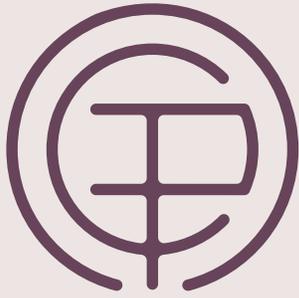




FULL CIRCLE
PRINTING

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FULL CIRCLE PRINTING

Full Circle Printing has led the Dallas printing industry in precision, reliability, and service for over 20 years. The company was founded in 1998 with one goal in mind: to provide corporations and large organizations with the best service in the industry.

Today, Full Circle Printing remains a service-oriented company by philosophy and design. Their drive to provide the highest quality, most responsible service takes a new turn today. Full Circle Printing takes the global environment seriously, and will use 90% renewable and biodegradable materials by 2020.

The **FCP brand symbol's** unified design communicates Full Circle Printing's relentless pursuit of precision. The soft corners

represent the company's people-first approach, and reference the physical properties of ink. The colors are carefully picked to emphasize environmentally responsibility.

The logo design constitutes the image of our brand and appears on all items that are seen by clients, including our advertising and marketing materials, signage, packaging and employee apparel. Consistent application of our brand image is a key part of communicating the quality of our brand to our audience.

Use the standards in this guide to ensure that logo placement, colors, sizing and staging are used with company approved consistent application.

How to use this guide

The information contained in the Brand Guidelines is meant to ensure proper use of the FCP logo everywhere it may appear. Use the standards in this guide to ensure that the logo placement, colors, sizing and staging are used with company approved consistent application.

The Full Circle Printing brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and awareness over time.

COLOR

SOLID-UNCOATED PANTONE	CMYK %	RGB HEX
5195 C	56 75 44 28	103 68 89 #674459
178 C	0 79 60 0	255 89 90 #FF595A

TYPOGRAPHY

Quicksand Bold for headings and text 10pt and smaller.

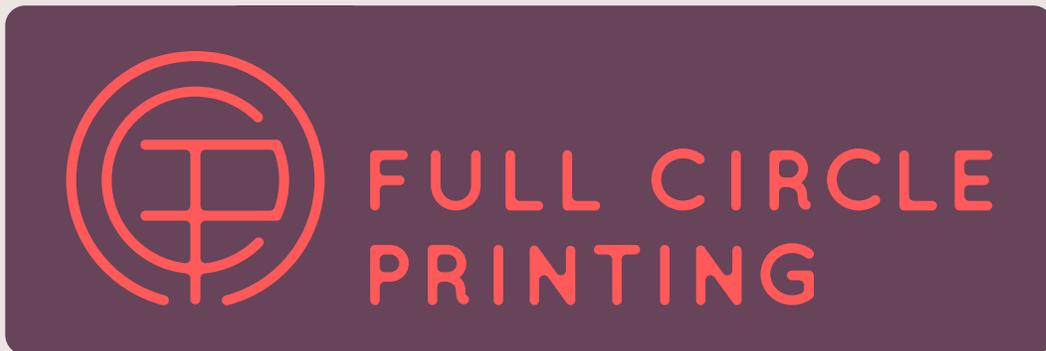
AaBbCcDd12.?
QUICKSAND BOLD

Quicksand Regular, -50 tracking, for body text.

AaBbCcDd12.?
QUICKSAND REGULAR

LOGO ARRANGEMENT

Primary Arrangement [Left]



For this logo solution, there are two arrangements. The logo, in addition to its primary left-aligned arrangement, offers a right-aligned version. Use the primary arrangement whenever possible.

Secondary Arrangement



PROPER USAGE

When possible, only use the logo on white or off-white backgrounds.



2-VALUE

**FULL CIRCLE
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1-VALUE

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REVERSED

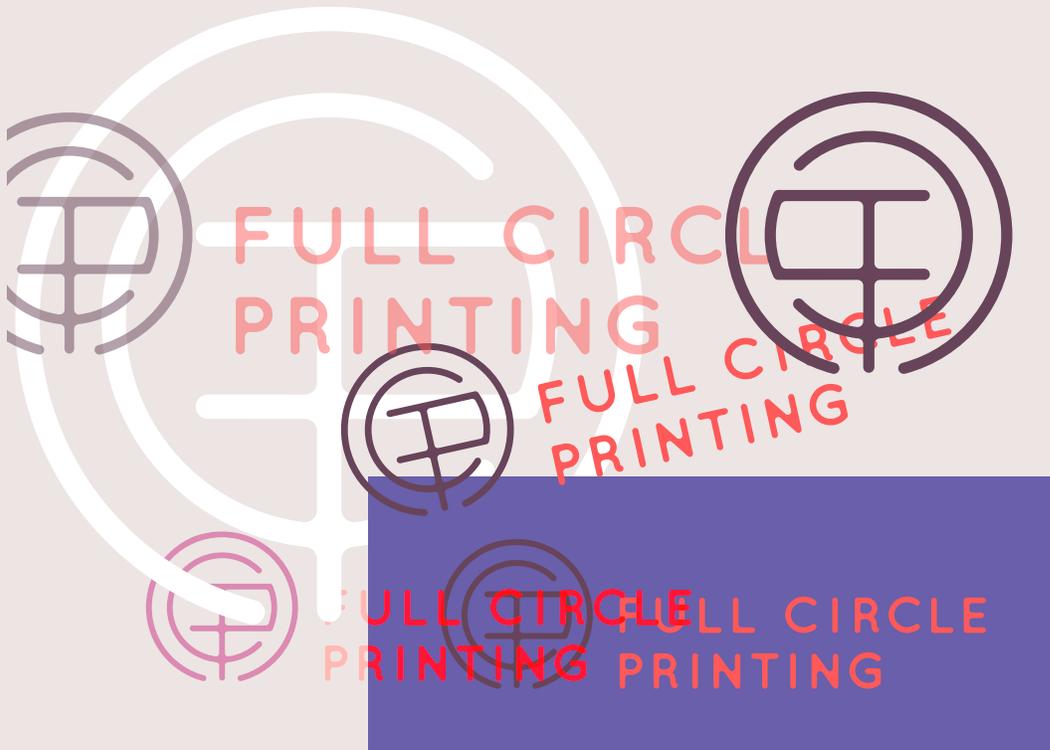
**FULL CIRCLE
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If you are using the logo on a high-contrast or dark background, use this version of the logo.

IMPROPER USAGE

DO NOT DEVIATE from the Guide:
DO NOT stretch or distort. **DO NOT**
change the colors or opacity.
DO NOT use on brightly colored

backgrounds. **DO NOT** rotate. **DO**
NOT use a partial logo. **DO NOT**
overlap logo with other distinct
elements.



STAGING

When staging the logo, such as in an article or any other situation in which text or other objects will be coming close to contact with the logo, refer to these boundaries. The boundaries ensure that the logo doesn't become cluttered, and are built into the files for convenience.



MINIMUM WIDTH: 1.5 IN.



The minimum size of the logo should be used only when layout space is extremely limited. Scaling below the minimum size may cause the typographic portion of the logo to be unreadable; scaling below the minimum size is not recommended.

When scaling down to the desired height, be sure to maintain the original proportions of the logo.

BUSINESS CARD

The business card is designed to be clean and simple. A template for the design is available for both CMYK and spot color.



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APPAREL



The T-shirt design is unobtrusive, but the wrapped position is technically unusual.

LINKS TO FILES

Primary Arrangement

PRINT .EPS

Spot Color / Reversed

CMYK / Reversed

B&W / Reversed

WEB RGB.JPEG

Small / Reversed

Medium / Reversed

Large / Reversed

WEB RGB.PNG

Small / Reversed

Medium / Reversed

Large / Reversed

Secondary Arrangement

PRINT .EPS

Spot Color / Reversed

CMYK / Reversed

B&W / Reversed

WEB RGB.JPEG

Small / Reversed

Medium / Reversed

Large / Reversed

WEB RGB.PNG

Small / Reversed

Medium / Reversed

Large / Reversed

For questions, or special use permissions,
contact the design department at

davidmcguiredesign@gmail.com