

Wooden You Know

# Style Guide

Version 1.0

# The Logo


**Proper use of our logo is important to maintain a consistent and effective message to others, whether it appears on a business card, a brochure or even a building. This graphic standards guide establishes basic guidelines to follow whenever you use The Stone Grille logo. It will ensure that our logo reflects the quality of our products and services, as well as our commitment to consistency and professionalism.**



The Wooden You Know logo is the most visible and recognizable face and personality of the Wooden You Know brand. It is designed to express our personality and position in the marketplace. The consistent and correct use of the logo across all materials is critical to the continued growth of the Wooden You Know brand. It is imperative that our brand be consistent and controlled in all media including: advertising, web usage, direct mail, packaging, promotional items, displays, building and signage.

# Spacing & Sizing

Always leave the recommended amount of clear space around the logo, as indicated below. This gives the logo room for prominence and ensures that it will not be obscured by neighboring elements or typography. No other logo configurations should be used.

.5x			
x			
.5x			
	.125y	y	.125y

The Wooden You Know Logo shown to the right is the smallest size allowed for general use. To ensure high-quality reproduction, never use a smaller version.



# Colors



**PMS368**



**PMS526**

The preferred printing method for the Wooden You Know logo is two-color (PANTONE) printing, using PMS 368 and PMS 526, however there are other one-color options that may be used (see One Color Logo below). The equivalent CMYK (process match) colors are acceptable.

## The One-Color Logo

When printing the logo in one or two-color applications, the logo can be used in black, printed in any single color or tint of color, preferably those specified above or reversed to the color of the paper.

### Examples:

**Black**



**Single Color Tint**



**Reversed**

