ACCEPTABLE USE & STYLE GUIDE FOR THE
PRESTO PRINT LOGO

PRESTO PRINT

ESTABLISHED 1976

LOGO HISTORY

1976-2005

2005-2012

2012-Present

While we are proud of our long history and logo evolution, do not use any Presto Print logos other than our current, gray and red version. Follow brand specifications exactly as they are presented in this manual so that we all present the Presto Print logo consistently every time, while protecting it legally for generations to come.

FONTS

San Serif: Univers LT Std
Bold: **67 Bold Condensed *(& Oblique)***
Regular: 57 Condensed *(& Oblique)*
Light: 47 Light Condensed *(& Oblique)*

Serif: Century Schoolbook
Bold: **Century Schoolbook Bold**
Regular: Century Schoolbook Regular *(& Italic)*

"Presto Print" Portion of Logo: ITC Century Handtooled Std
Do not use ITC Century Handtooled std for any use other than in the logo.
This portion of the logo is a stylized Century Handtooled and the letterforms
and rules should not be altered in any way.

"Established 1976" Portion of Logo: Century Schoolbook
This portion of the logo is a stylized Century Schoolbook and the letterforms
and rules should not be altered in any way.

COLORS

**When Presented on a Light
or White Background**

Presto Red:
Pantone 147 C
C 26.23 M 87.11 Y 99.66 K 22.05
R 155 G 57 B 33

Presto Gray:
Pantone Warm Gray 11C
C 62 M 62.26 Y 61.56 K 34
R 86 G 76 B 74

Single Color:
Pantone Warm Gray 11C
Or 100% Black

**When Presented on a Dark
or Black Background**

Presto Red:
Pantone 147 C at 25% dot
C 29 M 60 Y 54 K 7
R 173 G 114 B 105

Presto Gray:
White

Single Color:
White

PRESTO PRINT
ESTABLISHED 1976

PRESTO PRINT
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SPECIFICATIONS

Logo Components:

Stylized and Shaped "PRESTO PRINT"

"PRESTO"

Presto Gray

Slightly arched letterforms

Extended descender of the "R" that loops back up to align with the spine of the "E" in "PRESTO"

Extended lower left serif of the "E" that very slightly extends into the counter of the "S" in "PRESTO"

Extended descender of the "S" that loops back up to align with the bottom right serif of the "E" in "PRESTO"

"PRINT"

Presto Gray

Slightly arched letterforms

Extended descender of the "R" that loops back up to align with the spine of the "I" in "PRINT"

Extended ascender right serif of "N" that creates a tucked environment for the left serif of the "T" in "PRINT"

Rounded left serif of the "T" to match and tuck into the curve of created by the ascending serif of the "N" in "PRINT"

Double Red Rule

Arched double lines in Presto Red. Each end of the lines are pointed inward.

The line breaks to accommodate descenders.

"ESTABLISHED 1976"

Presto Gray

All caps, spaced letters at 25% the size of "P" in "PRESTO"

"TM"

The Presto Print Logo must always include the TM symbol to the right of the "T" in "PRINT"

Clear Space:

Using adequate clear space allows breathing room for the Presto Print logo so that other graphics or text do not touch or crowd it. All uses of the Presto Print logo in design should show respect for our brand symbol by not crowding it.

Outside of the Presto Print logo, the clear space is defined by the counter of the "P" in "PRESTO."

Counter of the "P"

Minimum Size:

To preserve its character and integrity, the Presto Print logo must not appear smaller than ¾" wide, measuring from the left edge of the "P" in "PRESTO" to the right edge of the "T" in "PRINT."

Minimum Size 3/4"

RESTRICTIONS

These are examples of what NOT to do with the Presto Print Logo in printed materials. Avoid other Presto Print Logo alterations of any kind.

Avoid drop shadows.

Do not stretch or distort.

Do not tilt more than 4°.

Do not crop to use only portions of the logo.

Do not add text that overlaps. Comply with defined clear space.

Do not add elements (circles, boxes) to the logo.

Do not print or display in any colors other than the specified brand colors.

Do not stack, remove, or re-organize any elements of the logo.

Why is it important not to alter the Presto Print Logo?

The public should always see the Presto Print Logo in the same style, character, and color each time. This maintains our brand continuity.

If we vary how the Presto Print logo is presented, it will become diluted over time and will affect our ability to protect the trademark.

SOCIAL MEDIA

The Presto Print social media logo is intended for use in or relating to Facebook, Twitter, LinkedIn, and Pinterest profiles only. It's maximum size should not exceed 181 x 189 pixels on the web and 1½ x 1⁷⁄₁₆ inches printed. Minumum size is 15x16 pixels for favicon use.

Maximum Size 1⁷⁄₁₆

P

PRESTO PRINT™
E S T A B L I S H E D 1 9 7 6

Minimum Size 16 px

The Presto Print logo and Presto Print social media logo are trademark of Presto Print. Unless you have express, prior, written permission from Presto Print:

    Do not use Presto Print logo in any manner, except in making objectively truthful, factual references to Presto Print and the specifications provided by Presto Print.

    Do not use Presto Print logos as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, web pages, trade show materials, or any other materials.

    Do not attempt to claim trademark rights in any Presto Print logos by using or registering a Presto Print logo as all or any part of a product or service name, trademark, service mark, logo, domain name, trade name, or "doing business as" name (d/b/a).

    Presto Print logos should never be pluralized or used in the possessive form.

PRESTO PRINT ™

E S T A B L I S H E D   1 9 7 6