Full Color

Black One Color

White One Color

PRECISE ADJUSTMENTS

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⬤ PMS Cool Gray 11

⬤ PMS 125

⬤ PMS 299

⬤ 100% Black

◯ 100% White

Precise Adjustments Inc. Rebrand
Identity guide

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PRECISE
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Appropriate Logo Usage

PRECISE
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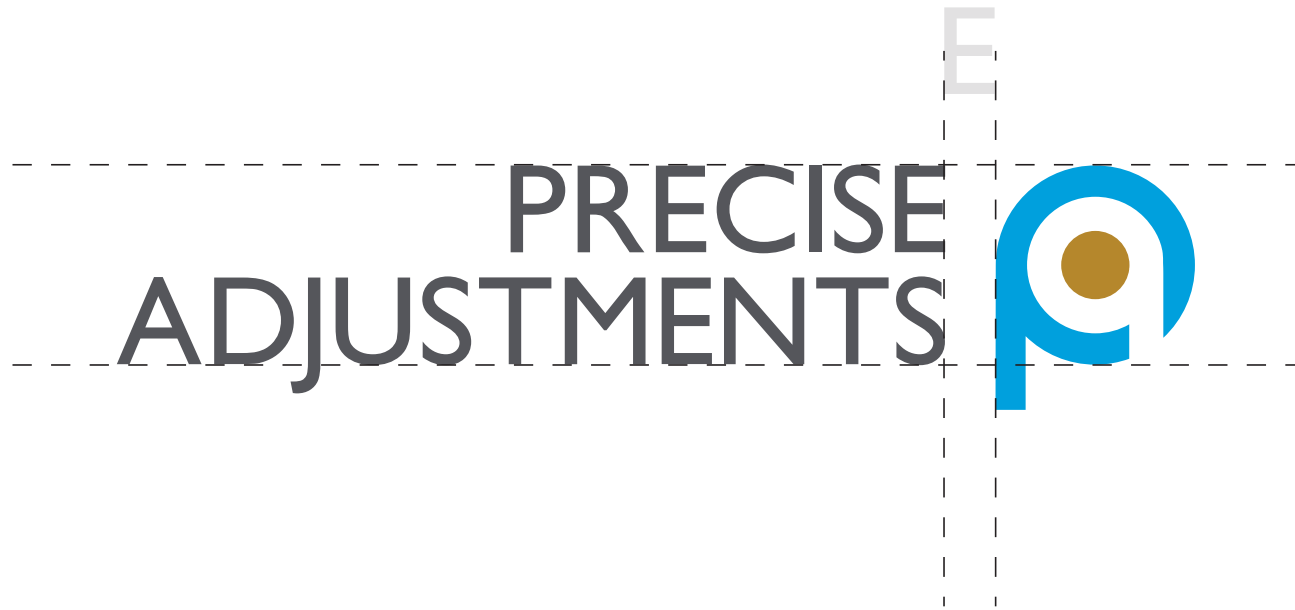
- **Use full color logo whenever possible**
- **use either .eps or .pdf for print, .png or .jpg for web**

- **Use for b&w printing or any publication that requires a one color logo**
- **Placement on white or light color background images where the full color logo isn't easily visible**

- **Use for b&w printing or any publication that requires a one color logo**
- **Placement on black or dark color background images where the full color logo isn't easily visible**

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Incorrect Logo Usage:
The following adjustments are NOT permitted.

PRECISE
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DO NOT stretch or distort logo in any way

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DO NOT use any color combinations
other than full color, black, or white

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DO NOT stack logo over wordmark

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DO NOT use the wordmark without the logo

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DO NOT alter wordmark layout

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