

NO MORE

VISUAL IDENTITY GUIDELINES v.1 12/12

NO MORE | TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT

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**HELLO...
AND WELCOME!**

ABOUT NO MORE

NO MORE promotes the use of a new national symbol to express support for ending domestic violence (DV) and sexual assault (SA) in our society. The NO MORE signature, worn and displayed by influencers, people working in the field of DV/SA and members of the general public, will raise visibility, create awareness, encourage conversation, and help break the social stigma surrounding domestic violence and sexual assault.

THE GROUP

NO MORE involves a broad coalition of funders, advocacy and service organizations and private sector volunteers from the top ranks of leading corporations, media companies and major branding and design firms.

THE GOALS

Too often, the realities about domestic violence and sexual assault remain hidden in the shadows, the victims riddled with shame and stigma. Despite the progress that has been made on these issues, there remains a critical need to expose and talk about this subject in the public domain. NO MORE reflects the aspiration to create a society in which there is no more domestic violence and no more sexual assault.

As with the peace sign, the yellow “support our troops” ribbon, the red AIDS ribbon or the pink breast cancer ribbon, the goal is to use this new symbol to help

spark a national dialogue and move the issues of domestic violence and sexual assault higher on the public’s agenda.

THE OBJECTIVES

To have the NO MORE symbol adopted by domestic violence and sexual assault organizations, as an overarching symbol that unifies the effort while not competing with the different logos/brands of these organizations.

To have influencers and as many members of the general public as possible, from all walks of life, wear or use the icon.

It is hoped that by accomplishing these objectives, we will be taking the first steps toward a broader level of change: that the increased visibility and dialogue will contribute to changing social norms, and ultimately to improved public policies and more resources.

BE CLEAR. BE CONSISTENT.
BE NO MORE.



THE NO MORE SIGNATURE

Refer to the examples in “Putting it All Together” beginning on page 22 to see how the NO MORE visual identity comes to life in context.

THE NO MORE SIGNATURE INTRODUCING OUR SIGNATURE

Bold. Brave. Powerful. NO MORE signature is the visual embodiment of our shared goal; promoting an end to domestic violence and sexual assault.

Our signature consists of three elements:

1. the [NO MORE wordmark](#)
2. the [Vanishing Point icon](#)
3. the [tagline](#)

Multiple iterations of the signature available for you to use, depending upon your specific application. We’ll discuss those options in the following pages.

But first, let’s talk about the most important visual element of our identity: [the Vanishing Point icon...](#)



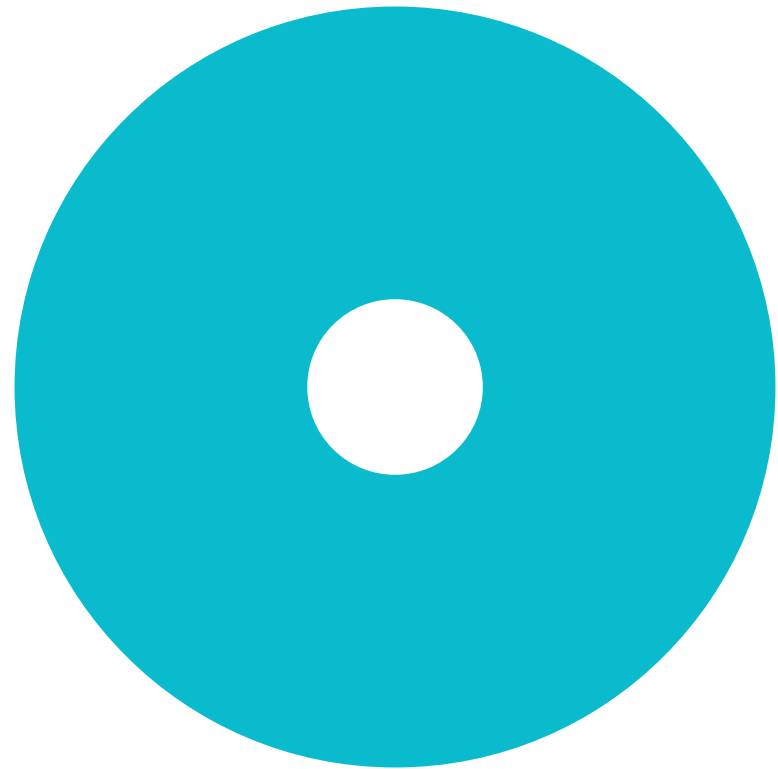
The Vanishing Point icon must appear in the context of the wordmark until its meaning is universally understood.

THE NO MORE SIGNATURE THE VANISHING POINT ICON

Far more than an ordinary blue circle, the Vanishing Point is a powerful and positive icon that visually encapsulates NO MORE.

- Its infinite and all-encompassing circular form represents the global community working together without boundaries
- It's a safe place where we all converge to lend support to those affected
- It's a light at the end of the tunnel, providing a view into a future free of domestic violence and sexual assault
- It's a definitive end, akin to punctuation closing a statement or a thought

The Vanishing Point icon must figure prominently in each and every NO MORE communication touchpoint, regardless of medium or audience.



The tagline provides important context and is critical in educating the population about what we stand for.

THE NO MORE SIGNATURE THE NO MORE TAGLINE

Our tagline is our rallying cry:

Together We Can End Domestic Violence & Sexual Assault

The NO MORE tagline is a clear and compelling statement; wholly inclusive and universally understood regardless of gender, ethnicity, age, geographic location or economic background.

Using the tagline as often as possible will provide important context and help expedite the process of educating the population about NO MORE and what we stand for.

To that end, the tagline may be used two ways:

1. **Locked-up with the signature** in one of several predesignated configurations (see page 11)
2. On its own, as a **primary typographic communication** such as a headline

NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

inline signature locked-up with tagline



stacked signature locked-up with tagline

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

tagline as primary communication

Always use the provided artwork. Never attempt to recreate, reconfigure, recolor, reportion or otherwise adjust the signature in any way.

THE NO MORE SIGNATURE SIGNATURE CONFIGURATIONS

The **NO MORE signature** is available in two main configurations to facilitate application across a wide array of communications.

The **inline signature** is our primary mark and should be used as often as possible.

The **stacked signature** may be used when the Vanishing Point icon is the intended focus, a more vertical proportion is desired, or its final reproduction size is very small.

Both of these signature formats also have coordinating tagline lock-ups to accommodate reproduction in any medium, at any size.

Always ensure the tagline reproduces clearly and legibly. If the final reproduction size impedes legibility, use the version of the signature without the tagline.

INLINE SIGNATURES

NO MORE

inline signature

NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

inline lock-up

NO MORE

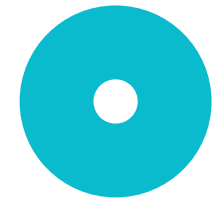
TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT

inline medium lock-up

NO MORE | TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT

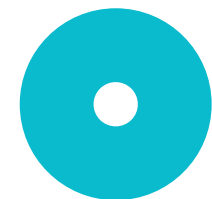
inline large lock-up

STACKED SIGNATURES



NO MORE

stacked signature



NO MORE

TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT

stacked lock-up

Never opt to use an alternate color version of the signature when full color reproduction is feasible.

THE NO MORE SIGNATURE COLOR VARIATIONS

The **NO MORE signature** is also available in several color variations to adapt well to any reproduction scenario.

Full color signatures are available in spot, process and RGB versions, and should be used in most cases.

Badge signatures are enclosed in a white holding shape and allow the full color mark to be used effectively on busy or conflicting-colored backgrounds.

Reverse signatures are designated for use on dark backgrounds that do not impede legibility of the mark.

Blue signatures are intended for use when our proprietary NO MORE Blue is the only color available.

Knockout (white) signatures may be used in rare cases where the only option is to feature the mark knocked out of a dark field

Black signatures are available for use in instances where color reproduction is not available, such as newsprint.

INLINE SIGNATURE COLOR VARIATIONS



full color



blue



black



badge



reverse



knockout (white)

STACKED SIGNATURE COLOR VARIATIONS



NO MORE

full color



NO MORE

blue



NO MORE

black



badge



NO MORE

reverse



NO MORE

knockout (white)

The signature should always be surrounded by a minimum amount of clear space to protect it from competing visual elements.

THE NO MORE SIGNATURE OBSERVING CLEAR SPACE

To ensure the **legibility** of the NO MORE signature, it must be surrounded with an adequate amount of clear space.

This “buffer zone” isolates the signature from competing elements such as photography, text or other logos that could detract attention and lessen its overall impact.

The **inline signature clear space** is equal to the width of the letter “O” in the NO MORE wordmark.

The **stacked signature clear space** is equal to the height of the letter “O” in the NO MORE wordmark.

Using the signature consistently wherever it appears helps to both establish and reinforce immediate association with NO MORE. The provided artwork must be used at all times.

INLINE SIGNATURE CLEAR SPACE



clear space is equal to the width of the letter “O” in MORE

STACKED SIGNATURE CLEAR SPACE



clear space is equal to the height of the letter “O” in MORE

In instances where the tagline is too small to appear legible, opt to use a version of the signature without the tagline.

THE NO MORE SIGNATURE MINIMUM SIZE USAGE

Using The **NO MORE** signature in a consistent manner across all applications helps to both establish and reinforce recognition.

The illustration to the right provides minimum size specifications for all our signature variations.

The **inline signature lock-up** must appear no smaller than one inch or 72 pixels in width.

The **inline signature** must appear no smaller than 3/8 of an inch or 27 pixels in width.

The **stacked signature** must appear no smaller than 1/3 of an inch or 24 pixels in width.

As a rule, the **tagline** should not appear in sizes smaller than the equivalent of 3.25 point text.

Use these rules in conjunction with the clear space and color principles to ensure maximum visual impact.

INLINE



INLINE / TAGLINE



INLINE / TAGLINE: M



INLINE / TAGLINE: L



STACKED



STACKED / TAGLINE



Always ensure the NO MORE signature is applied legibly, and in a manner consistent with all the rules in this guideline.

THE NO MORE SIGNATURE CO-BRANDING WITH THE NO MORE SIGNATURE

Co-branding with other companies, causes, entities and individuals widens our reach and exposes NO MORE to significantly broader audiences. All in support of promoting an end to domestic violence and sexual assault are invited to make use of our signature.

There are two main ways to co-brand using the NO MORE signature:

Partnership: a 50/50 relationship between partner and NO MORE identities locked up in close proximity

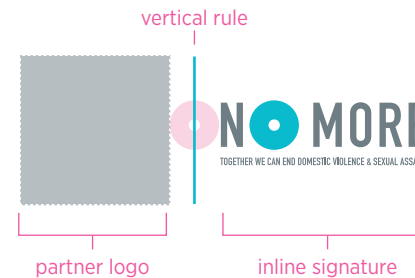
Endorsement: a 60/40 or greater relationship between partner and NO MORE identities with no proximity requirements

Simply request permission via the Program Director, download the appropriate signature for your application and design it into your communications according to all the guidelines for usage outlined in this document.

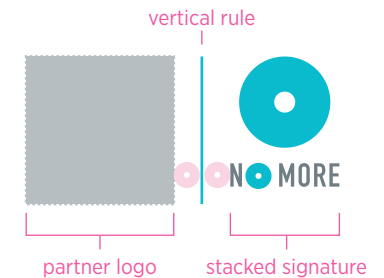
See page 31 for illustrative examples of co-branding in action.

PARTNERSHIP CO-BRANDING (50/50 relationship)

USING THE INLINE SIGNATURE

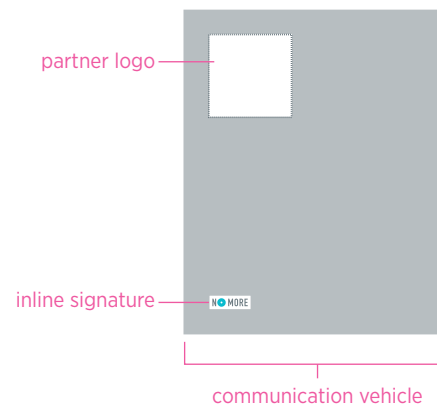


USING THE STACKED SIGNATURE

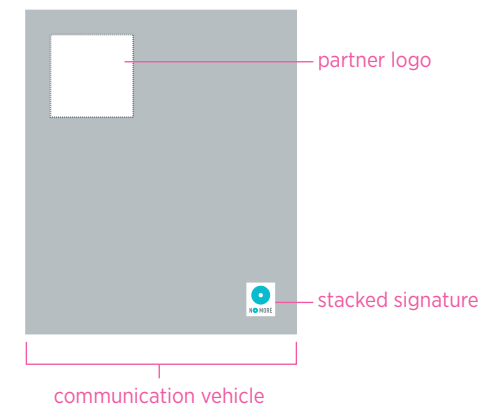


ENDORSEMENT CO-BRANDING (> 60/40 relationship)

USING THE INLINE SIGNATURE



USING THE STACKED SIGNATURE



Respect our signature as you would any brand, product or corporate logo. Recognition is built only with correct and consistent use.

THE NO MORE SIGNATURE SIGNATURE USAGE DONTs

1. Don't change the orientation
2. Don't change the colors
3. Don't place the signature on a busy background
4. Don't crop the signature in any way
5. Don't create your own tagline lockups
6. Don't add effects to the signature
7. Don't embellish the signature
8. Don't stretch, squeeze or distort the signature
9. Don't use the signature on similarly-colored backgrounds
10. Don't embed the signature within a block of text
11. Don't add an outline to the badge signature
12. Don't bevel or emboss the signature



1



2



3



4



5



6



7



8



9

When talking about
The NO MORE Project
always ensure there

10



11



12

A high-angle, top-down photograph of a group of people's arms and hands stacked in a circle, creating a sense of unity and teamwork. The image is heavily filtered with a teal/cyan color. The text "NO MORE VISUAL LANGUAGE" is superimposed in white, bold, sans-serif capital letters across the center of the image.

NO MORE VISUAL LANGUAGE

Our NO MORE Blue and NO MORE Gray are completely unique to us. Use them accurately to best represent NO MORE.

NO MORE VISUAL LANGUAGE

THE NO MORE COLOR PALETTE

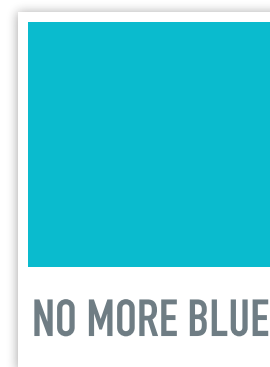
A brand's color is its calling card. Our proprietary colors are NO MORE blue and NO MORE gray.

Each of these colors has been custom-formulated to be completely unique to us. Use them at their full intensity or tint them back to provide a range of tones.

Please note there are no Pantone® or other color book equivalents to NO MORE Blue and NO MORE Gray. Color swatches and more detailed information regarding these custom formulations are available by request on the NO MORE Spectral Sheet.

Please reference the breakdowns listed here, or the Spectral Sheet for wavelength, reflectance and CIE Lab specifications.

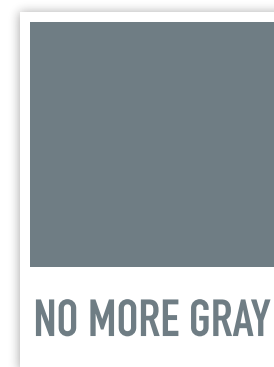
Avoid using full-intensity black in NO MORE communications as the connotation of black and blue can be seen as negative.



NO MORE BLUE

C 73.7
M 0
Y 20
K 0

R 0
G 188
B 206



NO MORE GRAY

C 12.63
M 0
Y 0
K 59.29

R 112
G 125
B 133


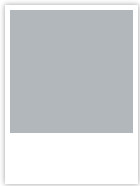
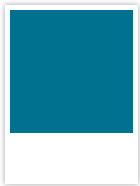
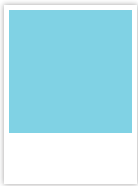
Use these accent colors sparingly alongside NO MORE Blue and NO MORE Gray to extend the range of our palette.

NO MORE VISUAL LANGUAGE
ACCENT COLOR PALETTE

NO MORE Blue and NO MORE Gray should account for the majority of color usage in our communications.

The accent colors presented here provide a selection of deep and light complementary tones intended to extend the visual range of the NO MORE palette.

These colors must be used sparingly alongside colors in the NO MORE palette and may not be used on their own under any circumstances.

PMS 431 DARK GRAY	PMS 429 LIGHT GRAY	PMS 315 DARK TEAL	PMS 636 LIGHT BLUE
			
C 45 M 27 Y 17 K 51	C 21 M 11 Y 9 K 22	C 100 M 8 Y 18 K 38	C 38 M 0 Y 5 K 0
R 94 G 106 B 113	R 165 G 172 B 175	R 0 G 105 B 131	R 144 G 215 B 231

Din 1451 Engschrift is our identifying typeface and should be used carefully. Gotham Narrow acts as a strong supporting player.

NO MORE VISUAL LANGUAGE TYPOGRAPHY

Two typefaces have been chosen for NO MORE: Din 1451 Engschrift and Gotham Narrow.

Used in conjunction, they convey the bold, smart and inclusive tone reflective of our initiative.

Din 1451 Engschrift is a powerful, compressed typeface and may be used for headlines, subheads and other featured content. Headlines should be rendered in all capital letters.

Gotham Narrow is a versatile, highly-legible sans serif typeface and may be used for accent text and blocks of body copy. Body copy rendered using Gotham Narrow should be set in upper and lower case. Accent text may be set in either case configuration.

Use Gotham Narrow only in the weights listed here. Avoid using all capitals and heavier weights as this will cause visual discrepancy with Din 1451 Engschrift.

DIN 1451 ENGSCRIPT

AaBbCcDdEeFfGg
1234567890&!()@

GOTHAM NARROW

AaBbCcDdEeFfGg
1234567890&!()@

Gotham Narrow Book
Gotham Narrow Medium
Gotham Narrow Bold

Gotham Narrow Book Italic
Gotham Narrow Medium Italic
Gotham Narrow Bold Italic

Vendis esci aut asperum fuga vid unt fuga. Et lauditem endant. Alictur secum rehendae aribus aliati dolut hil imenda sunt et omnit aspicillori tenistia dem quaepel lautasi ncipsam hilit, quo et ipitate molut alia pla denis qui blaborem inctem diam inve ligendic tem faccum volo destiaetur, quis dolo explam liquat, consedit labor sam idebit utet et laborepuda imus.

The Vanishing Point icon can be used many ways. Always ensure its application is aligned with the strategic tone of the communication.

NO MORE VISUAL LANGUAGE THE VANISHING POINT ICON AS A GRAPHIC ELEMENT

The **Vanishing Point icon** may also be incorporated into communications in more interpretive ways.

These creative applications should complement—not stand in for—use of the NO MORE signature.

The examples on this page demonstrate various ways in which the Vanishing Point icon may be interpreted. Usage of this icon includes but is not limited to:

Supergraphics

Repeat patterns

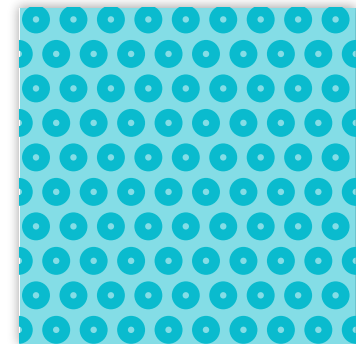
Transparent textures

Shapes to frame imagery

When used as a graphic element, the Vanishing Point icon still must appear in approved NO MORE colors. The only exception would be its use as a shape to frame a full-color image which may contain a broad spectrum of colors.



cropped as a supergraphic



repeated as a graphic pattern



layered with transparency



as a shape to frame an image

Ensure all imagery selected for use in NO MORE communications feels real, diverse, accessible and uplifting.

NO MORE VISUAL LANGUAGE PHOTOGRAPHY

As the saying goes, a picture tells a thousand words.

Photography is a powerful tool in telling the NO MORE story. Refer to the images and corresponding principles on this page when choosing pictures of people, places, spaces and concepts to be featured in NO MORE communications.

PORTRAITS



Portraits in which the subject addresses the viewer directly and with confidence



Candid shots that capture an emotion or a pivotal moment



Group portraits that illustrate strength and leadership



Images that contain an element of brand color

CONCEPTS



Abstract concepts that infuse the NO MORE color palette in the image



Abstract concepts that imply strength, motivation and limitlessness



Abstract concepts that convey underlying structure, support and strength



Concepts that imply masses of people positively united

RELATIONSHIPS



Group interactions that express support, humanity and warmth in an uplifting way



Reflections that echo the coming together of people in a celebratory way



One-on-one interactions that express compassion in a strong, positive way



Images that imply passion and rousing emotion

A high-angle, close-up photograph of a group of people's hands and forearms stacked together in a circular formation, creating a sense of unity and teamwork. The image is overlaid with a semi-transparent teal color. The text "PUTTING IT ALL TOGETHER" is centered over the image in a bold, white, sans-serif font.

PUTTING IT ALL TOGETHER

Little more than the NO MORE signature, typography and color are needed to deliver an impactful message.

PUTTING IT ALL TOGETHER SAMPLE APPLICATIONS: OUTDOOR

Outdoor applications are one of the most highly visible vehicles for delivering the NO MORE message to the public.

Simplicity and scale work to great advantage in these environments. Note how the interplay of our assets—icon, colors, typography and various signature-tagline lock-ups—combine, resulting in a clean, bold and memorable presentation.



Always choose the NO MORE signature that cuts through the clutter and provides the strongest impact in this environment.

PUTTING IT ALL TOGETHER

SAMPLE APPLICATIONS: EVENTS

Events provide invaluable publicity and exposure for spreading the word about NO MORE. Here, we are able to reach broad audiences and make lasting connections by association—and aspiration—with prominent figures and the many businesses and industries who support our cause.

Our visual identity lends itself especially well to these environments, as illustrated here on the red carpet step-and-repeat. Consider applying the signature to all event-related communications, including but not limited to:

- Invitations (printed and electronic)
- Websites, blogs and portals
- Swag, giveaways and merchandise
- Awards, trophies and certificates

Our signature may be used in any of the many variations exhibited in this guideline.



Simplicity is the best policy when creating wearables. Rely on the signature and its components to deliver the most impactful message.

PUTTING IT ALL TOGETHER

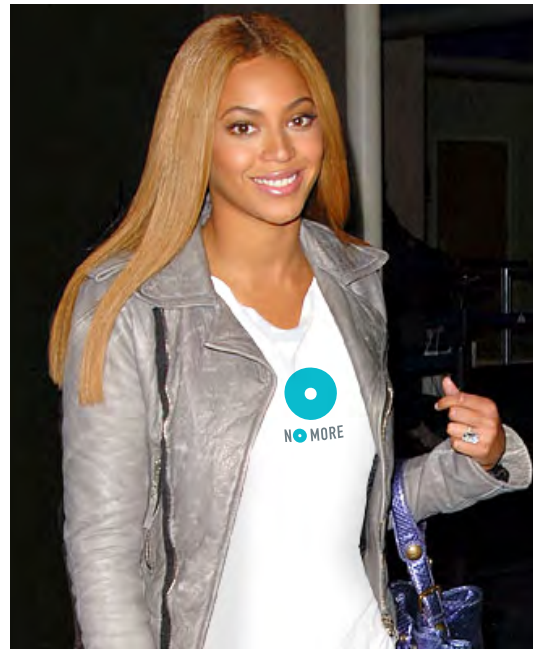
SAMPLE APPLICATIONS: WEARABLES

Wearable items are our “walking billboards.” From the red carpet to the local gym, NO MORE wearables enable people of all stripes to express their support, commune with like-minded others and prompt the curious to inquire about the meaning behind the message they’re wearing.

Our signature may be screenprinted or embroidered on virtually any appropriate wearable item, from t-shirts and pin-back buttons, to baseball caps, messenger bags and sports uniforms.

When selecting colors for these items, it is suggested you choose light colors such as white and light heather gray, or dark colors like black, charcoal and navy.

Always ensure the color you choose presents our signature in a highly-legible, visible and on-brand manner.



NO MORE jewelry provides supporters of all types an opportunity to visibly promote our cause in subtle and stylish fashion.

PUTTING IT ALL TOGETHER

SAMPLE APPLICATIONS: JEWELRY

The stunning simplicity of our Vanishing Point icon translates beautifully in jewelry applications.

Use the Vanishing Point icon for everything from enameled lapel pins and pendants, to cufflinks, earrings, buttons, scarf ties, snaps, zipper pulls... the possibilities are endless.

Dimensionally, the thickness of the object may vary depending upon the application, but the surface profile itself should remain flat like a coin, not rounded or “puffy” like a doughnut.

The icon’s finish may be rendered glossy, brushed or matte. Inject color using NO MORE Blue enamel, or cast the object from precious metals like gold, silver, platinum or titanium.



NO MORE visual assets may be applied for varying degrees of visual impact, from elegant and subtle to bold and dramatic.

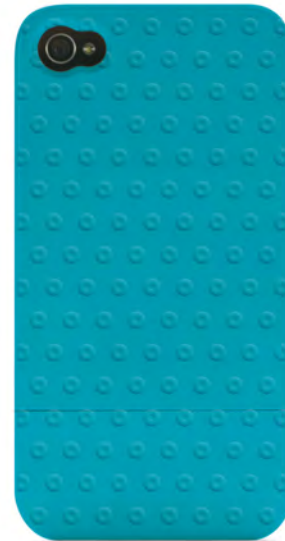
PUTTING IT ALL TOGETHER

SAMPLE APPLICATIONS: PROMOTIONAL

Items we use in our every day lives provide a fantastic opportunity to promote the NO MORE message. These “mini billboards” serve to remind us—and those around us—of our mantra.

From bumpers stickers affixed to our vehicles, to the ubiquitous mobile phone case always at-hand, to the beverage holders we tote along wherever we go, these basic accessories offer tremendous promotional potential.

Use the signature with or without the tagline to provide dramatic impact, or the Vanishing Point icon as a textural pattern for more subtle effect.



Use of photography is a powerful way to add color, texture and context to the NO MORE visual language in digital communications.

PUTTING IT ALL TOGETHER SAMPLE APPLICATIONS: DIGITAL

Digital applications are a primary point of contact with the public and must present our best face to the world.

Use the NO MORE visual assets in a way that feels both strong and welcoming—never losing the impact of our brand—yet always inviting and encouraging dialog and participation in our safe and supporting community.

These applications should be comprised mostly of NO MORE visual assets, complemented only by compelling imagery that adds further texture, tone and context.



Always ensure NO MORE visual assets are applied correctly to reproduce faithfully and legibly in on-screen applications.

PUTTING IT ALL TOGETHER SAMPLE APPLICATIONS: MOBILE

NO MORE mobile applications should be designed with simplicity and efficiency, emphasizing usability first and foremost.

Always respect all the usage principles when designing for mobile applications, paying particular attention to legibility and minimum size requirements.



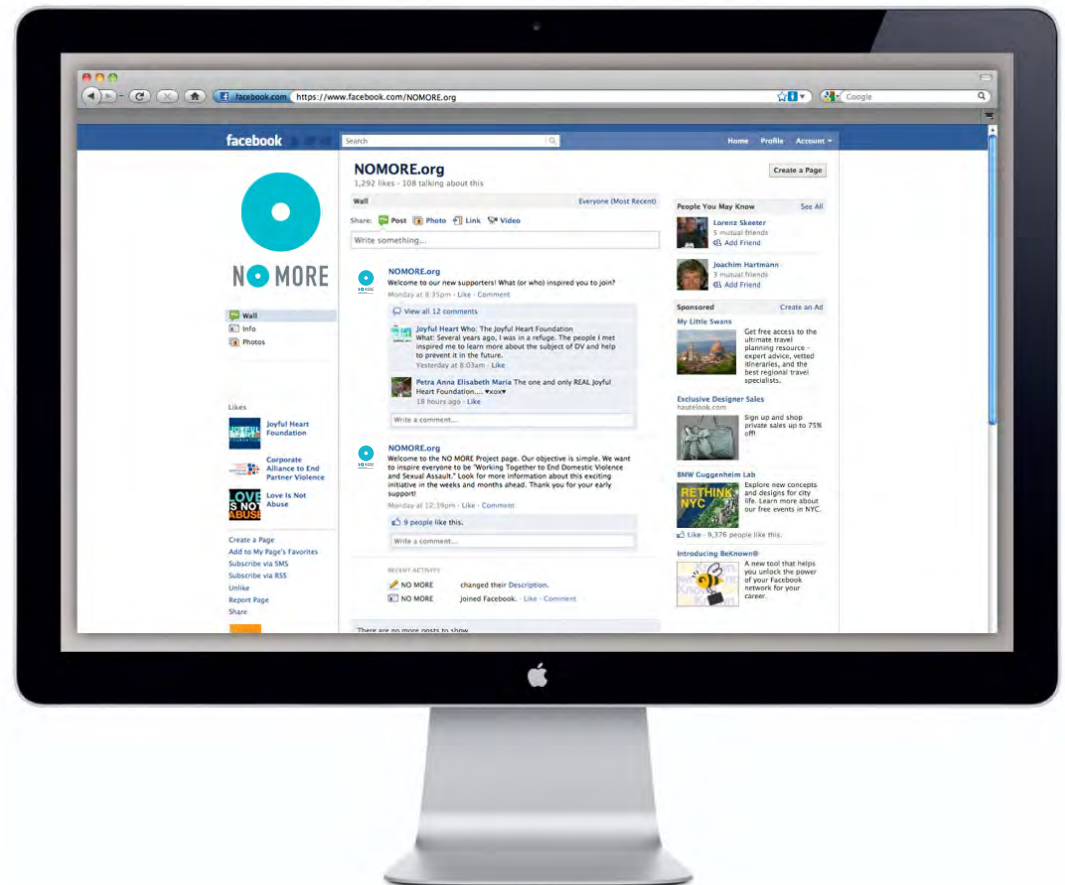
Leverage the NO MORE visual assets to deliver a consistent experience across all social media platforms.

PUTTING IT ALL TOGETHER SAMPLE APPLICATIONS: SOCIAL MEDIA

Social media is an important and wide-reaching complement to other NO MORE communication outlets.

Leverage this tool to build community and immediacy and keep interactive on a continual basis.

Always strive to create a consistent experience, be it on Facebook, Google+, Twitter or any other social media outlet.



Always respect usage guidelines for all involved parties' identities when creating co-branded materials with NO MORE.

PUTTING IT ALL TOGETHER SAMPLE APPLICATIONS: CO-BRANDED

The sky's the limit when co-branding with NO MORE.

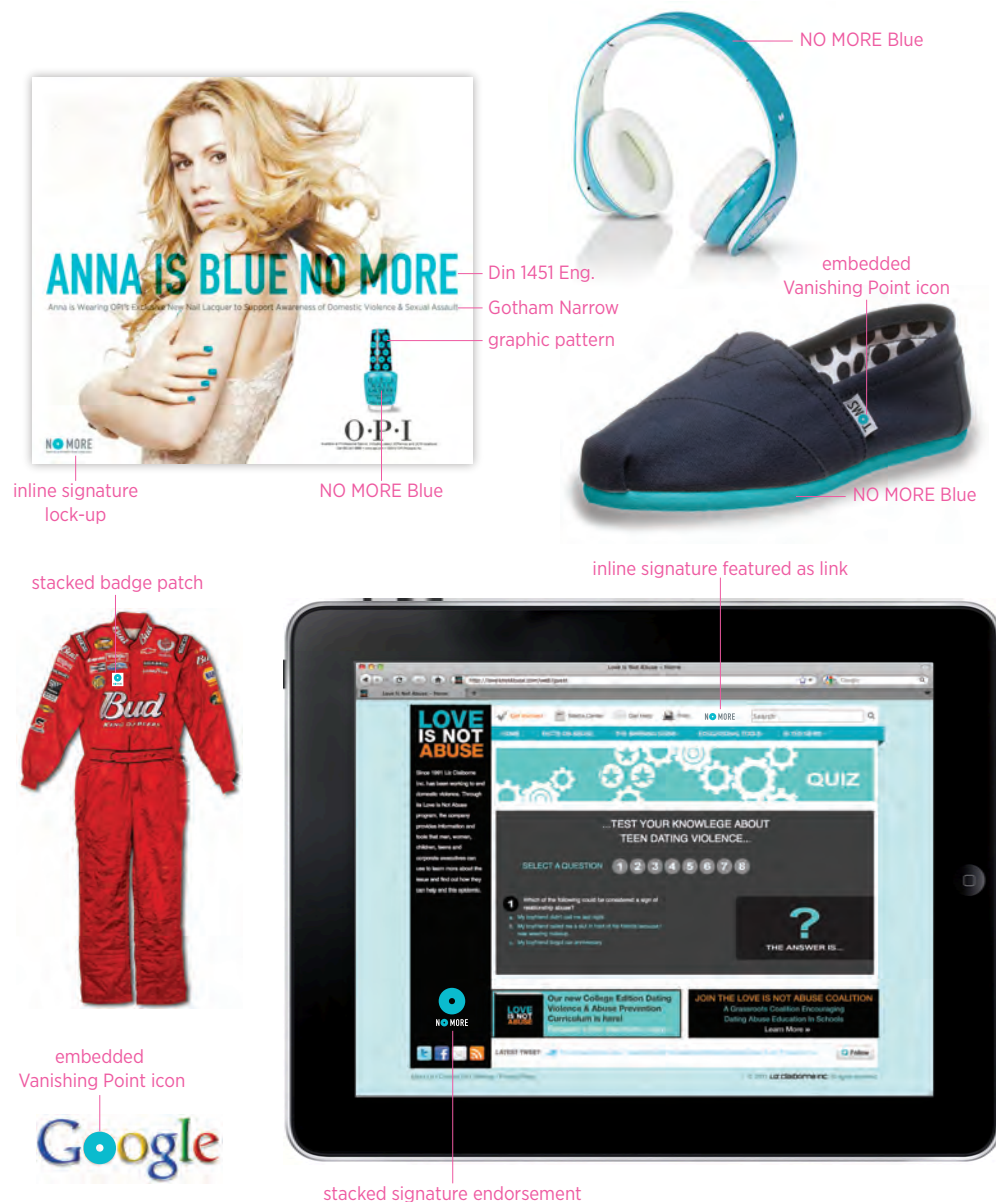
Strong and impactful partnerships are essential in building momentum for NO MORE.

All our visual assets have been specifically designed to extend the NO MORE presence to partner communications and offerings of all kinds.

Correctly applied, our signatures, Vanishing Point icon, proprietary colors and typographic style promote visual associations that, over time, will build recognition and awareness for our cause.

Presented here are just a few examples of how the NO MORE visual identity can be used in co-branded applications. Use these schematics to inspire your co-branding endeavors.

These examples are solely for illustrative purposes and do not imply NO MORE has relationships with the partners or products depicted.





DIRECTORIES







FILE DIRECTORY

PRIMARY INLINE SIGNATURES

The exhibit to the right encapsulates all the primary inline signature variations available for your use.

See pages 8-16 for signature usage guidelines

INLINE SIGNATURES

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_INLINE_SPOT.eps	3/8 in.	print	●●
		NO MORE_INLINE_CMYK.eps	3/8 in.	print	●●●●
		NO MORE_INLINE_RGB.png	27 px.	screen	●●●●
ONE COLOR	 	NO MORE_INLINE_BLUE.eps	3/8 in.	print	●
		NO MORE_INLINE_K.eps	3/8 in.	print	●
		NO MORE_INLINE_KO.eps	3/8 in.	print	○
REVERSE	 	NO MORE_INLINE_REV_SPOT.eps	3/8 in.	print	●●
		NO MORE_INLINE_REV_CMYK.eps	3/8 in.	print	●●●●
		NO MORE_INLINE_REV_RGB.png	27 px.	screen	●●●●
BADGE		NO MORE_INLINE_BADGE_SPOT.eps	3/8 in.	print	●●
		NO MORE_INLINE_BADGE_CMYK.eps	3/8 in.	print	●●●●
		NO MORE_INLINE_BADGE_RGB.png	27 px.	screen	●●●●

INLINE SIGNATURE / TAGLINE LOCK-UPS

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_INLINE_TAG_SPOT.eps	1 in.	print	●●
		NO MORE_INLINE_TAG_CMYK.eps	1 in.	print	●●●●
		NO MORE_INLINE_TAG_RGB.png	72 px.	screen	●●●●
ONE COLOR	 	NO MORE_INLINE_TAG_BLUE.eps	1 in.	print	●
		NO MORE_INLINE_TAG_K.eps	1 in.	print	●
		NO MORE_INLINE_TAG_KO.eps	1 in.	print	○
REVERSE	 	NO MORE_INLINE_REV_TAG_SPOT.eps	1 in.	print	●●
		NO MORE_INLINE_REV_TAG_CMYK.eps	1 in.	print	●●●●
		NO MORE_INLINE_REV_TAG_RGB.png	72 px.	screen	●●●●
BADGE		NO MORE_INLINE_TAG_BADGE_SPOT.eps	1 in.	print	●●
		NO MORE_INLINE_TAG_BADGE_CMYK.eps	1 in.	print	●●●●
		NO MORE_INLINE_TAG_BADGE_RGB.png	72 px.	screen	●●●●




FILE DIRECTORY

ALTERNATE INLINE SIGNATURES

The exhibit to the right encapsulates all the alternate inline signature variations available for your use.

See pages 8-16 for signature usage guidelines

INLINE SIGNATURE / TAGLINE LOCK-UPS: MEDIUM

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_INLINE_TAG_M_SPOT.eps	5/8 in.	print	CMYK
		NO MORE_INLINE_TAG_M_CMYK.eps	5/8 in.	print	CMYK
		NO MORE_INLINE_TAG_M_RGB.png	45 px.	screen	RGB
ONE COLOR		NO MORE_INLINE_TAG_M_BLUE.eps	5/8 in.	print	Blue
		NO MORE_INLINE_TAG_M_K.eps	5/8 in.	print	Black
		NO MORE_INLINE_TAG_M_KO.eps	5/8 in.	print	White
REVERSE		NO MORE_INLINE_TAG_M_REV_SPOT.eps	5/8 in.	print	CMYK
		NO MORE_INLINE_TAG_M_REV_CMYK.eps	5/8 in.	print	CMYK
		NO MORE_INLINE_TAG_M_REV_RGB.png	45 px.	screen	RGB

INLINE SIGNATURE / TAGLINE LOCK-UPS: LARGE

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_INLINE_TAG_L_SPOT.eps	1-1/8 in.	print	CMYK
		NO MORE_INLINE_TAG_L_CMYK.eps	1-1/8 in.	print	CMYK
		NO MORE_INLINE_TAG_L_RGB.png	81 px.	screen	RGB
ONE COLOR		NO MORE_INLINE_TAG_L_BLUE.eps	1-1/8 in.	print	Blue
		NO MORE_INLINE_TAG_L_K.eps	1-1/8 in.	print	Black
		NO MORE_INLINE_TAG_L_KO.eps	1-1/8 in.	print	White
REVERSE		NO MORE_INLINE_TAG_L_REV_SPOT.eps	1-1/8 in.	print	CMYK
		NO MORE_INLINE_TAG_L_REV_CMYK.eps	1-1/8 in.	print	CMYK
		NO MORE_INLINE_TAG_L_REV_RGB.png	81 px.	screen	RGB







FILE DIRECTORY

STACKED SIGNATURES







The exhibit to the right encapsulates all the stacked signature variations available for your use.

See pages 8-16 for signature usage guidelines

STACKED SIGNATURES

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_STACK_SPOT.eps	1/3 in.	print	● ●
		NO MORE_STACK_CMYK.eps	1/3 in.	print	● ● ● ●
		NO MORE_STACK_RGB.png	24 px.	screen	● ● ●
ONE COLOR		NO MORE_STACK_BLUE.eps	1/3 in.	print	●
		NO MORE_STACK_K.eps	1/3 in.	print	●
		NO MORE_STACK_KO.eps	1/3 in.	print	○
REVERSE		NO MORE_STACK_REV_SPOT.eps	1/3 in.	print	● ●
		NO MORE_STACK_REV_CMYK.eps	1/3 in.	print	● ● ● ●
		NO MORE_STACK_REV_RGB.png	24 px.	screen	● ● ●
BADGE		NO MORE_STACK_BADGE_SPOT.eps	1/3 in.	print	● ●
		NO MORE_STACK_BADGE_CMYK.eps	1/3 in.	print	● ● ● ●
		NO MORE_STACK_BADGE_RGB.png	24 px.	screen	● ● ●

STACKED SIGNATURE / TAGLINE LOCK-UPS

		FILENAME	MIN. SIZE	USAGE	COLORSPACE
FULL COLOR		NO MORE_STACK_TAG_SPOT.eps	5/8 in.	print	● ●
		NO MORE_STACK_TAG_CMYK.eps	5/8 in.	print	● ● ● ●
		NO MORE_STACK_TAG_RGB.png	45 px.	screen	● ● ●
ONE COLOR		NO MORE_STACK_TAG_BLUE.eps	5/8 in.	print	●
		NO MORE_STACK_TAG_K.eps	5/8 in.	print	●
		NO MORE_STACK_TAG_KO.eps	5/8 in.	print	○
REVERSE		NO MORE_STACK_TAG_REV_SPOT.eps	5/8 in.	print	● ●
		NO MORE_STACK_TAG_REV_CMYK.eps	5/8 in.	print	● ● ● ●
		NO MORE_STACK_TAG_REV_RGB.png	45 px.	screen	● ● ●
BADGE		NO MORE_STACK_TAG_BADGE_SPOT.eps	5/8 in.	print	● ●
		NO MORE_STACK_TAG_BADGE_CMYK.eps	5/8 in.	print	● ● ● ●
		NO MORE_STACK_TAG_BADGE_RGB.png	45 px.	screen	● ● ●

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QUESTIONS? REACH OUT!

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