



# Logo Graphic Standards

Pikes Peak Workforce Center

# PPWFC | LOGO SUITE CONFIGURATIONS

The Pikes Peak Workforce Center logo suite includes 4 configurations shown below. The primary logo configuration should always be used as the first option. Both horizontal options are recommended when there is minimal vertical area but ample horizontal area. Examples being for website headers. The vertical configuration is recommended for placement in small areas and when horizontal space is limited.

### Primary configuration



### Horizontal configuration



### Vertical configuration



### Extended horizontal configuration



DO NOT stretch the logos. Hold down the shift key and pull the anchor point in the corner to make the logo larger or smaller. This will keep the size proportionally correct.

# PPWFC | PRIMARY LOGO CONFIGURATION

The Pikes Peak Workforce Center logo suite includes 4 configurations. The primary configuration incorporates the icon and logotype on a center axis. The primary logo configuration should always be the first option for incorporation in all marketing, advertising, and brand materials.



### Primary Color Logo

The color variation of the logo is preferred and should be used whenever possible. The color logo should not be used on dark backgrounds.



### Primary Reverse Color Logo

The reverse color logo should be limited to use on backgrounds that do not provide enough contrast to effectively display the primary color logo.



### Primary Grayscale Logo

The gray-scale logo for black and white pieces on light backgrounds.



### Primary Reverse Grayscale Logo

The gray-scale logo for black and white pieces on dark backgrounds.

# PPWFC | HORIZONTAL LOGO CONFIGURATION

The Pikes Peak Workforce Center logo suite includes 4 configurations. The horizontal configuration incorporates the icon and logotype on an asymmetrical axis with the icon on the right. The horizontal configuration should be used as a second option to the primary configuration within all marketing, advertising, and brand materials. Use for the horizontal configuration is recommended when vertical area is limiting.



### Horizontal Color Logo

The color variation of the logo is preferred and should be used whenever possible. The color logo should not be used on dark backgrounds.



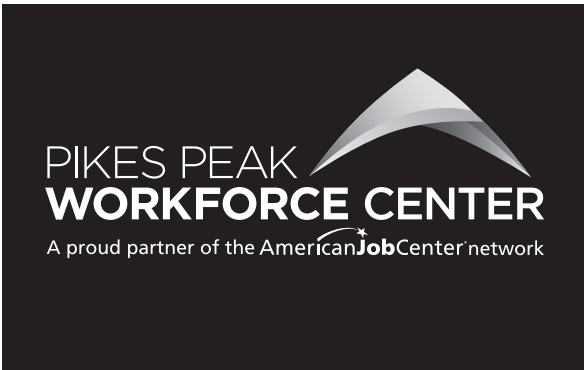
### Horizontal Reverse Color Logo

The reverse color logo should be limited to use on backgrounds that do not provide enough contrast to effectively display the primary color logo.



### Horizontal Grayscale Logo

The gray-scale logo for black and white pieces on light backgrounds.



### Horizontal Reverse Grayscale Logo

The gray-scale logo for black and white pieces on dark backgrounds.

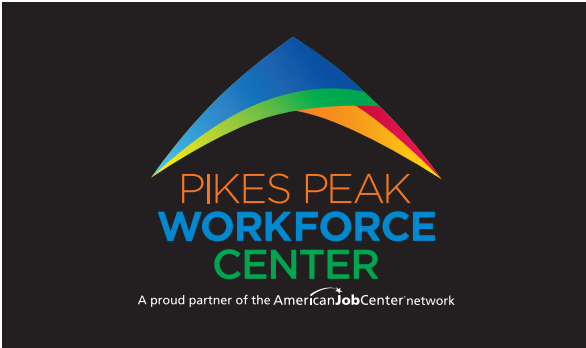
# PPWFC | VERTICAL LOGO CONFIGURATION

The Pikes Peak Workforce Center logo suite includes 4 configurations. The vertical configuration incorporates the icon and logotype on center axis with the logotype expanded to 3 lines. The vertical configuration should be used as a second option to the primary configuration within all marketing, advertising, and brand materials. Use for the vertical configuration is recommended when horizontal area is limiting.



### Vertical Color Logo

The color variation of the logo is preferred and should be used whenever possible. The color logo should not be used on dark backgrounds.



### Vertical Reverse Color Logo

The reverse color logo should be limited to use on backgrounds that do not provide enough contrast to effectively display the primary color logo.



### Vertical Grayscale Logo

The gray-scale logo for black and white pieces on light backgrounds.



### Vertical Reverse Grayscale Logo

The gray-scale logo for black and white pieces on dark backgrounds.

# PPWFC | EXTENDED HORIZONTAL LOGO CONFIGURATION

The Pikes Peak Workforce Center logo suite includes 4 configurations. The extended horizontal configuration incorporates the icon and logotype on an asymmetrical axis with the icon on the left and the logotype on 1 line. The extended horizontal configuration should be used as a third option to the primary and horizontal configurations within all marketing, advertising, and brand materials. Use for the extended horizontal configuration is recommended when vertical area is drastically limiting.



**Extended Horizontal Color Logo**  
The color variation of the logo is preferred and should be used whenever possible. The color logo should not be used on dark backgrounds.



**Extended Horizontal Reverse Color Logo**  
The reverse color logo should be limited to use on backgrounds that do not provide enough contrast to effectively display the primary color logo.



**Extended Horizontal Grayscale Logo**  
The gray-scale logo for black and white pieces on light backgrounds.



**Extended Horizontal Reverse Grayscale Logo**  
The gray-scale logo for black and white pieces on dark backgrounds.