

MILWAUKEE

MILWAUKEE LOGO USAGE GUIDE.



MILWAUKEE

PRIMARY LOGO
2/C
PANTONE 308 C
PANTONE WHITE C

GRADIENT:
100% PMS 308 C - 25% PMS 308 C
GRADUAL GRADE
SPLIT AT 50% MARKER



MILWAUKEE

PRIMARY LOGO - SOLID
2/C
PANTONE 308 C
PANTONE WHITE C

TO BE USED WHEN PRINTED MATERIAL
CANNOT HOLD AN EVEN GRADIENT.



MILWAUKEE

SECONDARY LOGO
1/C
PANTONE 308 C

TO BE USED FOR ONE COLOR
APPLICATIONS ONLY.



MILWAUKEE

SECONDARY LOGO
1/C
PANTONE BLACK C

TO BE USED FOR BLACK AND WHITE
APPLICATIONS ONLY.

LOGO SPACE USAGE:

WHEN THE MARK EXISTS WITH OTHER GRAPHICS IT IS IMPORTANT TO KEEP A COMFORTABLE SPACE AROUND THE BORDERS. THE "EE" IN MILWAUKEE CAN BE USED TO DETERMINE HOW CLOSE OTHER GRAPHICS OR COPY CAN GET.



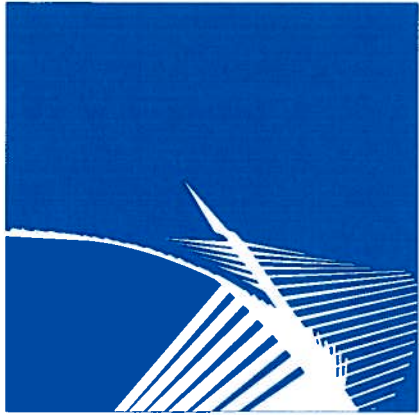
THE SAME SPACING APPLIES TO THE SECONDARY LOGO TREATMENT AS WELL. HOWEVER, ALIGN THE "EE" TO THE LETTER FACE, NOT THE BOX.

CONSISTENCY IS IMPORTANT IN KEEPING THE MARK'S INTEGRITY.





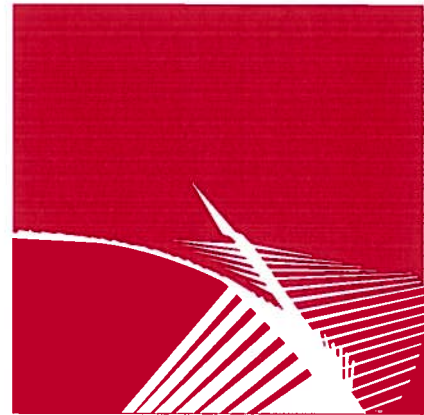
LIKE ALL LOGO'S, THE MILWAUKEE LOGO NEEDS TO BE CONSISTENT
WHEN USED IN ALL MEDIUMS. THIS WILL MAINTAIN THE MARK'S IMPACT.



MILWAUKEE



PLEASE DO NOT CHANGE TO ANOTHER BLUE.
THE CORRECT PANTONE NUMBER IS 308 C



MILWAUKEE



PLEASE DO NOT CHANGE THE COLORS.



Milwaukee



PLEASE DO NOT CHANGE THE FONT.
NOR FROM UPPER CASE TO LOWER CASE.



MILWAUKEE



PLEASE DO NOT PRINT PRIMARY LOGO
(BOXED VERSION) OVER ANOTHER COLOR.
THE "CALATRAVA" IMAGE MUST REMAIN WHITE
IN THIS VERSION.

IN THIS CASE, USE THE SECONDARY VERSION.



SUGGESTED NO-COST OR LOW-COST IDEAS FOR INCORPORATING THE MILWAUKEE MARK

- Place on web sites, i.e. front page, career opportunities page, Milwaukee description page, etc.
- Place as part of the signature for employee emails.
- When reprinting include the mark on letterhead/envelopes.
- When reprinting add the mark to business cards.
- When reprinting or creating promotional and/or informational brochures and materials add the mark.
- Include the mark on printed materials created for employee recruitment.
- Include on electronic or printed newsletters.
- Place at the end of press releases.
- Include the mark on signage in windows or banners.*
- Distribute mark lapel pins.*
- Co-brand on products with your own corporate identity for use at tradeshow, recruitment giveaways, corporate promotional events, etc.*
- Place on tradeshow signage.*

*Any use of these items must be purchased through Spirit of Milwaukee.