

# Logo Guide

The Armando & Sons 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 #6 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

*Armando & Sons Primary Logo*



# Logo Guide

## *Armando & Sons Secondary Logos*



*Horizontal Logo*



*Wordmark Logo*

# Logo Guide

## *Armando & Sons Icons*



# Colors

The Armando & Sons logo uses a minimalistic color palette for consistent visual impact.

Whenever possible, the Armando & Sons 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  
187  
(Red)



PANTONE  
458 C  
(Gold)



Alternate Gold  
(Gold Leaf or  
Gold Foil)

## CMYK



C: 0  
M: 100  
Y: 100  
K: 35



C: 17  
M: 17  
Y: 81  
K: 0

## RGB



R: 167  
G: 14  
B: 19

HEX #a70e13



R: 218  
G: 197  
B: 86

HEX #dac556

## BW



100 K  
(Black)

# Clear Space

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

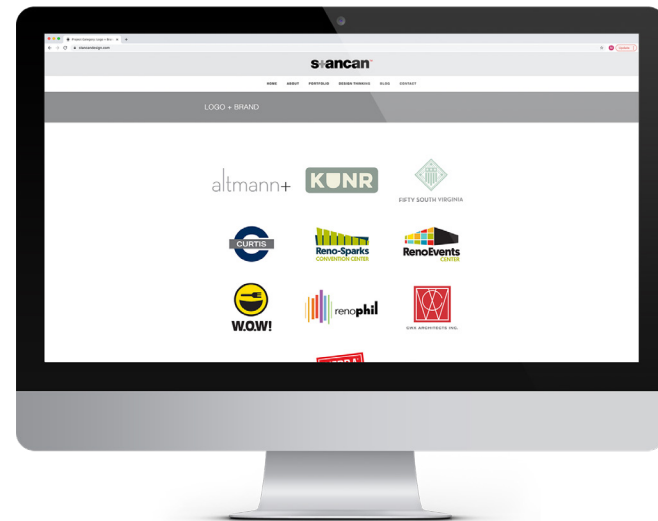
Give all visual elements plenty of breathing room.



# 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.*