

**frontporch**

Front Porch  
Logo Standards Reference Guide

v0112.0

# Front Porch Logo Standards Reference Guide

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For additional information, questions, or to obtain a logo kit containing digital art files, please contact the Front Porch Product Management department.

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# Introduction

From a visual perspective, the Front Porch logo is one of the most valuable assets the company owns. It is the face and personality presented to the business and global community. Displaying it in a consistent, visually appealing manner serves to support and strengthen our brand identity.

This Logo Standards Reference Guide will provide answers to questions about the proper usage of the Front Porch logo. We hope this information will help guide you to successfully build the Front Porch brand in your local market, presenting a cohesive brand identity.

The Front Porch organization has the responsibility to build and protect our logos. We trust this Standards Guide will help maintain brand integrity as we continue to grow as an organization.

# The Front Porch Logo



Proper use of the Front Porch logo strengthens the organization's brand; it is designed for specific uses to maintain consistency and enhance the brand's integrity.

**Use the color version of the Front Porch logo whenever possible!**

In instances where an alternative to the color logo is required, please reference the approved logo variants shown on different backgrounds. To ensure enough contrast when viewing the logo, do not place it on backgrounds that are patterned, too light or too dark.



*Grayscale*



*Black*



*White (reverse)*

# Color Palette

When used consistently, colors lead to easy recognition. The standard colors for the Front Porch logo are green and blue -- staying with these color standards will produce an overall look that gives a Front Porch a cohesive identity.

Specific formulas are to be used depending on print or on-line use. Please review the color formula guide and refer to the 'Master Reproduction Files' portion of this document to identify the appropriate logo art.

**NOTE:** *DO NOT utilize a color printout of the logos in this document as a color match. Please reference the PANTONE Colors listed for correct colors, and refer to the current edition of the PANTONE color formula guide for accurate representation.*

*PANTONE® is a registered trademark of [Pantone, Inc.](http://www.pantone.com)*



<b>PANTONE color (PMS)</b> use for color matching	PMS 364 C	PMS 7462 C
<b>Process equivalent (CMYK)</b>	C = 65 M = 0 Y = 100 K = 42	C = 100 M = 50 Y = 0 K = 10
<b>RGB equivalent</b>	R = 51 G = 102 B = 0	R = 0 G = 102 B = 153
<b>Hex equivalent</b>	# 336600	# 006699

# Violations

The Front Porch logo is designed for specific uses to maintain consistency and the integrity of our brand. Here are some examples of how NOT to use the logo.

## DO NOT

- use colors other than those specified in the color section of this Standards Guide
- change the color of the logotype
- use inverted colors in the logo
- stretch or distort the logotype
- stack or unjoin the logotype
- recreate the logotype using text
- use screen or tinted versions of the logo



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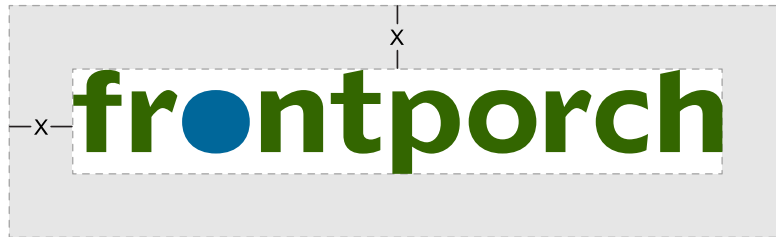



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# Clear Space

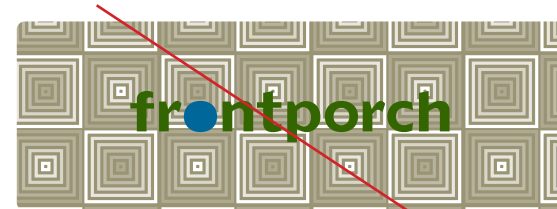


X height = 

The clear space requirement is designed to maintain the integrity of the logo. This bounding box or 'clear space' ensures visibility and legibility, separating the logo from surrounding elements. The clear space around the Front Porch logo is equal to the height of the letter 'o' in the logotype.

## DO NOT

- use patterns in the clear space
- use off-brand colors in the clear space
- allow text inside the clear space
- use graphic elements inside the clear space



# Reproduction Files

To ensure consistency of the Front Porch logo across all media, use only approved master reproduction art files that follows the standards and specifications set forth in this guide.

The digital files listed are available for approved internal and vendor use in print and online media. Please visit the Front Porch website to downloads logo files.

[www.frontporch.com/logos](http://www.frontporch.com/logos)

Additional sizes and file formats may be requested through the Front Porch Product Management department.

**NOTE:** *In order to access .eps or .ai files, an appropriate graphics editing application (such as Adobe Illustrator™ or CorelDraw™) must be present on your computer. PNG, jpeg and tiff files may be viewed in a browser or pixel-based editing application (such as Adobe Photoshop™)*



Logo files for use in **screen applications** such as web, presentations, software and user interface.

- FP-Screen-Black
- FP-Screen-RGB
- FP-Screen-Gray
- FP-Screen-White Transparent (PNG only)



Logo files for use in **print applications** such as brochures, displays, and product labeling.

- FP-Print Only-Black
- FP-Print Only-CMYK (4 color, process mix)
- FP-Print Only-Gray
- FP-Print Only-PMS (2 color, PANTONE)
- FP-Print Only-White



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