logo, allowing the necessary room to stand out and be noticed.

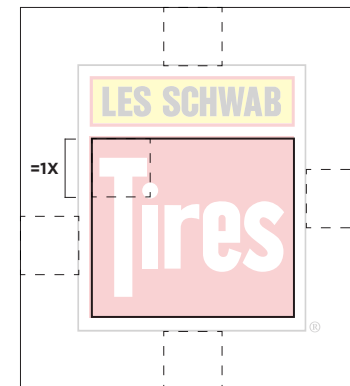
For the primary logo, the minimum clear space is determined by the height of the yellow bar containing the words “Les Schwab.” 1X is equal to 1/2 of the height of the yellow bar.

For the vertical logo, the minimum clear space is determined by the height of the red box containing the word “Tires”. 1X is equal to 1/3 of the height of the red box.

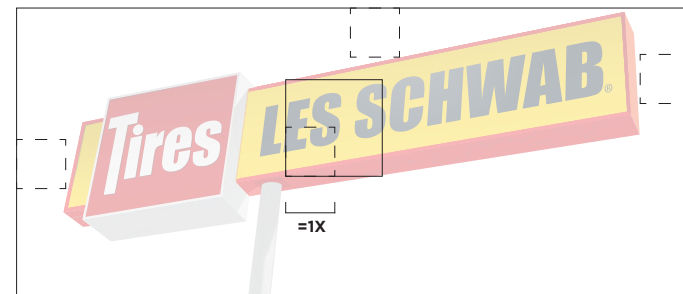
For the practical logo, the minimum clear space is determined by the height of the sign, containing the words “Les Schwab.” 1X is equal to the 1/2 height of the sign. Keep the area directly beneath the sign free of any text or other graphic elements.



Primary Logo - Clear Space



Vertical Logo - Clear Space



Practical Logo - Clear Space

LOGOS PROPER USE

It is important that every effort be made by vendors, designers, and others tasked with the use of the Les Schwab identity to utilize the logos in approved manners only.

Use the logo versions as provided in the source files on the "mac_advertising_2" Server /data2 /Advertising2 /ASSETS /LES SCHWAB MEDIA AND DOCS /LOGOS.

NEVER:

1. Distort the proportions
2. Modify the logo colors
3. Place the logo inside another object
4. Apply shades, strokes, or shadows
5. Change the typeface of the logo

