



Logo Usage

Quick Reference Guide

LOGOS

The LATICRETE logo can be used with or without our tagline - For the Builders of a Better World™ (when the logo is used with our tagline it is also known as the lockup).

ACCEPTABLE LOGO COLORS

It's important that our brand colors remain as consistent as possible, regardless of where they appear.

- The official color scheme for the LATICRETE logo is aqua and black.
- Pantone® PMS 312 is the closest match in one-color (1-C) applications for our version of aqua.
- For four-color (4-C) process printing, the color breakdown of PMS 312 is C-100, M-0, Y-15, K-0.



Logo on a white/light colored background
(note black ®, must always be visible)



Logo on a black/dark colored background
(note white ® = knock-out (KO))

NOTE: The registered trademark symbol must always be visible, i.e. print white when the logo is placed on a dark background, or print black when the logo is placed on a light background.

CLEAR SPACE

Standards must be maintained to prevent the logo from having to compete with other design elements.

- In the diagram on the right, "X" is the width and height of a blue block within the logo. This amount of space must remain clear of any design elements on every side of the logo. No matter what size the logo is, this proportion should be maintained.
- Never print graphics, type, or other elements within the clear space area; treat it as an invisible wall around the LATICRETE logo.

For more details, please refer to the Global Brand Identity manual or check with the Marketing team at marketingsupport@laticrete.com.

To download LATICRETE logos, in eps, jpeg, and png formats, [click here](#).

