

BOISE CENTRE LOGO STANDARDS



Our logo is our signature and is the first visual contact the public has with Boise Centre. It acts as a recognizable face for our brand. Consistent use of our logo is an essential part of our business strategy and should appear consistently and prominently at least once on all external products and materials that are directly tied to Boise Centre.

The effective communication of our logo is the mission of these logo standards. These identity standards will be most successful when they are carefully reviewed and precisely applied. Our aim is for you to come away from these standards with a basic understanding and appreciation of these principles.

Guidelines prepared by

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Preferred Boise Centre logo

This logo is “preferred” because of the following criteria:

- Composed of the logotype and tree graphic
- Full color: Boise Centre green and black

Whenever possible, the preferred logo should be used in design applications.

Alternate Logos

When reproduction limitations require the use of single-color printing, the Boise Centre alternate logos may be used.



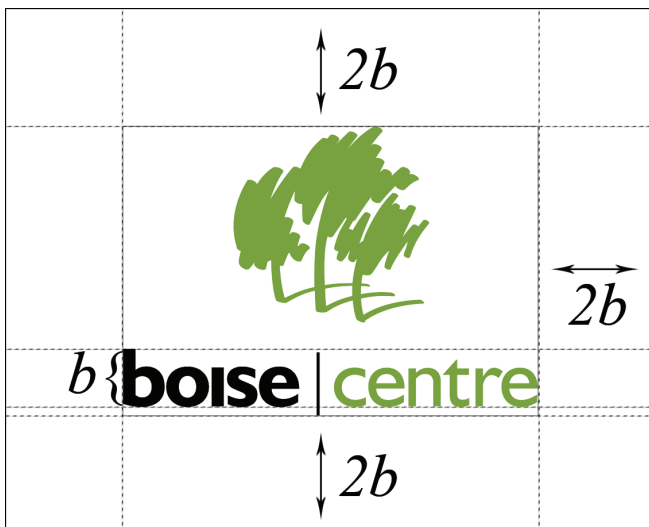
Boise Centre alternate logo:
Use this grayscale positive version when the background provides sufficient contrast for clear legibility.



Boise Centre alternate logo:
Use this grayscale reverse version when the background provides sufficient contrast for clear legibility.



Boise Centre alternate logo:
Use this single-color version when the background provides sufficient contrast for clear legibility. All elements should be printed in Pantone 377.



Minimum Clear Space

The space surrounding the logo is as important as the logo itself. The logo must be surrounded on all sides by clear space to separate it distinctly from any other text, graphic elements or other logos.

This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

Clear space is equal to twice the height of the lowercase “b” in the logo.

Deviation from these clear space requirements requires prior approval.

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Color Specifications

The Boise Centre green color is Pantone 377. When the logo is printed, the tree graphic element and “centre” text element should be printed in Pantone 377 with the “boise” text element and vertical bar printed black. It is not acceptable to substitute and use different colors in the logo other than variations specifically defined within these standards.

Boise Centre Green - PANTONE 377

PRINT – CMYK four-color process formula:

Cyan = 60
Magenta = 18
Yellow = 100
Black = 2

DIGITAL – RGB:

Red = 118
Green = 161
Blue = 46













WEB – Hexadecimal: #76A12E

Incorrect Usage

Proper use of all logo components is essential. Do not alter the logo components, including changes to color, size or placement that are not specifically defined as correct use variations within these standards.

Examples of typical graphic mistreatment

	 DO NOT replace colors
	 DO NOT use other fonts
	 DO NOT rotate the logo
	 DO NOT stretch or skew the logo
	 DO NOT add “on the grove” or use as a reading element