

2009 Logo Style Guide |

Layton

CONSTRUCTING WITH INTEGRITY



What is Our Logo?

Our Logo is a unique graphical element that, when correctly displayed, represents the past experience and future expectations of our clients, architects, subcontractors, associates, employees and general public.

It's a fluid statement. The personal meaning changes with each individual interaction with our firm. To our past clients, it represents a positive outcome. To new clients, it represents experience and potential. To our partners and employees, it's a symbol of mutual trust and security.



Applications

The Logo may appear on a variety of objects, including:

Clothing

Company Stationary

Plans

Project Signs

Spreadsheets and Electronic Documents

Vehicles

Websites

Each application requires a specific file type for optimum reproduction. Please contact the Corporate Marketing Manager for assistance.



When Must It Be Used?

The Logo must be used in lieu of any graphical representation of Layton Construction Company, and in every instance.



Acceptable Colors

The Logo is comprised of two exact colors, as cataloged by the Pantone Matching System: PMS 209C and PMS 2945C. The color fidelity will vary throughout different applications, but it is the user's responsibility to ensure that the Logo is represented in the best possible way.

When a color application is not possible, the Logo may be represented in 100% black, 30% black, or reversed in white on a solid background.



SPOT



B/W



30% K



WHITE

White Space

The Logo must be surrounded by a certain, minimum amount of white space. The area may be defined by taking the last letter, “n” and using it to approximate the edges, as illustrated at right.

The resulting area of white space is the box where no graphical element may invade. This includes any text, lines and logos of other firms.

The resulting boundary (right) is shown for illustration only. The white space may not be outlined.



Scaling

The Logo must be scaled proportionately.

When introducing the Logo into your documents, it must be scaled correctly. In most software, dragging the **corner** of the picture box will scale the Logo in a proportionate and acceptable manner.

In most software programs, dragging the **sides** of the picture box will scale the Logo in a disproportionate and unacceptable manner.



Size

The Logo may appear in any size, provided that it is larger than 1-inch wide, scaled proportionately, and is surrounded by appropriate white space.

Some file formats limit the extent to which the Logo may be scaled. Generally, any file ending with [.eps](#) or [.ai](#) may be scaled infinitely. Often, a file ending with [.pdf](#) may be scaled infinitely.

A file ending with [.jpg](#), [.gif](#), [.png](#) or [.tif](#) may not be scaled larger than the original file. Please contact the Corporate Marketing Manager with questions.



Where Can I Find It?

Over time, several incorrect copies of the Logo have been stored on public networks and those of our affiliates and vendors. Please do your part to update the files you encounter.

The correct version of the Logo may be found on the company website. Anyone with internet access may access it at:

www.LaytonConstruction.com/logos.htm



Rights to Modify

The Logo is the property of The Layton Companies.

All uses are subject to review by the Corporate Marketing Manager and the Executive Committee.

All uses must conform to the standards set within the 2010 Style Guide. This guide and the Logo are subject to change.

Contact the Corporate Marketing Manager in Sandy, UT for further assistance.

