Logo Guide

The Dexter logo is the most prominent visual representation of the organization in all instances and should be presented consistently and accurately to build recognition of the brand and effectively reflect the company's image and identity.

In the included folder you will find subfolders containing Vector files (.eps & .pdf) and Raster files (.jpg & .png). See page #8 for file types.

If you have any questions regarding usage of the logo or to request specific logo files, contact:

Stan Can Design™
info@stancandesign.com

Dexter Primary Logo

Logo Guide

Dexter Primary Logo - Two Color

This primary logo should only be used in a two spot color for ad specialty items.

In the included folder you will find subfolders containing Vector files (.eps & .pdf) that can be supplied to a printer for these items.

If you have any questions regarding usage of the logo or to request specific logo files, contact:

Stan Can Design™
info@stancandesign.com

Logo Guide

Dexter Primary Logo - One Color

This primary logo should only be used for one color printing for ad specialty items.

In the included folder you will find subfolders containing Vector files (.eps & .pdf) that can be supplied to a printer for these items.

If you have any questions regarding usage of the logo or to request specific logo files, contact:

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info@stancandesign.com

Dexter Icon Only - Pantone Warm Red

Logo Guide

Dexter Primary Logo - Black

This primary logo should only be used when only black and white printing is available. Black and white newspapers and black and white school newspapers are examples of when it is appropriate to use this logo.

In the included folder you will find subfolders containing Vector files (.eps & .pdf) that can be supplied to a printer for these items.

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Logo Guide

Dexter Secondary Logos

Vertical Logo

Icon

Colors

The Dexter logo uses a minimalistic color palette for consistent visual impact.

Whenever possible, the Dexter logo should be presented in full color.

The RGB .png file should be used only for digital use; for high-quality printing, use the PMS or CMYK .pdf file.

Never use any other color than those supplied. New colors need to be approved by the entire team.

PMS

PANTONE
Warm Red

PANTONE
Cool Grey 9

CMYK

C: 0
M: 87
Y: 80
K: 0

C: 56
M: 47
Y: 44
K: 11

RGB

R: 240
G: 73
B: 62

R: 117
G: 118
B: 121

HEX #f0493e

HEX #757679

BW

100 K
(Black)

Clear Space

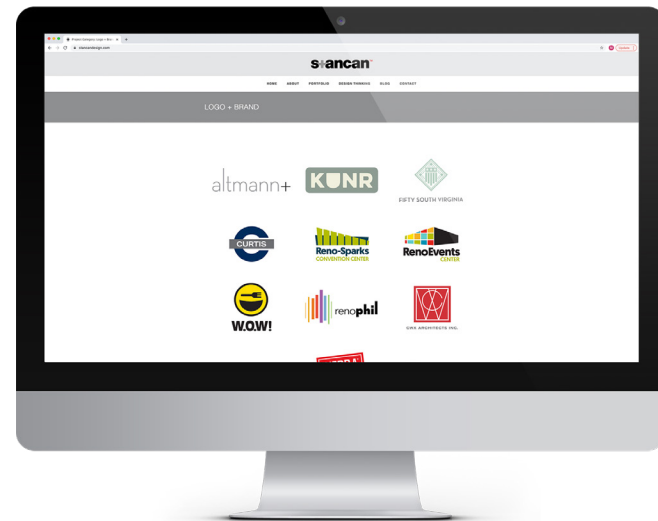The logo must be presented with the appropriate amount of clear space. Use this example as a guide.

Give all visual elements plenty of breathing room.

File Types

Use .eps and .pdf files for use in printed materials like banners, brochures, and ad specialty items.

Use .png files for on-screen use like social posts, presentations, and website content and where a transparent background is needed. Use .jpg files when you require a very small file size.