



## STYLE GUIDE FOR THE SOLVANG CENTENNIAL LOGO

The Solvang Centennial Logo is composed of the icon and the signature (the signature containing the words SOLVANG CENTENNIAL™). This guideline specifies how the logo and its colors are to be used to create a foundation for visual unity, impact and consistency when used in print, broadcast and electronic media.

Never recreate the logo.

Never separate the signature from the icon.

Do not substitute the font in the signature. Lithos Pro is the typeface.

Never change the layout of the logo to make it more horizontal.

Do not scale the logo smaller than 1" in height.

Provide clear space around logo. Allow 1/5 of the size of the logo to spacing on all sides.


Do not use the logo on a busy pattern or background that impairs its legibility.

Do not stretch any part of the logo at any time.

The format cannot be compromised: do not slant or rotate the logo in any way.

The logo is available in EPS format, created in Illustrator. The logo is also available in jpeg format for electronic media only and in tiff format. In all cases other than electronic media, the EPS format must be used. If unable to use EPS, you may use tiff only when transparent backgrounds are not required.

USE ON LIGHT BACKGROUND



**SOLVANG**

1911

2011

**CENTENNIAL**<sup>TM</sup>

Spot Pantone 4625  
4 color process build: C 0, M 60, Y 100, K 79  
Non-printed material: R 88, G 39, B 0

Spot Pantone 120  
4 color process build: C 0, M 9, Y 58, K 0  
Non-printed material: R 255, G 227, B 132

Spot Pantone 187 85%  
4 color process build: C 0, M 85, Y 67, K 17  
Non printed material: R 204, G 65, B 68

Spot Pantone 302 75%  
4 color process build: C 74, M 18, Y 0, K 37  
Non printed material: R 0, G 114, B 155

Spot Pantone 302 45%  
4 color process build: C 45, M 11, Y 0, K 22  
Non printed material: R 108, G 157, B 191

Spot Pantone 120 50%  
4 color process build: C 0, M 4, Y 29, K 0  
Non printed material: R 255, G 239, B 191

Spot Pantone 376 90%  
4 color process build: C 45, M 0, Y 90, K 0  
Non printed material: R 153, G 203, B 79

Spot Pantone 376  
4 color process build: C 45, M 0, Y 100, K 24  
Non printed material: R 120, G 162, B 47

USE ON DARK BACKGROUND

All colors the same; white box surrounding logo.



GRAYSCALE LOGO



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100%

15%

60%

40%

50%

20%

80%

0%