

# LOGO USAGE GUIDELINES

To assure that the logo is used correctly, the following guidelines have been established. Exceptions to the rules below require approval of the agency handling Icon LASIK's advertising and marketing needs, Fruition. Contact information for Fruition is listed at the end of this document.

## Authorized Logo

The official Icon LASIK logo is shown to the right. Downloadable high and low resolution versions are available through the Icon LASIK website or by contacting Fruition.

The logo consists of the word "ICON" in a bold, blue, sans-serif font, followed by "LASIK" in a lighter blue, sans-serif font.

Authorized logo - 2 color

The logo consists of the word "ICON" in a bold, PMS 287 blue, sans-serif font, followed by "LASIK" in a lighter PMS 287 blue, sans-serif font.



Authorized logo - PMS 287

The logo consists of the word "ICON" in a bold, black, sans-serif font, followed by "LASIK" in a lighter black, sans-serif font.

Authorized logo - Black

## Color Reproduction

The official Icon LASIK logo is to be printed in two colors. The proper ink colors are PMS 287 blue and Black. It is acceptable to reproduce the logo in one color of ink, either in PMS 287 blue or black. Any other color must be approved by Fruition.net before printing.

	100C		0C
	68M		0M
	0Y		0Y
	12K		100K
<b>PANTONE 287</b>		<b>BLACK</b>	

Pantone Matching System inks and CMYK breaks

## Minimum Size

The logo must never be printed smaller than the minimum size, 1.25 inches across.

**ICONLASIK**

Minimum width 1.25 inches

---

## Reverse Applications

The logo, on occasion, may be printed in reverse (white logo on dark background). When this form of use is required (in black and white or in color), the correct artwork may be obtained from Fruition.net along with printing advice and approval.



**ICONLASIK**

1 color logo on black



**ICONLASIK**

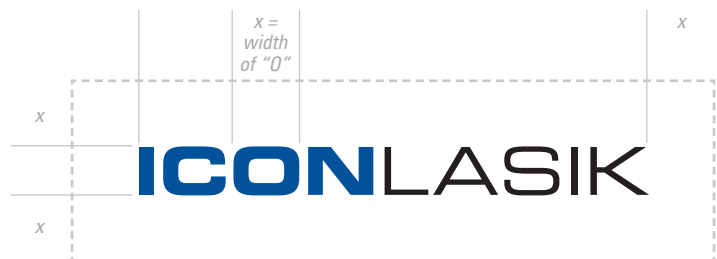
1 color logo on black

---

## Protected Area

When using the logo, it is important that the area immediately surrounding the logo remain free of type or design images, so that nothing competes visually with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows:

If  $x$  = the width of the letter "O", the protected areas all sides of the logo is  $x$ .



Protected area

# UNACCEPTABLE USAGE

For brand consistency, the Icon LASIK logo must be used as presented in this manual. To assist in avoiding misuse, the following illustrations show some variations of the logo that are NOT permitted.

1. The logo should never be reproduced from the Website or previously printed materials.
2. The logo cannot be redrawn, re-set, re-proportioned, or distorted, nor can it be printed from an unapproved or unenhanced electronic output (for example, laser printer, fax or copy machine).
3. The logo should never be printed within a border or other type of artwork.
4. To ensure legibility, the logo is best used on a solid background, rather than over-printed on a photograph, on a heavily textured design or on top of other words.
5. The logo cannot be substituted for the words "Icon LASIK" in a publication's title; nor can it be used as the subject "Icon LASIK" in a sentence, tag line, or slogan.
6. The words "Icon LASIK" cannot be set in another typeface and used in place of the official logotype.
7. The logo should not be reproduced at an angle other than horizontal.

The logo consists of the word "ICON" in a bold, blue, sans-serif font, followed by "LASIK" in a black, spaced-out, sans-serif font.

1. Never reproduce

The logo is distorted, appearing stretched and skewed to the right.

2. Never distort

The logo is centered within a solid blue rectangular border.

3. Never print within a border



4. Never over-print on a photograph

...ing to **ICON**LASIK after...

5. Never use the logo in place of the words

The logo is rendered in a different, more rounded sans-serif typeface than the official logo.

6. Never use another typeface in place of the logo

The logo is tilted at an angle, sloping downwards from left to right.

7. Never reproduce at an angle other than horizontal

## Questions?

If you have any questions about acceptable logo usage for the Icon LASIK logo, please contact us at the following:

### **LOGO USAGE**

Marianna Delinck  
marianna@fruition.net  
720.226.6663\_direct

### **TECHNICAL/DOWNLOADING SUPPORT**

Brad Anderson  
ba@icondenver.com  
303.886.9788\_direct