



your partner in food safety

GRAPHICS STANDARDS

2011

Birko: introduction

To the Birko team:

In order to create the best brand recognition for Birko, it is vital to create and design sales, marketing and even internal materials with a consistent look that will be recognized by those who come in contact with the company.

With that in mind, The Creative Alliance has compiled this set of graphics standards that are to govern all the materials created and designed for and by Birko.

Our role at The Creative Alliance is to help empower Birko to continuously improve and become more successful. Enclosed is a packet with basic graphics standards that should be used when creating or designing any communications materials. All logos and document files will be available upon request from Birko's Graphics Standards coordinator.

These standards are meant to be a guide for design. They are not intended to hinder creativity, but rather to provide a consistent structure for Birko's brand identity. There may be exceptions to the rules outlined in this document as different promotional pieces are being designed. Needs can be assessed on a case-by-case basis as long as the overall look and feel retains Birko's brand identity. Modifications can be made to graphics standards as Birko's brand evolves.

The Creative Alliance is available to answer any questions you may have or offer guidance as you implement these standards. Please contact Bob Byrd at **303-665-8101** or email him at **bob@thecreativealliance.com**.



Birko corporate identity: logo overview

Birko LOGO STANDARDS:

1. The primary logo (see logo on the right) should always be used unless there are special considerations, in which case the logo without the tagline is acceptable.
2. The logo without the tagline can be used when necessary due to small sizes where the tagline would be illegible.
3. Use the correct logo for the proper application. Using the incorrect logo could result in color shifts and poor output quality. If in doubt, use the CMYK EPS file.
4. Try to maintain open space around the logo. This should be no less than the height of the letter "B" in the logo. However, for smaller materials such as banner ads, this guideline may not be appropriate.



No graphic elements should fall within a margin equal to a space the height of the letter "B" in the logo.



If the logo is going to be used in a size where the tagline is not legible, the version without the tagline should be used.

BIRKO®



BIRKO®

For very small logo uses, this single color logo type may be used as an option if the full-color corporate logo does not work.



The reversed logo should always appear over a solid color, not over a busy image or graphic.



Birko corporate identity: primary logo with tagline

CORPORATE LOGO WITH TAGLINE

EPS (for Print)



your partner in food safety

bir_logo_tag_CMYK.eps



your partner in food safety

bir_logo_tag_rev.eps



your partner in food safety

bir_logo_tag_K.eps

PNG (for the Web)



your partner in food safety

bir_logo_tag_RGB.png



your partner in food safety

bir_logo_tag_rev.png



your partner in food safety

bir_logo_tag_K.png

TIFF (for Print)



your partner in food safety

bir_logo_tag_CMYK.tif



your partner in food safety

bir_logo_tag_rev.tif



your partner in food safety

bir_logo_tag_K.tif

Each logo is available in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or email, the PNG files should be used.

These logos are for print and electronic applications. They are not suitable for screen printing or embroidery. If you need a logo for screen printing or embroidery please use the logo displayed on page 6 as it is set up for this process.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).



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graphics standards

Birko corporate identity: logo without tagline

CORPORATE LOGO WITHOUT TAGLINE

EPS (for Print)



bir_logo_CMYK.eps

PNG (for the Web)



bir_logo_RGB.png

TIFF (for Print)



bir_logo_CMYK.tif

This logo is available in multiple formats for different applications and can be used on white or a solid color background. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or email, the PNG files should be used.

These logos are for print and electronic applications. They are not suitable for screen printing or embroidery. If you need a logo for screen printing or embroidery please use the logo displayed on page 6 as it is set up for this process.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).



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graphics standards

Birko corporate identity: logo without tagline

CORPORATE LOGO WITHOUT TAGLINE

EPS (for Screen Printing and Embroidery)



bir_logo_Pantone.eps

This logo is for screen printing and embroidery applications and should not be used for standard printing applications. The gradients have been removed from all elements and it is set up to use the four Pantone colors specified on page 8.

The ® registration mark is removed for screen printing and embroidery since it most likely would not be legible.

NOTE: It is possible to use the tagline (*your partner in food safety*) in screen printing and embroidery. However, since these applications could be problematic depending on size and material, please contact The Creative Alliance for assistance.



Birko corporate identity: logo type

LOGO TYPE

EPS (for Print)



bir_logo_type_293.eps



bir_logo_type_rev.eps



bir_logo_type_k.eps

GIF (for the Web)



bir_logo_type_RGB.png



bir_logo_type_rev.png



bir_logo_type_k.png

TIFF (for Print)



bir_logo_type_CMYK.tif



bir_logo_type_rev.tif



bir_logo_type_k.tif

These logos are to be used as an alternate and only in the event that the full color corporate logo cannot be seen clearly, or does not work.

Each logo is available in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or email, the PNG files should be used.

These logos are for print and electronic applications. They are not suitable for screen printing or embroidery. If you need a logo for screen printing or embroidery please use the logo displayed on page 6 as it is set up for this process.

Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).



Birko corporate identity: logo colors

Birko COLOR STANDARDS:

1. There are a number of different variations of the logo as seen on the logo pages; however, consistent colors are used depending on the requirements for the project.
2. The CMYK build (process) colors are used for most printing purposes.
3. The Pantone (spot) colors should be used for applications where solid colors are necessary, such as screen printing or embroidery. The screen printing/embroidery version of the logo utilizes all four Pantone colors and no gradients. The tagline, if used, should always be in Pantone 293.
4. The Web hexadecimal colors should only be used for screen applications such as Web sites or HTML emails.
5. If only a single color is available, the logo type version should be used in either solid black or Pantone 293.

LOGO COLOR STANDARDS



your partner in food safety

With gradient in arrows
and circle elements.



your partner in food safety

Without gradient in arrows
and circle elements.

Color (CMYK) Build

For print applications that are 4-color. If in doubt, use these.

C100 / M57 / Y0 / K2

C23 / M0 / Y100 / K17

C100 / M0 / Y8 / K13

C95 / M0 / Y100 / K27

Pantone Colors

These colors are used for print applications that use spot colors, such as screen printing or two-color printing. Note that the Pantone version of the logo contains no gradient, as creating an accurate blend between Pantone colors isn't feasible.



Web Hexadecimal

For Web site or email applications only. Never use these for print!

#0068b3

#afbd21

#009bc9

#00853e



Birko corporate identity: corporate stationery

LAYOUT STANDARDS: STATIONERY PACKAGE



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your partner in food safety





THE BIRKO ADVANTAGE
Birko offers the best combination of chemistry, equipment and integrated IT solutions for the food industry. When combined with Birko's legendary service, our partners receive world class food safety solutions and unmatched value for their investment.

Business Card (front and back)



your partner in food safety



9152 Yosemite Street
Henderson, Colorado 80640-8027

#10 Envelope



your partner in food safety





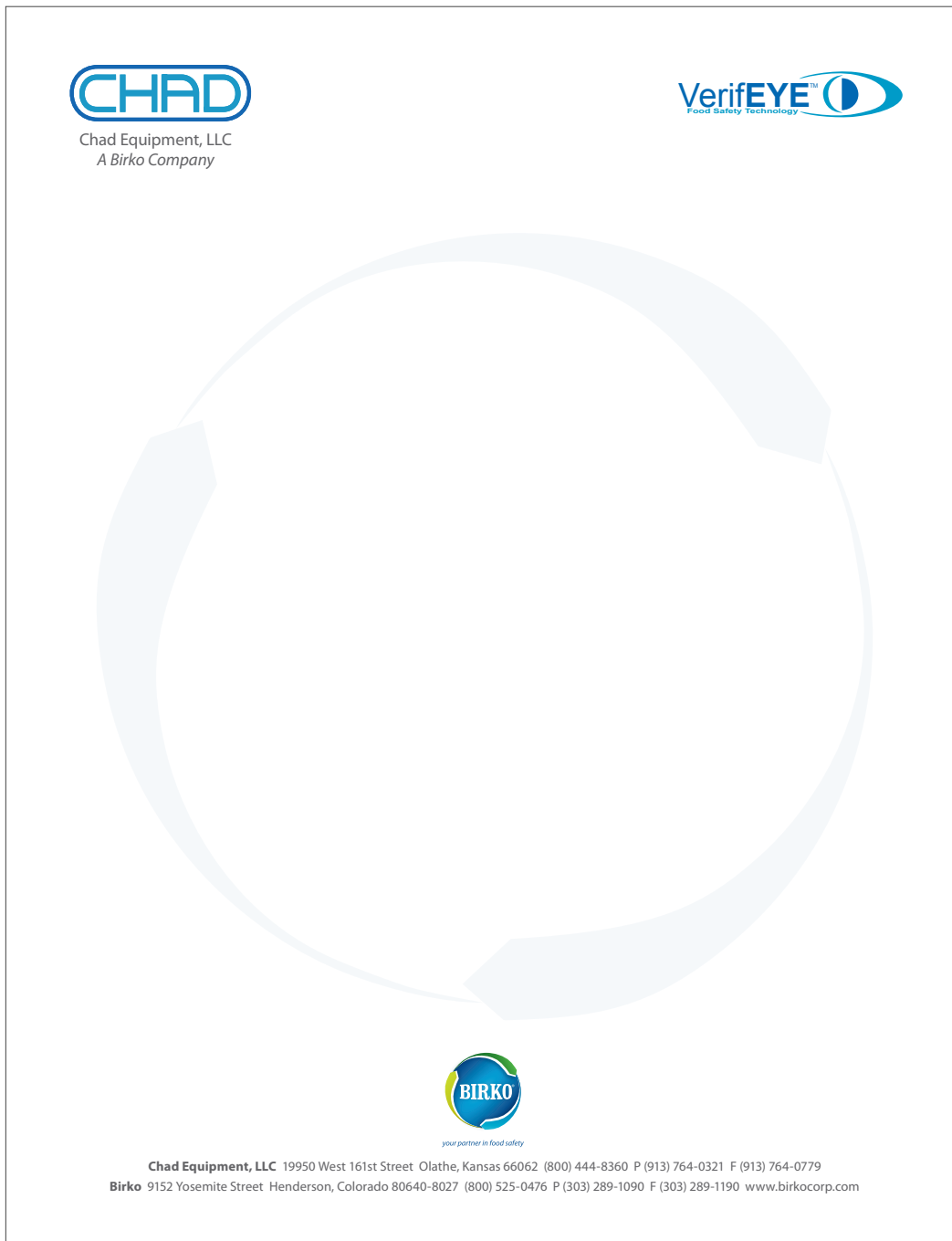
9152 Yosemite Street Henderson, Colorado 80640-8027 (800) 525-0476 P (303) 289-1090 F (303) 289-1190 www.birkocorp.com

Letterhead



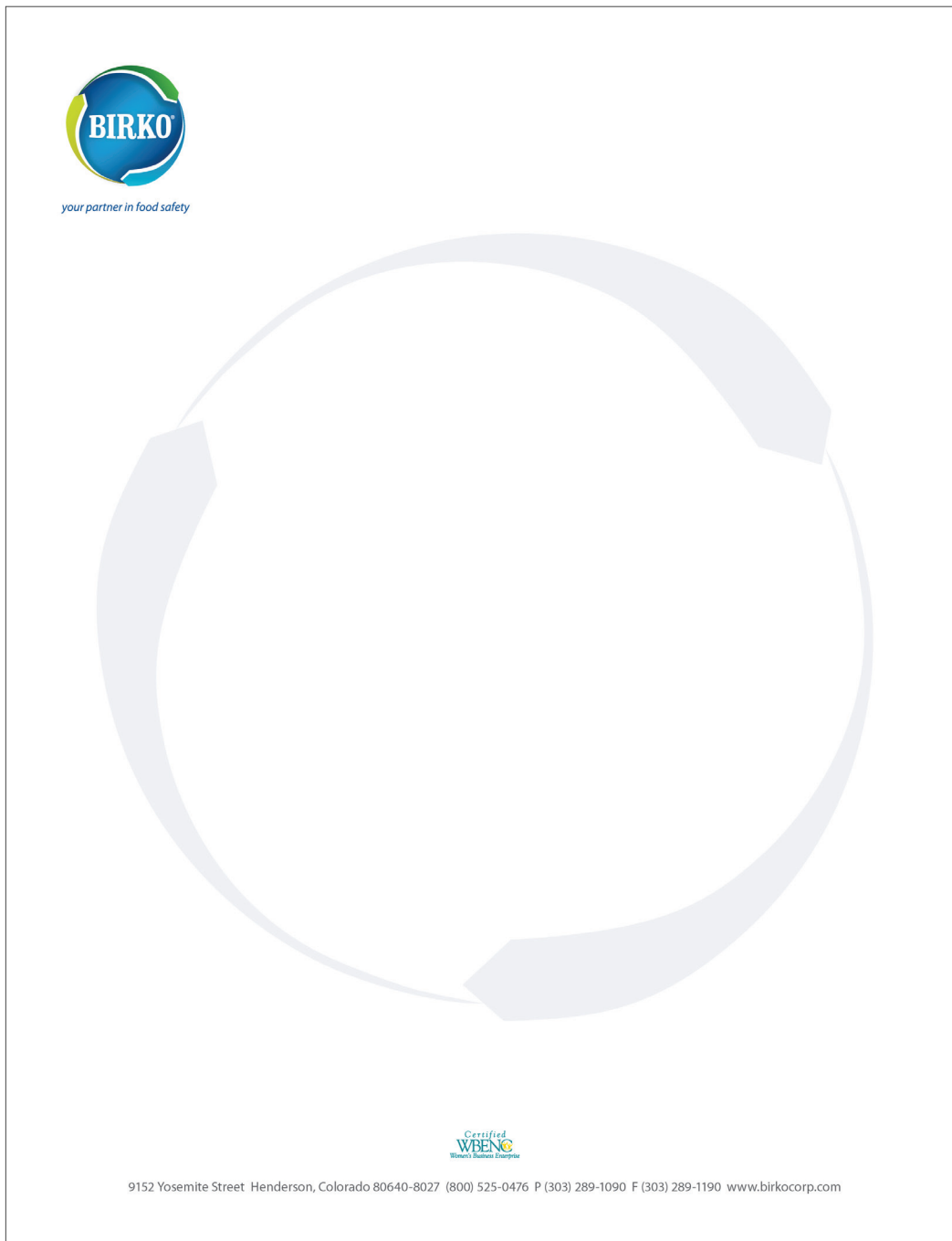
Birko corporate identity: Chad letterhead

LAYOUT STANDARDS: CHAD LETTERHEAD



Birko corporate identity: word document

LAYOUT STANDARDS: WORD DOCUMENT TEMPLATE



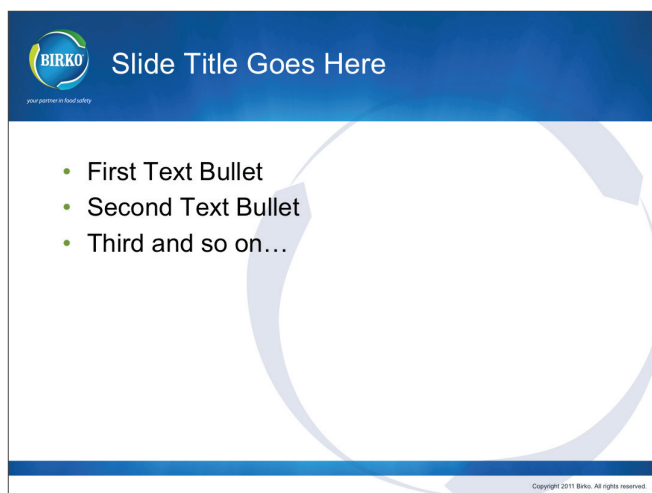
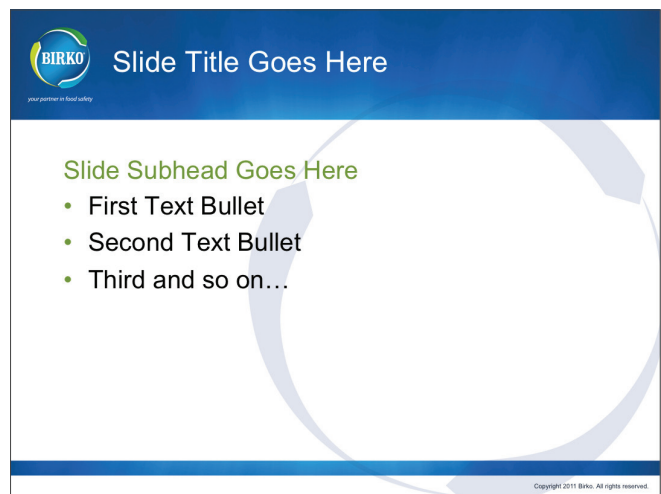
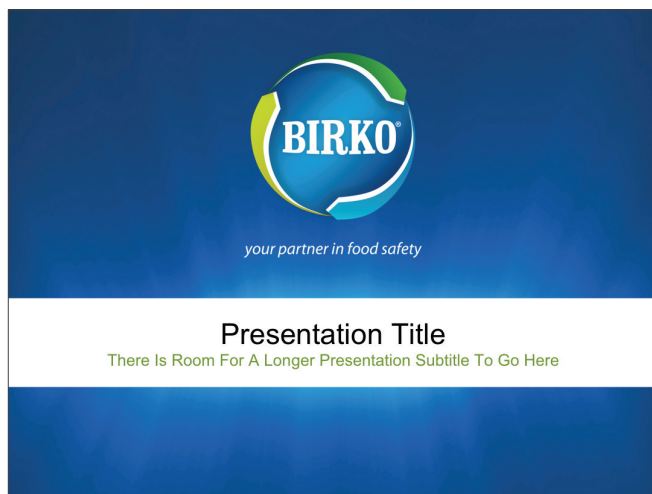
bir_letterhead.doc

The Word template is based on the Birko letterhead and includes an option for a second sheet.



Birko corporate identity: powerpoint template

LAYOUT STANDARDS: POWERPOINT TEMPLATE

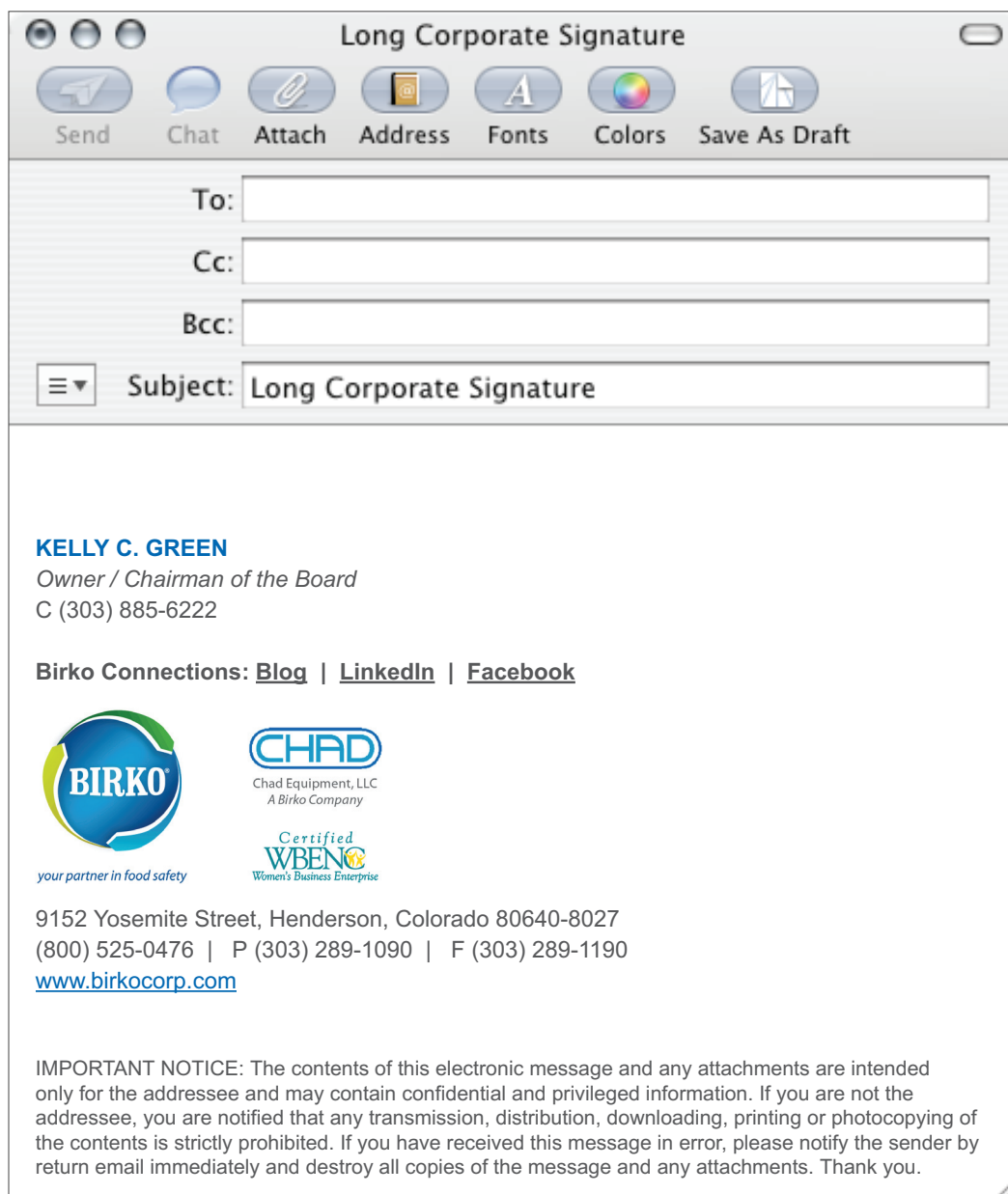


bir_presentation.ppt



Birko corporate identity: email signature

LAYOUT STANDARDS: EMAIL SIGNATURES (expanded option)



The screenshot shows a window titled "Long Corporate Signature" with a toolbar containing icons for Send, Chat, Attach, Address, Fonts, Colors, and Save As Draft. Below the toolbar are fields for To, Cc, Bcc, and Subject. The Subject field is populated with "Long Corporate Signature".

KELLY C. GREEN
Owner / Chairman of the Board
C (303) 885-6222

Birko Connections: [Blog](#) | [LinkedIn](#) | [Facebook](#)

 
your partner in food safety Chad Equipment, LLC
A Birko Company


Women's Business Enterprise

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IMPORTANT NOTICE: The contents of this electronic message and any attachments are intended only for the addressee and may contain confidential and privileged information. If you are not the addressee, you are notified that any transmission, distribution, downloading, printing or photocopying of the contents is strictly prohibited. If you have received this message in error, please notify the sender by return email immediately and destroy all copies of the message and any attachments. Thank you.

Email Signature Standards

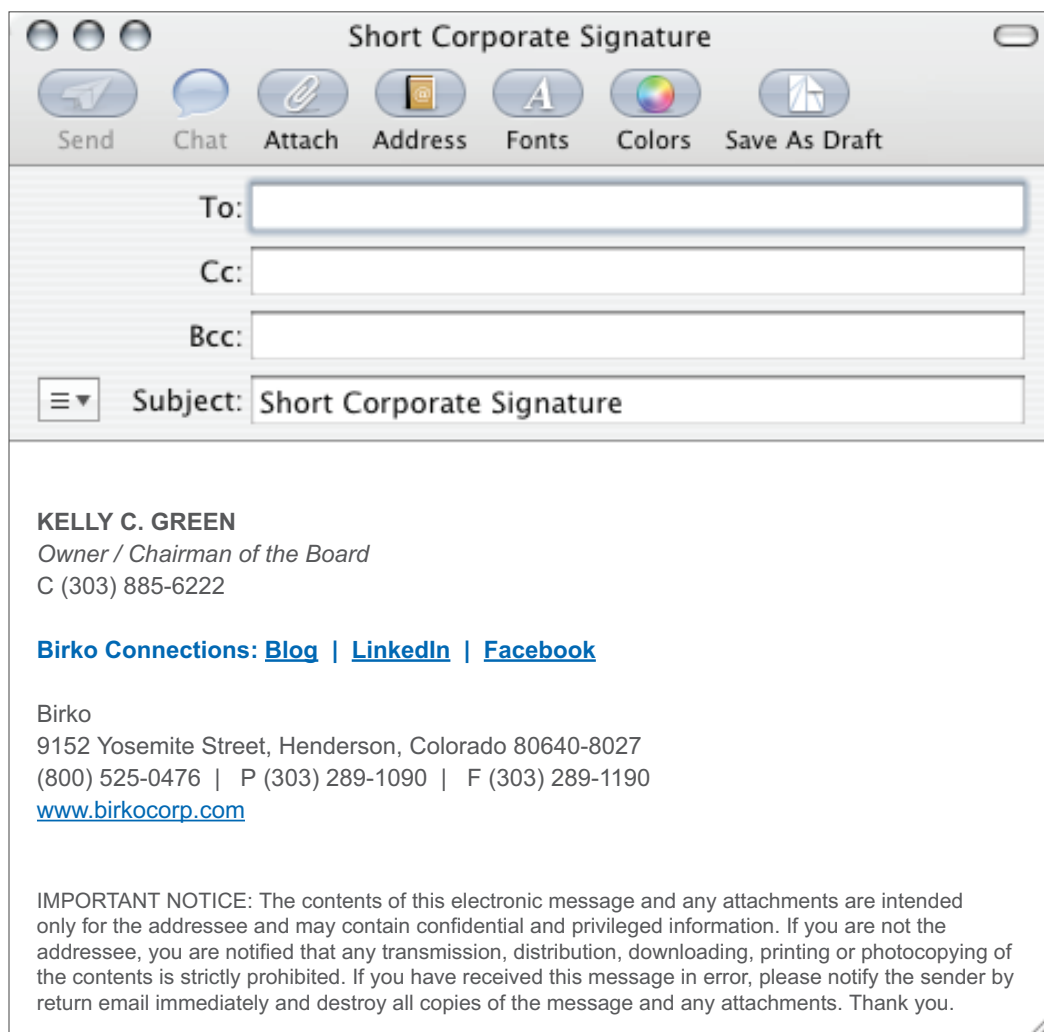
An email signature should be long enough to convey the necessary information, but short enough that it isn't distracting from the content of the email or annoying to receive during frequent communications. It also needs to work if the recipient doesn't have an HTML enabled email program.

For the expanded option above, the setup is as follows: 10 pt. Arial. Title is italicized. Name and Birko Connections are bold. Blue text is in RGB color: R=0, G=103, B=177. The logo configuration has been saved as a PNG for smallest file size and highest quality and is located in the Email Signature folder in the files provided.



Birko corporate identity: email signatures

LAYOUT STANDARDS: EMAIL SIGNATURES (condensed option)



The screenshot shows an email client window titled "Short Corporate Signature". The window has a toolbar with icons for Send, Chat, Attach, Address, Fonts, Colors, and Save As Draft. Below the toolbar are fields for To, Cc, Bcc, and Subject. The Subject field contains "Short Corporate Signature". The email body contains the following text:

KELLY C. GREEN
Owner / Chairman of the Board
C (303) 885-6222

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IMPORTANT NOTICE: The contents of this electronic message and any attachments are intended only for the addressee and may contain confidential and privileged information. If you are not the addressee, you are notified that any transmission, distribution, downloading, printing or photocopying of the contents is strictly prohibited. If you have received this message in error, please notify the sender by return email immediately and destroy all copies of the message and any attachments. Thank you.

Email Signature Standards

An email signature should be long enough to convey the necessary information, but short enough that it isn't distracting from the content of the email or annoying to receive during frequent communications. It also needs to work if the recipient doesn't have an HTML enabled email program.

For the condensed option above, the setup is as follows: 10 pt. Arial. Title is italicized. Name and Birko Connections are bold. Blue text is in RGB color: R=0, G=103, B=177.



Birko corporate identity: font family

Birko FONT STANDARDS:

Birko's font family is Adobe Myriad Pro. To maintain a consistent look for all Birko materials, only this font should be used.

1. Headline text should be set in Myriad Pro Bold.
2. Myriad Italic is used to help create a distinctive element, such as a callout or quote.
3. Whatever sizes are used, the headline should always be the largest, followed by testimonials/quotes, subheads and then body copy.
4. Be aware that it can be illegal to improperly distribute fonts.

Font Family:

Myriad Pro

Layout Example:

Sample Headline

This is a subhead.

This is an example of how text would look. You can mix and match weights to emphasize important points.

*A callout could look like this
and is used to help text stand out.*

