



**Fat Spaniel**<sup>®</sup>  
TECHNOLOGIES

## Corporate Identity Standards



# Fat Spaniel Technologies

## CORPORATE LOGO & LOGOTYPE

The logo prints in black and shades of grey **ONLY**. It is preferable to print the logo over white.

A clear space half the width of the dog should be kept around the entire logo.

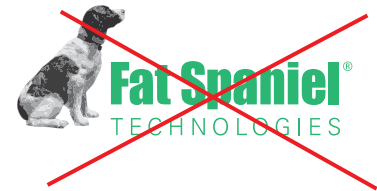
The logo is not to be printed smaller than 1.5 inches wide for print or web.

- Never print the logo in a color other than black with shades of grey.
- Do NOT remove the register mark
- Do NOT separate the dog from the logo type.
- Do NOT print over dark colors
- Do NOT place an outline or fill color around logo.
- Do NOT add a drop shadow.

**DO**



**DON'T**



To help establish a consistent and credible brand style, two typefaces has been chosen for most applications – Univers and Palatino.

### Univers Light

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Honest and easy to read, this weight is perfect for both body copy and large ad headlines.

### Univers Roman

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When greater emphasis is desired in body copy, Medium is a good choice.

### Univers Bold

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A bit heavier than Roman, upper & lower case Bold is ideally suited for headlines in our print collateral.

### Palatino Regular

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Easy to read in small sizes, this weight is perfect for captions and secondary heads.

### Palatino Bold

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A bit heavier than Regular, all caps Bold is a good choice for subheads.



# Fat Spaniel Technologies

## “POWERED BY” LOGO & LOGOTYPE

Either of two orientations may be used for the Powered-by logo. The dog should always be facing away from the nearest corner.

- Never print the logo in a color except for the Fat Spaniel Green (C 43, M 4, Y 95, K 0) for the “Powered by” text ONLY
- Do NOT remove the register mark
- Do NOT separate the dog from the logo type
- Do NOT print over dark colors
- Do NOT reverse the logo out of a dark color
- Do NOT place an outline or fill color around the logo
- Do NOT add a drop shadow

DO



Clearspace

DON'T

