



The Interior Construction Specialists Logo

The Interior Construction Specialists Logo is a combination of graphic image and typography to be treated as a single piece of “art” for all visual applications. The correct use is shown, above. In addition to the graphic features, it also consists of a minimum amount of “white space” surrounding the logo, which is described later in this text.

This logo will only be used in its original state, and only in its entirety. It cannot be broken apart, altered or reconstructed.

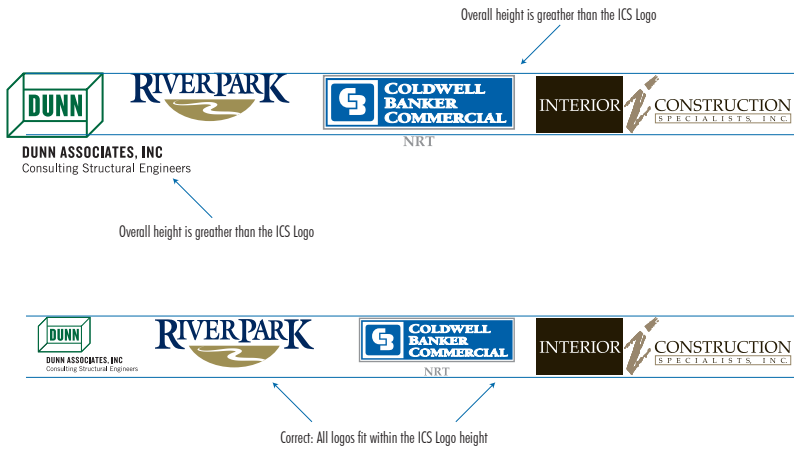
Scaling

Like any corporate identity, The Interior Construction Specialists Logo may only be scaled at a 1:1 ratio. It may not be resized disproportionately—horizontally or vertically. It must be scaled at the ratio that preserves its original state. The box around the words “Specialists, Inc.” is built with a specific outline. This outline must be scaled proportionately when resizing the logo. See the example of Scaling, at right.

Sizing

The Logo is only to appear in instances where the horizontal size is greater than 1.25" [see figure X]. For application smaller than 1.25", do not use the Logo. Instead, consider finding a larger space to accommodate the size standard, or merely type the company name. Other requirements governing the correct sizing are explained on the following page.





Appearing with other logos

If the Logo appears together with other logos in the same vicinity, it must be scaled proportionately with the surrounding logos. The height of ICS Logo must be equal to the height of the largest surrounding logo. The overall Logo width must be equal to or greater than the

overall width of the largest surrounding logo. [see example at left]. When appearing with a single client logo, The ICS Logo must be smaller than the client logo, subject to the minimum size requirement of 1.25".



White Space

The Logo must be surrounded by empty space. When appearing on a white background, this area is traditionally referred to as “white space”. The minimum white space required is demonstrated, at right. Using 2/3, or 66%, of the height of the black box in the proportionately-scaled logo, create an invisible barrier around the Logo as shown. Type placement, other logos or visual elements may not be placed within this margin. When the correct white-space has been compromised, the Logo is no longer accurate.

When used on a surface with nearby edges, the edges must be outside the minimum whitespace requirement. For example, do not place the logo on the edge of a page or banner, without compromising the white space area.



Incorrect Color



Correct Color



Incorrect Color

Colors

The ICS Logo is comprised of two colors, which must be replicated in the truest means possible. An industry-standard color matching system is the Pantone Matching System™. Using this system, The ICS Logo colors are PMS 872C (Black) and PMS 872C (Gold). No other colors may be used to create The ICS Logo, with the exceptions described on the following page:

Black & White

The ICS Logo may appear as 100% black on a white or light colored background, when necessary. The Logo may appear in 100% white on a solid color, if that solid color is darker than 60% of black.



Grayscale

The Layton Corporate Marketing Manager reserves the exclusive right to produce the Logo in a Grayscale environment, on a case-by-case basis.



Over Photographs or Color Gradients

The Layton Corporate Marketing Manager reserves the exclusive right to produce the Logo in this manner, on a case-by-case basis.

Limited Color Palette

Under rare circumstances when production colors are limited, the entire Logo must be produced using a 100% screen of the darkest available color.









Correct Colors

Most printed materials are created in the traditional, "offset" method, and in the newer, "digital" method. Subtleties in each method allow for wide color variance, which will affect the logo colors.



The logo may also appear on-screen, such as on a company website or in email. Other applications include vinyl banners, clothing and stickers.

In each of the above-mentioned environments, there are ways to ensure The ICS Logo colors are replicated correctly. The formulas (at right) are used to build the ICS colors. The Pantone Matching System™ (PMS Colors) should be used when possible.

| | |
|---|--|
|  PMS BLACK C |  PMS 872C |
|  C 0 M 13 Y 49 K 98 |  C 34.12 M 36.47 Y 58.04 K 16.86 |
|  R 10 G 9 B 3 |  R 139 G 115 B 74 |

The CMYK (aka Process Color) method is used in Offset printing, when Pantone colors (aka Spot Colors) are unavailable.



The RGB formula is used exclusively in an electronic environment, where the Logo will ultimately appear on a computer or television screen. Hence, the RGB formula is used to create a logo for use on the company website and other electronic documents

Various formats of the Logo have been created for their respective use. Please see the following section on how to access the Logo.

Accessing The ICS Logo

The Logo is available for internal and external access, for use as authorized by The Layton Companies.

Internal Use

Employees are encouraged to refer to the logo files as needed for internal use. The electronic versions of the logo are saved on the public share network drive. Please refer to this Standards Guide often, to ensure correct usage.

External Use

Vendors, Printers, Architects, Subcontractors, the Media and other outside entities may need to access the Logo. Please direct them to The Layton Companies website: www.LaytonCompanies.com/logos.htm where they are free to access the Logo and this Standards guide.

Terms of Use

The Logo is the property of The Layton Companies. Its use, both external and internally, is governed by the Marketing Manager as directed by the Executive Committee. Each use must be within the guidelines set by this document, which supercedes any other directive regarding logo usage.