™

An Accella Brand

LOGO STYLE GUIDE
for Bullet Liner Brand Products

THE LOGO MARK

There are 2 versions of the Bullet Liner Brand logo. A 4 Color detailed version, and a 1 color simplified version.
The 4 Color version should always be used in print literature and in digitial applications. The 1 Color version is reserved for stickers, decals, embroidery, certain signage, or occasional print instances when it is called for.
An Accella Company tag appears below.

BULLET PANTONE RED

PMS 1805
C5 M96 Y80 K22
R184 G35 B47
HEX=b8232f

PRIMARY COLOR USAGE

4 COLOR

AUXILIARY COLOR USAGES

BLACK ON WHITE   NOTE: May be shown on background as dark as 30% black

GRAY (80%)

BLACK/WHITE ON COLORED BACKGROUND

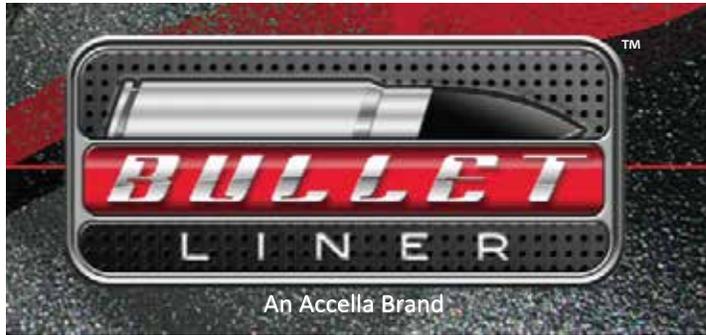REVERSE ON BLACK OR DARK BACKGROUND

NOTE: May be shown on background as light as 30% black

CLEAR SPACE

The Bullet Liner logo is a "badge" style format. This will allow it more options when it comes to clear space. However, no graphics or typography should overlap the logo, or compete or interfere visually with the logo.

The Accella Brand tag should always remain clear and legible.

MINIMUM SIZE

The logo should be not be produced smaller than 1 inches in width.
If "An Accella Brand" tag becomes illegible, increase to 5 pt.
The "An Accella Brand" tag should not be smaller than 5 pt.
Trademark symbol should be no smaller than 5 pt.

Increased to 5 pt.

1"

INCORRECT USAGE

Do not distort the logo

Do not alter the colors of the logo

Do not display the logo without the "An Accella Brand" tag

Do not rotate the logo

Do not show just the signature part of the logo, or remove any elements of the logo

Do not apply any shading, drop shadows, highlights, or dimensions to the 1 Color logo

NEED LOGOS OR ASSETS? QUESTIONS?

To download any original Accella logo artwork and Accella graphics, go to **www.YellowDogllc.com/yellowdog-network/download**
Enter username: **Accella**   Password: **AcellaFTPYDP** *(not case sensitive)*
For assistance on logo applications, or if you have any questions about the Accella brand, contact **DWachter@AccellaCorp.com**