

Montana Shared Catalog Identity Style Guide

Acceptable color versions of the logo

For each stylistic form of the logo, there are several acceptable color versions of the Shared Catalog logo, designed for a variety of applications. Do not use any other variation of this logo, and please use the form most appropriate for your situation:



Full color version

File name: MSC_LogoFullColor.xxx

This is the preferred version of the Montana Shared Catalog logo. Use this version whenever possible. This version is reproduced in full CMYK process color for printing, and in a composite color form for web and video. This form will reproduce well in printing, web, video, and most material applications.



Spot color version

File name: MSC_Logo2C_339.xxx (the last number indicates the Pantone spot color)

This is a simplified version of the logo that utilizes one Pantone color, and black. There are several spot-color versions provided, using the color palette from the full color version. Use this version when full color reproduction isn't possible, or as a economical measure to print materials with just two ink colors.



Black/white version

File name: MSCLogo_BW.xxx

This is black and white version of the logo. This form may be used when color reproduction is not an option. Examples would include black and white newspaper ads, faxes, or black and white printing or copying.



Reverse Black/white and Reverse Color versions

File name: MSCLogo_Reverse.xxx

There may be occasions when it is necessary to reproduce the logo against a dark background. This is the "reverse" version of the logo, appropriate to use for such a situation.

