

# CONTOURS™ by Lasco Bathware

## Brand Identity Guidelines Overview

The CONTOURS brand identity is composed of a custom wordmark incorporating the brand name with a contour graphic element and the “by LASCO BATHWARE” by-line.

To promote the CONTOURS brand consistently and effectively the brand identity should always be used as a complete unit as shown in the examples on the right. The elements of the brand identity mark **should never** be separated and used independent of one another.

### IDENTITY MARK COLORS

To achieve the strongest visual impact it is preferable to use the CONTOURS brand identity mark in the three or four color presentation shown at right.

PMS colors for printing are **PMS 5405** and **PMS 550** plus **Black** for the by-line. In order to maintain consistency these should be **the only colors** used when reproducing the brand identity mark. When printing four color process the **correct CMYK conversions** shown at right should be used.

The colors **should not be switched** for any reason. CONTOURS LIGHT BLUE should be applied only to the top of the wordmark and CONTOURS DARK BLUE to the bottom.

Certain printing circumstances may only permit a one or two color presentation. For **two color** printing CONTOURS DARK BLUE may be substituted for black on the by-line. For **one color** presentations of the brand identity a **Black** and **Reverse** version are provided. Anytime the identity mark appears on a dark background it is preferable to use the Reverse version.

**Important Note:** The Reverse version **has been slightly adjusted** for this purpose. Other versions should not be used for reversing by altering the color setup in the digital file.

The brand identity mark color variations shown at right are all provided in **digital format** to allow flexibility and ease of use while maintaining consistency across brand communications.

### CLEAR SPACE & SIZING

When using the brand identity mark it is preferable to give it a **prominent position**, not too large and not too small in relation to other design elements in the layout. It is also preferable to provide an **ample amount of clear space** around the identity in order to avoid clutter and set it off.

When placing the brand identity mark near or around other design elements a **minimum clear space** should always be maintained. The minimum clear space is equal to the height of the letters in the wordmark and is proportional at any size. The example at right shows the minimum clear space applied to all sides of the identity mark.

Applications that require the brand identity to be reduced significantly **should not exceed 15 to 20%** of the artwork size provided in digital format. All examples at right are shown at 20% of the original size.



THREE COLOR (PMS): PMS 5405 & 550 + BLACK  
OR FOUR COLOR (PROCESS)



CONTOURS DARK BLUE

PMS 5405

C:58 M:17 Y:0 K:46



CONTOURS LIGHT BLUE

PMS 550

C:38 M:4 Y:0 K:19



TWO COLOR ONLY: PMS 5405 & 550



ONE COLOR: BLACK



REVERSE



MINIMUM CLEAR SPACE