



## Logo Guidelines

Version 1 - Vertical  
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The Ebenezer Animal Hospital logo is the most important component of your brand identity. It is the "face" your business presents to the public, and is a reflection of your practice's personality and values. Treating the logo with care, consistency and integrity will enhance its recognizability and reinforce the same ideals of professionalism you hold in the operation of your practice.

### Minimum Size

For legibility, do not reproduce smaller than .375" in height.



### Exclusion Zone

The exclusion zone is the height of the cap letters in 'EBENEZER' and all the way around the logo. Do not place any text or images within this area.



#### Ebenezer Lt Blue

Spot: PMS 7695  
CMYK: C53 M24 Y19 K0  
RGB: R124 G166 B185  
WEB: #7CA6BC

#### Ebenezer Md Blue

Spot: PMS 7698  
CMYK: C78 M47 Y32 K6  
RGB: R66 G117 B144  
WEB: #427590

#### Ebenezer Dk Blue

Spot: PMS 541  
CMYK: C100 M78 Y32 K21  
RGB: R12 G63 B106  
WEB: #0C3F6A

## Don't

Use the color logo on a dark or brightly-colored background.



Alter the logo colors.



Separate or change the position of the logo elements in relation to one another.



Place the logo on a busy image background that obscures legibility.



Tint or screen the logo.



Attempt to recreate the logo in a word processing or image editing program.



Add drop shadows, glows, beveling or other special image effects.



Reproduce smaller than .375" in height.



Stretch or distort the logo proportions.



## Do

Use the solid or reversed logo on a dark or brightly-colored background.



Use the solid 1-color logo when the available spot colors do not include the official colors.



Place the color logo on a lightly-colored or simple image background.

