

WORLD-CLASS FIREWORKS



WORLD CLASS FIREWORKS LOGO GUIDE

LOGO FAMILY

Full color on light
background



1-color



Reverse



Full color on dark
background (same)



LOGO MODIFICATION

DO NOT DISTORT LOGO



INCORRECT: logo stretched



CORRECT: no modifications

FOR BRAND CONSISTENCY, DON'T ALTER THE COLOR, PROPORTIONS OR LAYOUT OF LOGO



INCORRECT: Color and layout changes



CORRECT: no modifications

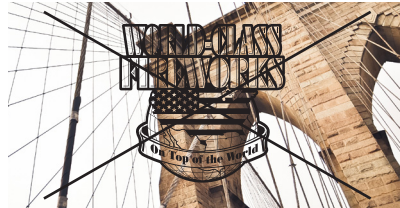
LOGO USAGE

MAINTAIN SUFFICIENT CONTRAST BETWEEN LOGO AND BACKGROUND. LEGIBILITY IS MOST IMPORTANT.

This applies when placing logo over photographic and patterned backgrounds as well.



INCORRECT: not enough contrast between logo and background



CORRECT: proper contrast between logo and background

Some applications require a solid background for increased legibility when placing logo on a busy background or for design aesthetic. The following three variations follow brand standards.



Logo without background
[insert file name for reference]

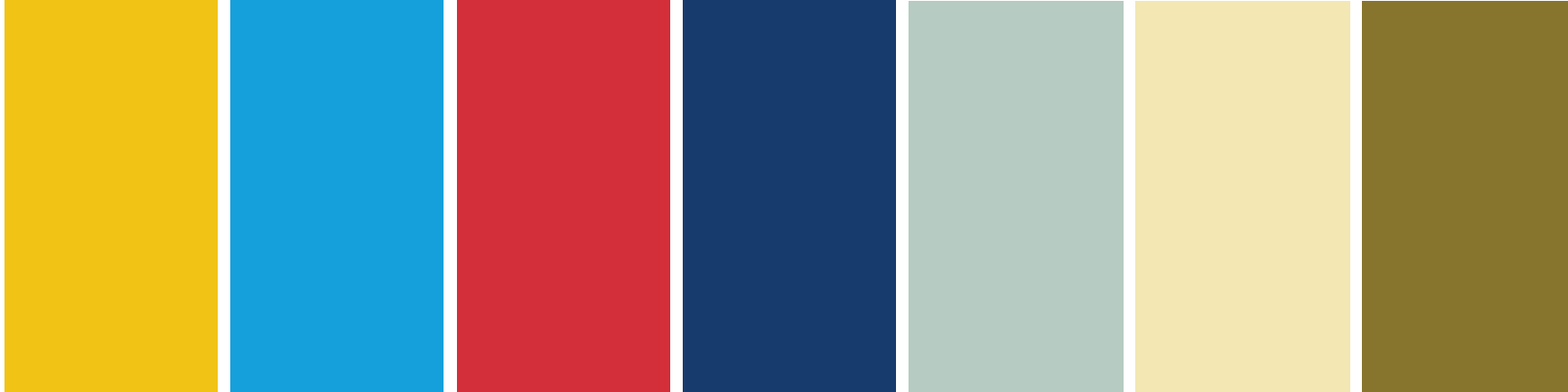


Navy background behind logo
[insert file name for reference]



White background behind logo
[insert file name for reference]

COLOR PALETTE



LOGO COLOR

LOGO COLOR

LOGO COLOR

LOGO COLOR

LOGO COLOR

LOGO COLOR

LOGO COLOR

| | | | | | | | |
|---------|----------------|----------------|----------------|-----------------|---------------|----------------|----------------|
| Pantone | Pantone 7406 C | Pantone 2191 C | Pantone 1797 C | Pantone 654 C | Pantone 622 C | Pantone 7499 C | Pantone 7755 C |
| CMYK | 0, 20, 100, 2 | 82, 11, 0, 0 | 2, 97, 85, 7 | 100, 71, 10, 47 | 25, 2, 19, 5 | 1, 2, 24, 0 | 0, 28, 98, 11 |
| RGB | 241, 196, 0 | 0, 163, 225 | 203, 51, 59 | 0, 58, 112 | 183, 205, 194 | 241, 230, 178 | 210, 159, 19 |
| Web | #F1C400 | #00A3E1 | #CB333B | #003A70 | #B7CDC2 | #F1E6B2 | #D29F13 |

FILE FORMATS

.EPS files: vector, best for printing, can be made as small or large as you'd like without losing any quality, transparent background

.PDF files: vector, best for printing, can be made as small or large as you'd like without losing any quality, can be viewed on any computer

.JPG files: raster, best for screen viewing, cannot be made larger without losing quality, can be viewed on any computer

.PNG files: raster, best for screen viewing, cannot be made larger without losing quality, transparent background