

BLACKSEVEN LOGO USAGE GUIDELINE

INTRODUCTION

“BLACKSEVEN” logo represents the values and style of BLACKSEVEN corporation. For the consumer the logo represents dynamic, trustworthy and youthful spirit of BLACKSEVEN and its linked products. To preserve the value and interpretation of the logo, the logo(s) may only be used by permission in association with products, services, events and promotions approved by BLACKSEVEN corporation.

This document defines the rules for using the logo(s) and details the files and their content in this package.

CONTENT

LOGO FORMATS	2
COLORS	3
COLORS FOR PRINTED MATERIALS	3
COLORS FOR ON-SCREEN DISPLAY	3
SAFE AREA	4
ALIGNMENT	4
BACKGROUND	5
DO NOT'S	6
FILE LISTING	7
The EPS files	7
The TIF files	7
The PSD files	7

LOGO FORMATS

Three forms of the logo have been provided. The **primary** logo was created to maximize space and presence and to fit comfortably in a majority of advertising materials. The primary version should be used whenever possible.

The **no_text** logo is to be used only when the logo has to be scaled so small that the BLACKSEVEN text becomes non-legible. Generally this should be avoided.

The **only_seven** logo should be used only in stylized cases when the used media requires a simpler presentation. *(For example cap, t-shirt sleeve or chest pin)*

If the majority of logos displayed in the vicinity are round or square in shape the secondary just_seven logo may be used to accommodate this provision.

When used with other logos, the BLACKSEVEN logo may not be displayed at a size smaller than any other comparable logo.

A monographic version is provided for no_text and primary logos. These should be used only on special cases. Most commonly as negative on a black background.



Figure 1

COLORS

The logo uses only two colors. Complete black and bright red.
The red color is defined for print in CMYK format and with a corresponding coated Pantone color. These have to be used with all printed materials.

The RGB definition for the red is slightly different. It can be used only for on-screen digital images (*TV and computer screens*).
You can't use it for printed materials.

COLORS FOR PRINTED MATERIALS

BLACK

R 000 G 000 B 000
C 060 M 030 Y 030 K 100

RED

Pantone 485C
L:49 a:67 b:53
C 007 M 097 Y 100 K 000

COLORS FOR ON-SCREEN DISPLAY

BLACK

R 000 G 000 B 000

RED

R 224 G 045 B 040



SAFE AREA

The primary logo should always have as much empty white space around it as possible.

The minimum distance for any graphical element can be measured as seen in the picture below (*figure2*). A rectangular bounding box is defined around the logo including the extreme tip of the red seven. The safe area is measured by expanding the box by three b-letters from the smaller text both vertically and horizontally (*figure2*).

Inside the safe area no graphical elements may be added.

The safe area for the only_seven logo is defined by the same proportions (*figure 2*).

SAFE AREA



SAFE AREA



Figure 2

ALIGNMENT

Logo should always be used centered to page if possible. Preferably on top of the page.

BACKGROUND

Logo should be **always** be used on **white background**.

Logo can be used as is also on very light backgrounds (upper limit 15% grey) that are only mildly saturated. Or on shiny, light colored metallic surfaces. See *Figure 3*.



Figure 3

On darker or saturated surfaces a white background cut-off should be done for the logo exactly as illustrated in *figure 4*.



Figure 4

On very dark and black surfaces a negative (white) version of the primary_mono or no_text_mono should be used as illustrated in *figure 5*



Figure 5

DO NOT'S

The only change allowed for the logo is proportional scaling while respecting the minimum size requirements. This means that the smallest text has to be crisp and clearly readable.

DO NOT modify the logo or any elements

DO NOT combine inside other logos or badges

DO NOT add any graphic elements or logos

DO NOT use mono logos on light background

DO NOT use logo without white cut-off on dark background



DO NOT remove any elements



DO NOT manipulate colors



DO NOT scale un-uniformly



DO NOT skew, distort, flip or rotate



DO NOT add dropshadow or any other fx



DO NOT add elements



DO NOT add background



DO NOT overlap with other logos

Figure 6

FILE LISTING

All files in this package are copyrighted by BLACKSEVEN corporation and may not be used without explicit permission from the company. Files are provided in several formats for convenience. In *figure 7* you can see thumbnails for all images.

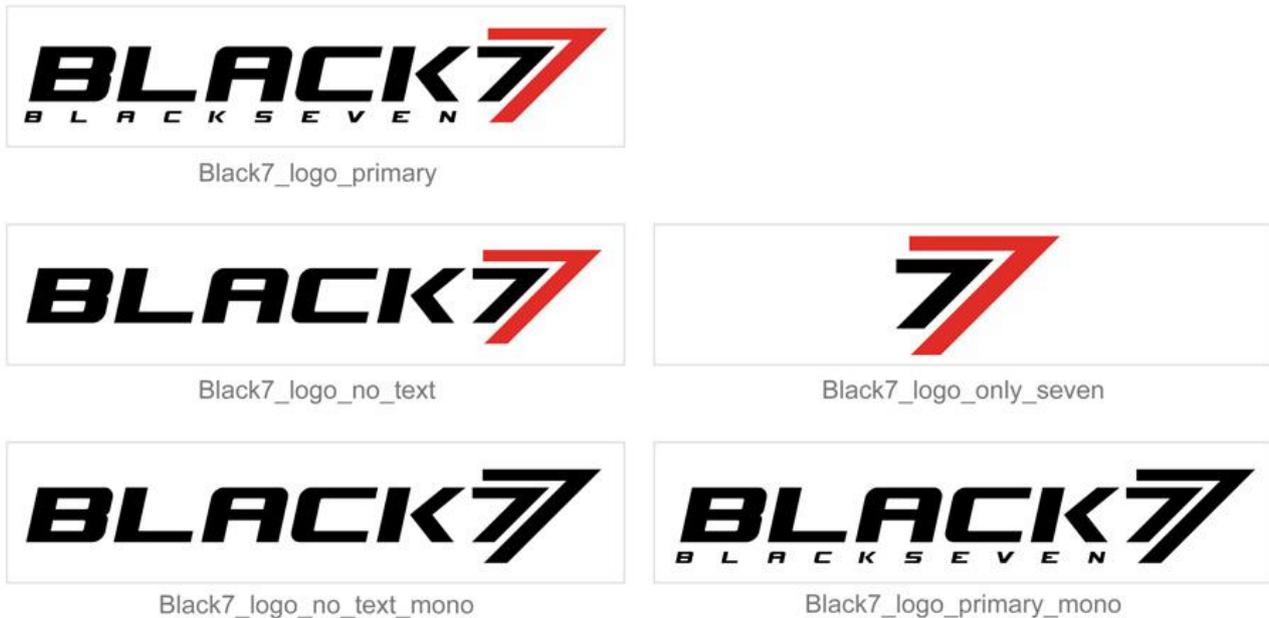


Figure 7

The EPS files

These are Encapsulated Post Script primary logo master files. Vector format, no lines, only fills, no fonts. Exported with hg print settings from Adobe Illustrator CS3.

The TIF files

These are in PC Tagged Image File Format with LZW/RLE lossless compression. Logos are in CMYK color space with aliased edges and flattened white background. Images are 8200 pixels wide with 600dpi. These are provided as back-ups to be used in small-scale print work if for some reason the EPS files won't work.

The PSD files

These files are in PC Photoshop CS proprietary format. They contain the logos on separate layer with anti-aliased edges and transparent background. Color space is standard RGB and size is 3200 pixels wide 300dpi. They are provided to be used when making on-line images like web-pages, banners, newsgroups etc. These files cant be used for any print work.
