



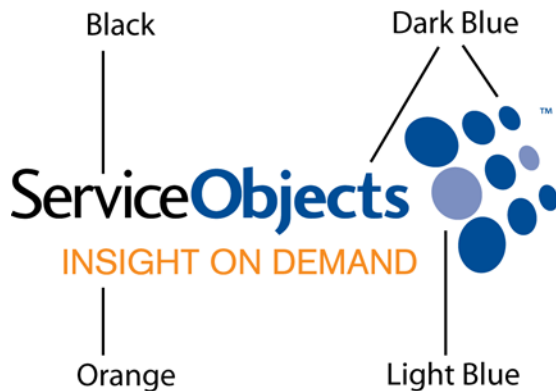
Consistent use of the Service Objects logo is essential to building strong communications. The following guidelines graphically illustrate Service Objects' logo standards and correct usage. Guidelines are provided for color, spacing, usage and placement.

## THE LOGO

The Service Objects logo expresses our identity to the world. Consequently, its construction and placement are of the utmost importance in maintaining the integrity of its expression.

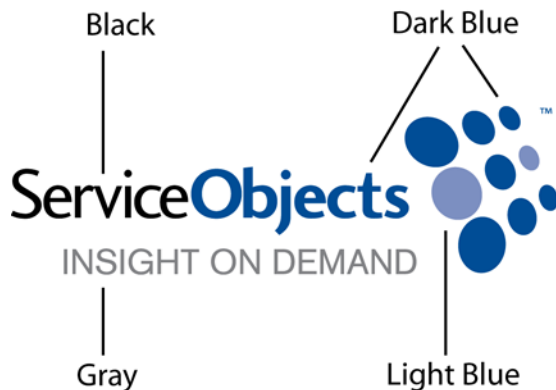
Consistent use of the Service Objects logo is essential to building strong communications. The following guidelines graphically illustrate Service Objects' logo standards and correct usage. Guidelines are provided for color, spacing, usage, and placement.

## SERVICE OBJECTS LOGO COLORS



### USE OF COLOR:

Dark Blue: CMYK 100, 72, 2, 12; HTML #004e95  
Blue: CMYK 50, 36, 1, 6; HTML #7c8ebe  
Black: CMYK 100% Black; HTML #000000  
Orange: CMYK 0, 55, 100, 0; HTML #f68b1f



### USE OF COLOR:

Dark Blue: CMYK 100, 72, 2, 12; HTML #004e95  
Blue: CMYK 50, 36, 1, 6; HTML #7c8ebe  
Black: CMYK 100% Black; HTML #000000  
Grey: CMYK 60% Black; HTML #808284

## LOGO STAGING AND MINIMUM SIZE



### **MINIMUM SPACE**

The recommended minimum size for the Service Objects logo (with proper clear space) is 1”.



### **CLEAR SPACE**

The “x-height” of a letterform is the distance from the baseline of a letter to the top of the lowercase part of the form. In this case, the x-height of the word Service is used to determine the amount of clear space that must surround the logo.

## ACCEPTABLE LOGO CONFIGURATIONS



Graphic portion alone as a background element.



Logo with orange tagline



Logo with blue tagline



Logo without tagline



Logo in grey scale



**Logo reversed out of a dark color**

## UNACCEPTABLE LOGO CONFIGURATIONS



**Do not alter the colors**



**Do not skew the logo**



**Do not change the relationship between the text and graphics.**



**Do not print the logo over text or vice versa.**



**Do not print in color on dark background (see acceptable usage of applying the logo to a dark background).**