

LOGO SPECIFICATIONS GUIDE

The Best of Flag logo is for official use of the Arizona Daily Sun and Best of Flag Winners. This logo is composed of the stamp icon and text.

These guidelines specify how the logo and its colors are to be used to create a foundation for visual unity, impact and consistency when used in print and electronic media.

COLOR LOGO SPECIFICATIONS



Logo color changes every year. Use appropriate color for year of logo unless using black or white then just the year will change.

USE ON LIGHT BACKGROUND



USE ON DARK BACKGROUND

CLEAR SPACE



CLEAR SPACE AROUND LOGO
Allow 1/5 of X (the size from the top of the logo to the bottom) spacing on all sides of the logo

DONT'S

- Never reset, redraw or alter any element of the logo
- Never change the layout of the logo to make it more horizontal
- Never add other elements to the logo
- Do not use the logo on a busy pattern or background that impairs its legibility
- Do not produce the logo with unapproved font or color combinations
- Do not stretch any part of the logo at any time