

Glendinning Logos

Style and Use Guidelines

MASTER LOGO

The MASTER logos are comprised of the following elements:



MARINE LOGO

The MARINE logos are comprised of the following elements:



APPROVED LOGO FAMILY

BLUE Logos



WHITE Logos



BLACK Logos - for use in Black & White or Greyscale printing



LOGO COLOR 'Glendinning Blue'



CMYK: 100, 59, 8, 1 (for printing)

RGB: 39, 102, 163 (for digital/screen)

HEX: #2766a3 (for website use only)



Glendinning Products, LLC.

740 Century Circle, Conway, SC 29526-8274

t: +1 (843) 399-6146 | e: info@glendinningprods.com | f: +1 (843) 399-5005

www.glendinningprods.com



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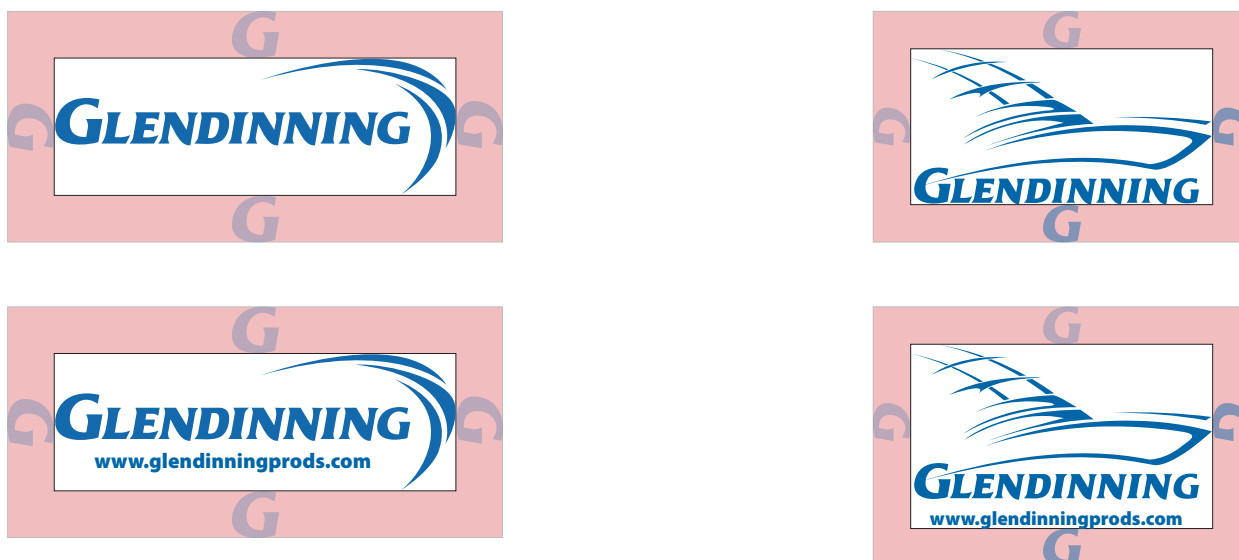
POSITIONING OF LOGO ELEMENTS

The Glendinning Master and Marine logos should always be used as they are supplied. The Logotype, web address and the Arc or Boat should never be separated, moved or resized independantly of each other.



LOGO EXCLUSION ZONE

The logo should be used without any other design element encroaching into the logo space. In all circumstances the logo should have an exclusion zone, the height of the logotype's first "G", around the entire logo.



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