

# OFFICIAL LOGO USAGE GUIDELINES

## A. ACCEPTABLE VARIATIONS



PMS COLORS: DS 202-1C, DS 12-2C, DS 42-3C

## B. NON-WHITE BACKGROUND



*CORRECT*  
(NO WHITE BOX)

*INCORRECT*  
(WHITE BOX)

## C. REDUCING, RE-SCALING OR TRANSFORMING



*INCORRECT*  
(HORIZONTALLY DISTORTED)

*INCORRECT*  
(VERTICALLY DISTORTED)



*INCORRECT*  
(ROTATED)

*INCORRECT*  
(PIXILATED)

## PERMISSION TO USE THE LOGO

SORM has intellectual property rights to the logo. No one may use the logo without first gaining express permission from the State Office of Risk Management.

## ONCE YOU HAVE OBTAINED PERMISSION TO USE THE LOGO, FOLLOW THESE USAGE GUIDELINES

- Use the original logo only in its entirety and without modification. Never recreate the logo.
- Always maintain a clear space around the logo. Do not allow other elements to come into contact with it.
- Do not obscure any part of the logo by placing type, photographs or other elements on top of it.

### Acceptable Variations (Example A)

- The logo may be printed either 4 color process (CMYK), 3-spot colors, or 1 color (black only or white only).
- The one color logo is generally printed in black or reversed (white on a dark background), but other spot colors may be used with approval.

### On a Non-White Background (Example B)

Some formats of the logo are surrounded by a white box (most notably the JPG version). These formats are for use on white backgrounds only. If you require a logo that does include this white box to place on top of a colored background, please contact the individual noted below for an appropriate version.

### Reducing, Re-Scaling, or Otherwise Transforming the Logo (Example C)

- The logo may be resized, but must remain proportional and undistorted. Do not rescale the logo vertically or horizontally.
- Never reduce the logo to the point where any part of it is unrecognizable or unreadable.
- The logo should not be printed at such a large size that it becomes pixelated (see example).
- The logo should never be pixelated or distorted in any way.
- Do not rotate the logo.
- Do not use a logo intended for web display on printed materials. Generally, logos and graphics pulled from the web, unless specifically labeled for use in print, are low resolution and will appear pixelated when printed.

## MISUSE

The SORM logo cannot be used to:

- sell, advertise, market or package a specific product without WSLCA approval;
- imply an endorsement by SORM of an organization or its products or services without express permission of SORM; or
- market, advertise or otherwise promote or endorse a product, service or person that can be viewed negatively by the public.

The logo should also not be displayed in conjunction with images or names that may be considered inflammatory or offensive.

## QUESTIONS?

If you have any questions about the use of the SORM logo, need appropriate electronic formats, or would like to request permission to deviate from the acceptable variations in any manner, please contact the Director of Communications and Development, Shelby Hyman, at 512.936.1547 or email [shelby.hyman@sorm.state.tx.us](mailto:shelby.hyman@sorm.state.tx.us).