

## The Logo



Original Color Version



Grayscale Version



Positive Version



Negative Version

## Minimum Size



# Do's and Don'ts

Never alter the Pre-K For All logo in any way. This includes adding or deleting elements, changing fonts, using unauthorized colors, adding artistic filters, tilting the logo or stretching it.



Do use the logo on white or light, colored background or imagery.



Do not crop the logo.



Do not use the logo on one of the main brand colors. Pieces of the logo can become lost in the background.



Do not stretch, skew, or otherwise distort the logo.



Do not rearrange the elements or break the logo apart into separate pieces.



Do not render the logo in a single color. The exception to this is if using the all-white or all-black versions.



Do not re-create the logo in a new typeface.



Do not apply shadows, outlines, gradients, or other effects to the logo.

# Logo Lockups

The logo lockup is the final form of a logo with all of its elements locked in their relative positions. The following guidelines demonstrate how we lockup our logo with programs and partners.

Adequate clear space is necessary to keep the logo from being crowded by partner lockups and other graphic elements. Use the "L" in the logo to establish a unit of  $x$ . Two units of  $x$  will determine the width of the clear space around the logo on each side.

Partner logos can lock up with the Pre-K For All logo in multiple orientations. In horizontal applications the partner logo can be to the left or to the right of the Pre-K For All logo. The height of the partner logo is determined by the height of the Pre-K For All logo. Leave a minimum clear space of  $2x$  between the two logos. There is also a vertical lockup in which the width of the partner logo is determined by the width of the Pre-K For All logo.



Horizontal - Partner Logo Left Lockup



Vertical Lockup



Horizontal - Partner Logo Right Lockup

