



Thousand Oaks Alliance for the Arts

Logo Use & Specifications



Thousand Oaks Alliance for the Arts Logo Use & Specifications

Never redraw or alter the placement of any elements of the logo.
Use only the authorized, original artwork files.

Clear Zone

Always maintain clear space around the TO Arts logo to protect it from distracting graphics or typography. The clear zone should be **no less than the height of the small tower** in the logo.



Colors



CMYK: 98, 85, 36, 27
RGB: 30, 53, 94
HEX: 1E355E
Pantone: 534 C



CMYK: 5, 67, 100, 0
RGB: 232, 116, 36
HEX: E87424
Pantone: 152 C



CMYK: 0, 0, 0, 60
RGB: 102, 102, 102
HEX: 818286
K = 60%



50% SCREEN OF:
CMYK: 98, 85, 36, 27
RGB: 30, 53, 94
HEX: 1E355E
Pantone: 534 C

Solid CMYK: 49, 42, 18, 14
Solid RGB: 124, 125, 152
Solid HEX: 7C7D98

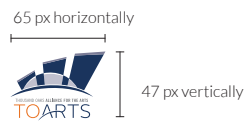


20% SCREEN OF:
CMYK: 98, 85, 36, 27
RGB: 30, 53, 94
HEX: 1E355E
Pantone: 534 C

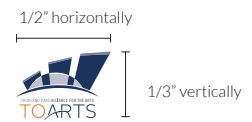
Solid CMYK: 20, 17, 7, 5
Solid RGB: 191, 191, 204
Solid HEX: BFBFCC

Minimum Size

Never reproduce the logo...



...smaller than 65 x 47 pixels or



...0.5" horizontally in printed material

Alternate Background Colors

When the logo appears on white, use the primary authorized PMS or CMYK/RGB/HEX colors listed in this document.



Use PMS, CMYK/RGB/HEX from above

When the logo is used on a color background, use only the reversed out/white logo.





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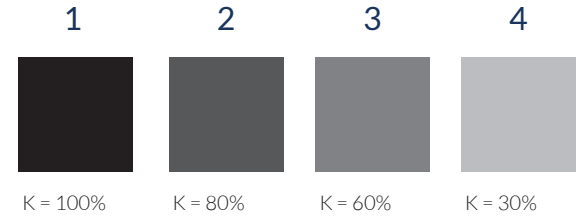
Black Logo Values

When used in black and white, use the main black logo – with the following values.



Black Logo & Values

Black Values



K = 100% K = 80% K = 60% K = 30%

When used in black and white and only one tone/value is available, use the all black, one tone logo.



Black 1-Tone Logo

Black Values



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
K = 100%

Reversed/White Logo

When used in white or reversed out, use only the approved white/reversed logo.



White/Reversed Logo

White Values



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF
K = 0%