



Clear space and minimum size

Clear space

Clear space is the area surrounding the logo that is kept free of all graphic elements and typography.

- It defines the minimum distance from the logo to the edge of a printed piece.
- The clear space of the *Commercial Performance Coatings* logo is based on the height of the logo. If the height of the logo is "X," then the clear space must be at least half that measurement, as shown to the right.
- The clear space must be respected, except in certain cases with limited space (such as in Web and digital applications), where the clear space may be reduced. The same holds true for certain other communications pieces (such as large trade show displays), where layout constraints might require a smaller clear space.



Minimum size

It is important to observe the minimum logo sizes as demonstrated at right. Adherence to these size restrictions ensures optimal logo legibility. The logo should not be reproduced below the minimum sizes indicated for both print and digital uses.





Commercial
Performance
Coatings

LOGO GUIDE

Use of the logo

Text only logo guidelines

To preserve the integrity of the *Commercial Performance Coatings* brand, strict guidelines have been put into place to keep consistency across all platforms.

The logo with no background can **ONLY** be used with a **white or black background colour** while utilising the clear space area.

On this page there are some examples of how this logo should **NOT** be used.



CORRECT uses of the
Commercial Performance
Coatings Logo.



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DO NOT place the text only logo on a image background.

DO NOT place the text only logo onto different colours. *ONLY BLACK AND WHITE SHOULD BE USED.*

DO NOT use any extra effects such as drop shadows, outlines or glows.



Commercial
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LOGO GUIDE

Use of the lozenge logo

**Background image and colour
logo guidelines**

These versions should be used when the background has any graphic images or the background colour isn't black or white.



DO NOT edit this logo! Do not use any effects or drop shadows.

