Photoshop Portfolio Allison Candreva

allisoncandreva.com/adobe.html

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LITTLE HANDS DAVCARE



FUNGATOR Identity Guidelines

The FUNGATOR identity ensures quality and excellence to consumers. The entirety of the FUNGATOR logo, visuals and design represent a cohesive identity. This document provides clear guidelines for correct and incorrect usage of said design elements.



EXCLUSION ZONE This is a defined exclusion zone that stops other graphic elements from interfering with the FUNGATOR logo.



MINIMUM SIZE The logo should never be too small. The minimum size is 21 mm.

LOGO

When using the FUNGATOR logo, the graphic and text are always a solid color. When just using the graphic, the gator must face to the right. When using the text, the "UN" and "ATOR" must be all uppercase and 73 percent smaller than the "F" and "G."

The following images represent the acceptable usage of the FunGATOR logo.







FUNGATOR

When using the FUNGATOR logo, the hidden gator and text may not appear without the bottom stamp. The logo must never be tilted in any way. The hidden gator must never be on the bottom of the logo. The following images represent the unacceptable usage of the FunGATOR logo.







COLOR

Pantone P Process Black C			
#231f20	C:0		
R: 35	M: 0		
G: 31	Y: 0		
B: 32	K:100		

0123456789

231(20	C:0	#6e571d	C: 46	#ffSa00	C:0
R: 35	M: 0	R: 110	M: 55	R: 255	M: 79
G: 31	Y: 0	G: 87	Y: 100	G: 90	Y: 100
B: 32	K:100	B: 29	K: 34	B: 0	K:0

#ff5a00	C: 0		
R: 255	M: 79		
G: 90	Y: 100		
B:0	K:0		

TYPE

for FUNGATOR, the text must always use small caps. The logo uses Dirty Ego. ABCDEFGHIIKLMNOPORSTUVWXYZ ABCREFCHUK_NHOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHUKLMIKOPORSTUVWXYZ

0122456786

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