

PIPA Graphic Standards

Colors and assorted versions of the logo

The PIPA logo was designed in spot/PANTONE® MATCHING SYSTEM®, CMYK/four color process, black and white/single color and white/knockout versions.

In addition to these color versions, the logo has been designed with and without the website url (“PIPA-info.com”), and with and without the spelled-out name of the organization (“Pipelines and Informed Planning Alliance”).

Please see the information, below, detailing suggested uses of these versions.

Spot/PANTONE® MATCHING SYSTEM®

The two colors used in the spot/PANTONE version are:

Green: PMS 5757

Blue: PMS 2935

Use this color version of the logo when printing in these two spot/PMS ink colors.

Please use the file with “pipaLogoOct1 | SpotClr...” in the file name.



CMYK/four color process

When reproducing the logo via CMYK/four-color process printing, please use the file with “pipaLogoOct1 | cmyk...” in the file name. The cmyk color build for the green is 27 • 0 • 95 • 55; the cmyk color build for the blue is 100 • 46 • 0 • 0

Black and white/singler color

When reproducing the logo via black and white (see one example, at right) or single spot color printing, please use the file with “pipaLogoOct1 | bw...” in the file name. If printing in a single spot color (instead of black ink), make sure the logo art outputs to the single spot color plate.



White/knockout

Use this version of the logo when the logo appears on a background that is either too dark for the black and white version, or if the background is patterned or otherwise visually busy. See examples, at right. Please use the file with “pipaLogoOct1 | white...” in the file name.



Improper use

Do not alter the design elements and/or colors of the logo. See examples, at right, of improper use of the logo



For additional information

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