



Avenir Medium

PMS Colors:



PMS 2757c PMS 137c

CMYK Colors:



C: 100
M: 89
Y: 25
K: 10

RGB Colors:



R: 0
G: 51
B: 102

R: 255
G: 153
B: 51

Avenir

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



The minimum width the logo should appear at in print is 20mm.
The minimum size is to ensure the appropriate legibility and prominence.

A control field should exist around the logo to ensure that the impact and legibility of the logo is maintained. Half the caps height of the text is the measurement for the control field.
No text, graphic device, illustration or photography should appear in the control field.



The color logo is for use on a white or very pale background. The logo is produced with the symbol in PMS 137c (or comparable cmyk/rgb).

If the logo is to appear on a solid background, it should be reversed out in all white, and set in the PMS 137c (or comparable cmyk/rgb).

Stretching or distortion of the logo is not permissible. It should never be altered in any way.



DECILE DIGITAL LOGO FORMATS

FILE NAME	DESCRIPTION	DISPLAY
DEC001_4c.eps	Four color (CMYK) vector art used for four color print	
DEC001_4c.tif	Four color (CMYK) raster art used for four color print applications (300 dpi)	
DEC001_2c.eps	Two color vector art used for spot color print (PMS128 and black)	
DEC001_bw.eps	Black vector art used for one color print or signage applications	
DEC001_rgb.jpg	RGB raster art used for web applications (150 dpi)	
DEC001_bmp.tif	Bitmap raster art used for black and white applications (1000 dpi)	
DEC001_bw.tif	Grayscale raster art used single color print applications (300 dpi)	