



OUR LADY OF MERCY

Regional Catholic School

Logo Usage Guide

April 2017

Logo Usage Guide

Please refer to the color guidelines on page 7 of the [Brand Identity Guide](#) for CMYK, RGB, PMS, and HEX# color specifications.

2-Color



1-Color



Knockout



Grayscale



Black & White



Logo Usage continued

Logo Lock-up

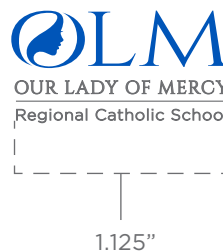
The logo lock-up should not be repositioned or altered in any way.



The font size and position used for The “Our Lady of Mercy” name and “Regional Catholic School” copy should never be changed or altered.

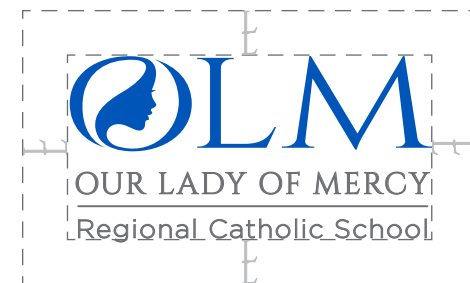
Minimum Size

The minimum size is 1.125” overall width.



Logo Safety Area

The logo requires a safety area free from other text or graphics. To maintain a safe area, use twice the cap height of the letter “L” from the word “Lady” on all four sides.



The Cameo

The Cameo is an integral component of the OLM logomark. It should never be resized, recolored, repositioned or altered when used as part of the logo. Please use the artwork provided, and do not attempt to alter or re-create it in any way.



Logo Usage continued

Selecting the appropriate file type:

- JPEG, PNG, GIF—for Microsoft Office applications such as Word, PowerPoint, and for web use
- TIF—for high-resolution professional printing
- EPS (Encapsulated Postscript), AI (Adobe Illustrator)—resolution-independent; for use in professional graphics applications

Selecting the appropriate image type:

- PMS, CMYK—for professionally printed applications such as stationery and brochures
- RGB—for Microsoft Office applications such as Word, PowerPoint, and for web use

Please use the links below to download the artwork best suited for your project:

2-Color



JPEG	PNG	GIF	TIF	EPS	AI
–	–	–	–	PMS	PMS
–	–	–	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

1-Color



JPEG	PNG	GIF	TIF	EPS	AI
–	–	–	–	PMS	PMS
–	–	–	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

Knockout



JPEG	PNG	GIF	TIF	EPS	AI
–	–	–	–	PMS	PMS
–	–	–	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB



Logo Usage continued

Selecting the appropriate file type:

- JPEG, PNG, GIF—for Microsoft Office applications such as Word, PowerPoint, and for web use
- TIF—for high-resolution professional printing
- EPS (Encapsulated Postscript), AI (Adobe Illustrator)—resolution-independent; for use in professional graphics applications

Selecting the appropriate image type:

- PMS, CMYK—for professionally printed applications such as stationery and brochures
- RGB—for Microsoft Office applications such as Word, PowerPoint, and for web use

Please use the links below to download the artwork best suited for your project:

Grayscale

Black & White



JPEG	PNG	GIF	TIF	EPS	AI
–	–	–	–	PMS	PMS
–	–	–	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

JPEG	PNG	GIF	TIF	EPS	AI
–	–	–	–	PMS	PMS
–	–	–	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB



Cameo Usage

The Cameo may be used separately as a graphic element. A professional graphic designer should be consulted for such adaptations. It may be resized, tinted or cropped, but it should never be recolored or stretched, and its contours and proportions should never be altered.

Selecting the appropriate file type:

- JPEG, PNG, GIF—for Microsoft Office applications such as Word, PowerPoint, and for web use
- TIF—for high-resolution professional printing
- EPS (Encapsulated Postscript), AI (Adobe Illustrator)—resolution-independent; for use in professional graphics applications

Selecting the appropriate image type:

- PMS, CMYK—for professionally printed applications such as stationery and brochures
- RGB—for Microsoft Office applications such as Word, PowerPoint, and for web use

Full Color



JPEG	PNG	GIF	TIF	EPS	AI
—	—	—	—	PMS	PMS
—	—	—	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

Tint



JPEG	PNG	GIF	TIF	EPS	AI
—	—	—	—	PMS	PMS
—	—	—	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

Knockout



JPEG	PNG	GIF	TIF	EPS	AI
—	—	—	—	PMS	PMS
—	—	—	CMYK	CMYK	CMYK
RGB	RGB	RGB	RGB	RGB	RGB

