



The “Creative” Logo

A Style and Usage Guide for Print Applications

The “Creative” logo consists of two elements:

1. The stylized word “Creative”.
2. A register (®) mark appears at the top right hand side of “Creative”.

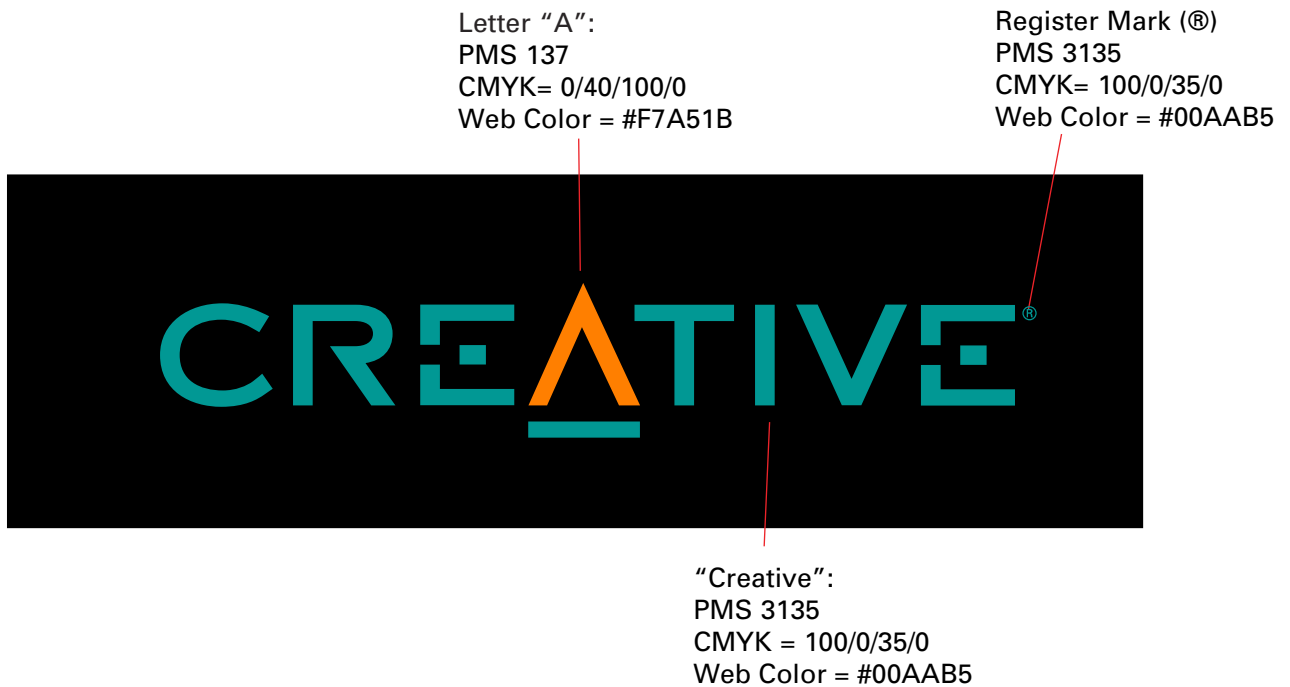
General Guidelines

- Do not remove parts of the logo (e.g. “A”)
- Do not alter or distort the logo by stretching it horizontally or vertically, or changing its perspective
- Do not resize any portion of the logo, independently of the other logo elements
- The register mark remains at the top right-hand side of the CREATIVE logo

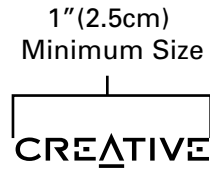
For use on white or light backgrounds



For use on black or dark backgrounds



- No smaller than 1 inch, length-wise
- Register trademark "®" not required at 2 inch (5cm) or smaller



Backgrounds

- Keep an amount of "white space" (equal to the height of one letter) around the logo. example:



- The "Creative" logo should not be placed on visually "busy" backgrounds, for maximum legibility.

Recommended backgrounds:

