



FIXED LOGO - RULES FOR APPLICATION

The fixed logo, by its very nature, has more consistent application rules. Again, there are 4 classifications for use.

1. COLOR ON SOLID BACKGROUND

The logotype can be reversed out of dark gray, and the graphic “G” can hold the Granger green. The logo can also be used in full color on a white background where the logotype is gray.

2. REVERSED

The logotype can be reversed out of dark gray, and the graphic “G” can hold the Granger green. The logo can also be used in full color on a white background where the logotype is gray.

3. ON A PHOTO

The logo can be placed on a photographic background. That background can be blurred, or diffused acting more like a texture, or it can be a clear image. Keep in mind the need to maintain sufficient contrast to hold recognition.

4. ON A GRAPHIC

The logo can be placed on a photographic background. That background can be blurred, or diffused acting more like a texture, or it can be a clear image. Keep in mind the need to maintain sufficient contrast to hold recognition.

