

LOGO GUIDELINES

COLOR

Color for Printing – CMYK

Orange	60m/100y
Dark Green	65c/100y/20k
Bright Green-leaf	50c/100y/
Bright Green-type	50c/100y/10k
Brown	40c/70m/100y/50k

Color for Web – HEX {WEB SAFE}

Orange	#ff6600
Dark Green	#339900
Bright Green	#99cc33
Brown	#663300

Color for Web – RGB

Orange	R243	G129	B32
Dark Green	R80	G156	B58
Bright Green	R127	G179	B58
Brown	R96	G56	B19

FONTS

- Hypatia Sans Pro Bold
- Hypatia Sans Pro Black
- Hypatia Sans Pro Light

FORMATS

cmyk color for commercial printing	MAAados_cmyk_XL.tif
	MAAados_cmyk_L.tif
{may also work well for in-house printing}	MAAados_cmyk_ML.tif
	MAAados_cmyk_S.tif

cmyk color/vector commercial printing	MAAados_cmyk.eps
{scalable: use for signage}	

pdf	MAAados.pdf
------------	-------------

jpeg color	MAAados_rgb_XL.jpg
{web & may work well for in-house printing}	MAAados_rgb_L.jpg
	MAAados_rgb_M.jpg
	MAAados_rgb_S.jpg

web	MAAados_web_XL.gif
	MAAados_web_L.gif
	MAAados_web_M.gif
	MAAados_web_S.gif

black & white	MAAados_bw_XL.tif
	MAAados_bw_L.tif
	MAAados_bw_M.tif
	MAAados_bw_S.tif

black & white/vector	MAAados_bw.eps
{scalable}	



MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of SERVICE

Clear Space

When placing the MAA Arbor Day of Service logo, maintain a clear space around the logo, as indicated below.



Minimum Size

As a general rule, the logo should be no smaller than 1 inch across.



Black & White Version

To be used on fax transmission or one color print pieces.



2-color application

Please contact To The Point <ttpdesign@rcn.com> if a spot color version is needed for silkscreening or other application.

11.19.09



TO THE POINT
graphic design

617 244 0515
ToThePointGraphicDesign.com