RATIONALE

The Spectra logo consists of two elements: the mark and the logotype.

The mark is grounded in the idea of multiple facets coming together to form a bigger, better whole.

The logotype is strong and readable, with rounded letters. Open spacing and an extra bold weight of Alright Sans Extra Bold ensure readability across different applications.
**USAGE**

The Spectra logo has vertical and horizontal format options. Either can be used depending on the space available. Refer to the “Clear Space” guidelines on Page 20.

The color version should be used in most instances. A black and white version is also provided for use in special cases. For example, within an RFP or when used on a colored or black background.
**USAGE**

**REVERSED**

Use the reversed logo when on black, dark photographs or when silk-screened on t-shirts.
**Usage**

Correct logo usage ensures a stronger and more recognizable brand. Here are some examples of incorrect logo usage, which may dilute the brand voice and confuse our audiences.

- **Do not** use the mark by itself.
- **Do not** make the logo a color other than the provided version (see page 16-18).
- **Do not** put a stroke on it.
- **Do not** make a pattern of the logo type.
- **Do not** add a drop shadow.
- **Do not** put division or department names under or after Spectra and make their own logo.
- **Do not** stretch the logo.
- **Do not** rotate the logo mark.
- **Do not** alter the logo forms in any way.
- **Do not** put a stroke on it.
A standard negative space is used to prevent the logo from getting crowded or lost next to other design elements. This negative space, at a minimum, must be equal to the height of the “Spectra” word mark.
The logo cannot go smaller than the defined amount to maintain legibility and impact.
The Spectra logo should be proportionate to the size and space of the composition. It should be no larger than 1/2 and no smaller than 1/5 of the composition width. Use these examples as a reference for suggested sizes.