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STYLE GUIDE:
LOGO STANDARDS

THE COPD LOGO

Logo

Consistent and correct usage of the COPD logo is essential to the success of the graphic standards. The logo must not be altered or adjusted in any way. Original artwork which accompanies this guide must always be used when reproducing the logo.

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Minimum Clear Space

To maintain the integrity of the logo, space surrounding it should be free of design elements.



Small Use

To maintain legibility and to ensure crisp letterforms, the logo should not be reproduced in print applications at a size smaller than shown here.

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CORRECT AND INCORRECT USE OF THE COPD LOGO

Correct Logo Use



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Incorrect Logo Use



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Do not delete any element of the logos.



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Do not change the order of the logo elements.



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Do not distort the logos.



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Do not try to recreate the logo. Only use approved digital files to produce the logos.



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Do not use backgrounds which lessen the impact of the logo.



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Do not add punctuation or symbols to the logo



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Do not apply any color other than black or white to any or all of the logo.



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Do not add graphic elements to the logo.



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