

Logo

The Organized Living logo is a unique identity that was designed specifically for our brand. The full-color, stacked logo is used in all brand communications.

Always reproduce the logo in its primary colors whenever possible. Never alter, add to or re-create the logo in any way.

Orientation of the Logo

The Organized Living logo orientation is horizontal.

Registration Mark

The Organized Living logo is registered – it must always include the ® (registration mark). When the words “Organized Living” are typed, the registration mark must accompany Organized Living at the first instance in a document and not required in subsequent occurrences of Organized Living within paragraphs.

Using Organized Living In Text

The Organized Living should appear as text in two words with the “O” and the “L” capitalized.

Correct Sizing for logo with other logos

When the Organized Living logo appears with another logo (dealer, sponsor or associative website) the Organized Living logo should always be 30% larger than the other logo.

Preferred Primary



*Primary 1 Color
(For color application when
2-color logo is not an option)*



*Option for 1 color application
(requires approval)*



*Primary 1 Color
for black and white applications*



*Option for black and white applications
(requires approval)*



Logo Safe space

To ensure the prominence and legibility of the Or-ganized Living logo, always surround it with at least the minimum amount of safe space. The safe space minimum is equal to the height of the “r” in the logo’s desired size.

Safe space isolates the logo from competing graphic elements such as text, photography and illustrations, and guarantees its readability and impact.

Logo showing safe space



Minimum Size

The Organized Living logo can be used in a variety of sizes. However, when it is reproduced too small, its integrity, and that of our brand, is compromised. Therefore, it must never be reproduced at a width smaller than 1" from left to right.

The logo with the tagline must never be reproduced smaller than 1.5" from left to right.



Background Control

White is the most effective background on which to reproduce the Organized Living logo. It provides the logo with a clear, crisp contrast.

To accommodate a variety of brand communications, including packaging and premium items, other backgrounds besides white are acceptable.

The full-color logo is the preferred logo option and must always appear against a background that provides sufficient contrast for legibility and impact.

When placing the Organized Living logo on a photographic background, make sure the image is light enough to provide contrast with the color logo, or dark enough to provide contrast with the reverse logo.

See at right for examples (numbered in order of preferred usage).

1. Preferred – 2-color logo on a white background



2. The 2-color logo on a light background (Pantone 7529)



3. The positive logo on a light photograph



4. 1-color (Pantone 3005) blue logo on a white background



5. The logo reversed out of Pantone 3005



6. Pantone Black logo on a white background



Unacceptable Usage

Incorrect use of the Organized Living logo compromises its integrity and effectiveness. The examples at right represent a small sample of many possible misuses.

To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or re-create the Organized Living logo.

Never switch or change the logo colors



Never contain the logo within a shape or burst



Never distort the logo proportions



Never add a symbol to the logo



Never place the Organized Living logo on a background that provides insufficient contrast



Never rearrange the logo



Logo Colors

The blues chosen to represent the Organized Living brand were selected for their sophisticated, yet friendly appearance. The Organized Living logo should be reproduced in the preferred two color option.

The Organized Living logo colors are PANTONE 286C Blue C and PANTONE 3005C (the C is designated for Coated when printing on coated paper). The standards for these colors may be found in the current edition of the PANTONE® Color Formula Guide.

The PANTONE® color equivalent for each color is cited as well as the CMYK, RGB and HEX values. Please use the values listed in this guideline as some of these values differ from the Pantone C/CP swatch book. Determine the method of reproduction and then select the correct value set from the values shown at right.

For 4-color printing, use the CMYK values specified in this guide to match the PANTONE colors as closely as possible. When budget allows, PMS 286C and PMS 3005C should be used as spot colors. This does increase cost as it requires a 6 color offset press run.



Organized Living Dark Blue

PANTONE 286C

CMYK: C100 M80 Y0 K12

RGB: R0 G50 B160

HEX: 0032A0

Thread Color:

Peacock Blue 1177

Madeira 40 173.78"

Blue 1076

BLUE 1076



Organized Living Light Blue

PANTONE 3005C

CMYK: C100 M35 Y0 K2

RGB: R0 G119 B200

HEX: 0077C8

Thread Color:

Midnight Blue 1242

Madiera 40 186.57"

Blue 1297