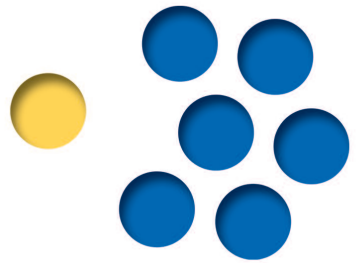


# LOGO GUIDELINES



## ALIGNMENT & SPACING

All dots remain exactly the same size, with equal distance between. In addition, the alignment and spacing of the yellow dot is slightly above center, as if the entire group has rotated clockwise.

This gives more emphasis on the individual being welcomed back into family and community.



## LOGO WITH TAGLINE

When appearing with the logo, the tagline must be Baker Signet, with initial caps on all words except conjunctions, and must be broken on two lines with ellipsis as shown.



## LOGO WITH WEBSITE

Web address appears in all lowercase, flush right with the logo, in Baker Signet.

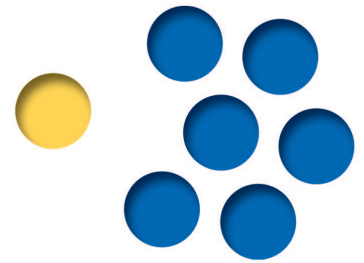


## FLEXIBILITY & USAGE

There are several color combinations that are acceptable for the appearance and use of the logo.



# LOGO USAGE STANDARDS



The Talbert House logo is an important part of the brand identity. Consistent, proper usage of the logotype is vital as audiences will recognize it as a mark that stands for excellence.

## UNACCEPTABLE USES OF THE LOGOTYPE



## CORRECT AND PREFERRED USAGE OF LOGOTYPE



DO NOT squeeze, stretch, or rotate the logos. Height and width percentages must remain identical, and the baseline must always be horizontal.



DO NOT use any colors other than those previously specified.



DO NOT modify the taglines in any way.

When the logo is placed at the bottom of the page, it should always appear at the bottom right corner of the page, at least .75" from the bottom trim, and at least .5" from the right margin or trim. On the newsletter, the logo always appears in the masthead.

