

# ED'S CONCRETE PRODUCTS Specifications for Logo Reproduction and Guidelines for Branding

## Logo



PANTONE	7689 C	416 C	Black C
CMYK	80/32/3/0	80/32/3/0	0/0/0/100
RGB	10/142/200	10/142/200	0/0/0

## Safe Spacing

Maintain distance between the logo and other objects/artwork. The blue line around the logo below shows the minimum margin or empty space that should be left around the logo. Do not allow any type or object to come inside the safe space area.



## Proper Proportions

Never stretch the logo art. Always maintain horizontal and vertical proportions as not to distort the logo.

