



### LOGO



color



grayscale



black and white

The logo consists of the “Clay Alliance” name and peephole icon. The icon represents the view of 3 witness cones through the kiln peephole and the heat while firing.

The color logo should be used whenever possible.

If one color (or just black ink) is the only option, the grayscale version should be used.

In some cases, printing the gradation in the peephole is not an option so the black and white version can be used.

If the logo appears on a dark background, the reversed versions (shown below) should be used.

**Note:** The color and grayscale aren’t just negative versions of the logos shown above so it’s important to use these specific reversed versions when using a dark background.



### FONT

Garamond is the font used for the logo.

It’s a “friendly” font, comes with most Microsoft programs if you want to match it and there’s a PC and Mac version. Not that you have to match Garamond for other copy when creating printed pieces.

### COLOR

The “Clay Alliance” font *always* appears as black or white depending on background color.

Don’t get overwhelmed by this color info if you just want to use the logo as is. This color info is provided for those who want to color match elements for designs or for printers to know what to match.

PMS is a design color matching system. The gradation in the background is PMS 134 to PMS 1665 (dark orange). The “heat” is PMS 1665.



PMS 144 is used for the background at the top (and on the 2008 Directory if you have that)



PMS 134  
PMS 1665



PMS 1665 “heat”

## LOGO USAGE

### Please don't...



**Note:** There will be cases where something is printed using just one color of ink. For example, just blue ink. In that case, you can certainly print the logo in that color used.



### Please do...

... contact me if you have any questions  
David Mill  
513-271-3545 dmill@one.net



**DO NOT use a logo that has been dragged off of a web page.** It may look fine on your screen, but it will be blurry when printed.

Use the logo files you can download from the Members' Tools area on the Clay Alliance web site. The name of the files are shown under the examples below.

### LOGO FILES

The jpg logos can be used in programs like Microsoft Word, Powerpoint, etc.



CALogo\_Color.jpg



CALogo\_Grayscale.jpg



CALogo\_Black.jpg

The eps versions are scalable and will print the cleanest. These files should be used to send to professional printers or for large applications.



CALogo\_Color\_pos.eps



CALogo\_Gray\_pos.eps



CALogo\_BW\_pos.eps



CALogo\_Color\_neg.eps

CALogo\_Gray\_neg.eps

CALogo\_BW\_neg.eps

**Note:** The purple color is not a part of the negative eps files.  
It's shown here so you can see the white elements in the negative logo.