

# Clean Cut Lawn & Landscape Identity Style Guide

## Standard Identity Mark

The standard identity mark should be used for most applications, reserving alternative representations for special circumstances.



## Colors

Always reproduce the identity mark only in the colors illustrated and specified here. Use the Pantone colors indicated for accurate colour matching.

Use in combination with photography or imagery which complements this color scheme. Alternatively, a grayscale or solid-color representation may be used.

Deep Red	Grass Green	Charcoal	Yellow-Gold
PANTONE®	PANTONE®	PANTONE®	PANTONE®
1805 C / U	349 C / U	Black 70%	123 C / U
C 15 R 165 M 100 G 23 Y 90 B 36 K 25	C 90 R 0 M 30 G 92 Y 95 B 49 K 40	C 0 R 109 M 0 G 110 Y 0 B 114 K 70	C 0 R 255 M 20 G 203 Y 100 B 5 K 0
Web #a51724	Web #005c31	Web #6d6e72	Web #ffc005

## Alternate Colors



1 Color

## Clear Space

To ensure that other graphic elements do not crowd or weaken the impact of the mark, leave a minimum clear space around the mark. If it is resized, it should be done proportionately.



2 Color on a Background



Reversed Color



2 Color Applications

### Additional Standards of Reproduction:

Compliance with the following standards will ensure quality reproduction and maximum visual impact.

The logo master films must be used as supplied and should not be manipulated or altered.

The logo should not be scanned into a computer from a hard copy.

Printers should only be supplied with the logo in the form of a high-resolution master electronic file.



CREATED BY ARRICK GARRINGER