



JUN07

KAREN ACCREDITED SERIES and ENABLED BY KAREN

Using the logos: a brief guide

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To help you use our logos correctly, we have briefly set out some guidelines for your use.

We see these guidelines as a work in progress, and as we establish ourselves over time, we think it is important for our distinctive identity to be used with care and interpreted with thought. If you need any help, eps or jpeg files, or more information, please contact us.



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The logos: There are three versions in the accredited series: **network aggregator**, **content partner** and **service partner**. Each version is available in SPOT colour (313, 3125 and 187 red), CMYK, and GREYSKALE.

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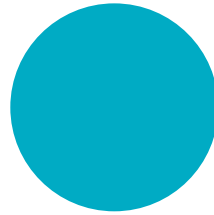


Minimum size is 20mm wide. The box keyline frames the logo and cannot be interrupted. The logo must not be distorted in any way.

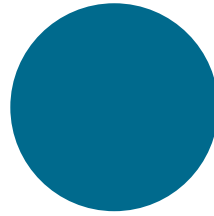
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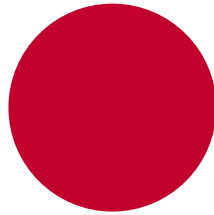
PANTONE SPOT
PMS 3125
.....
CMYK
83C/21Y
.....
RGB
91R/175G/201B
.....



PANTONE SPOT
PMS 315
.....
CMYK
100C/12Y/43K
.....
RGB
36R/106G/137B
.....



PANTONE SPOT
PMS 187
.....
CMYK
100M/79Y/20K
.....
RGB
193R/0G/43B
.....



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The colours: The ACCREDITED series continues the colour palette concept of the KAREN logo with the addition of PMS 187 RED. Above are specifications for PANTONE, CMYK and RGB.

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STANDARD version:
For use 18.5mm wide
and above



SMALL version:
For use 18.5mm wide
and below to a
minimum of 12.5mm
wide



SMALL all-white
type version, shown at
minimum size 12.5mm
wide



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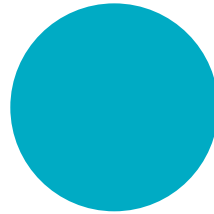
5

The logo: There are two versions for Enabled by KAREN: **STANDARD** (with the smaller and more numerous set of dots) is for use at sizes above 18.5mm wide. **SMALL** is for sizes 18.5mm and below, ideal for use on websites, with the all-white type version being a preferred option.

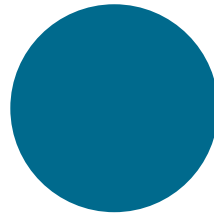
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PANTONE SPOT
PMS 3125
.....
CMYK
83C/21Y
.....
RGB
91R/175G/201B
.....



PANTONE SPOT
PMS 315
.....
CMYK
100C/12Y/43K
.....
RGB
36R/106G/137B
.....



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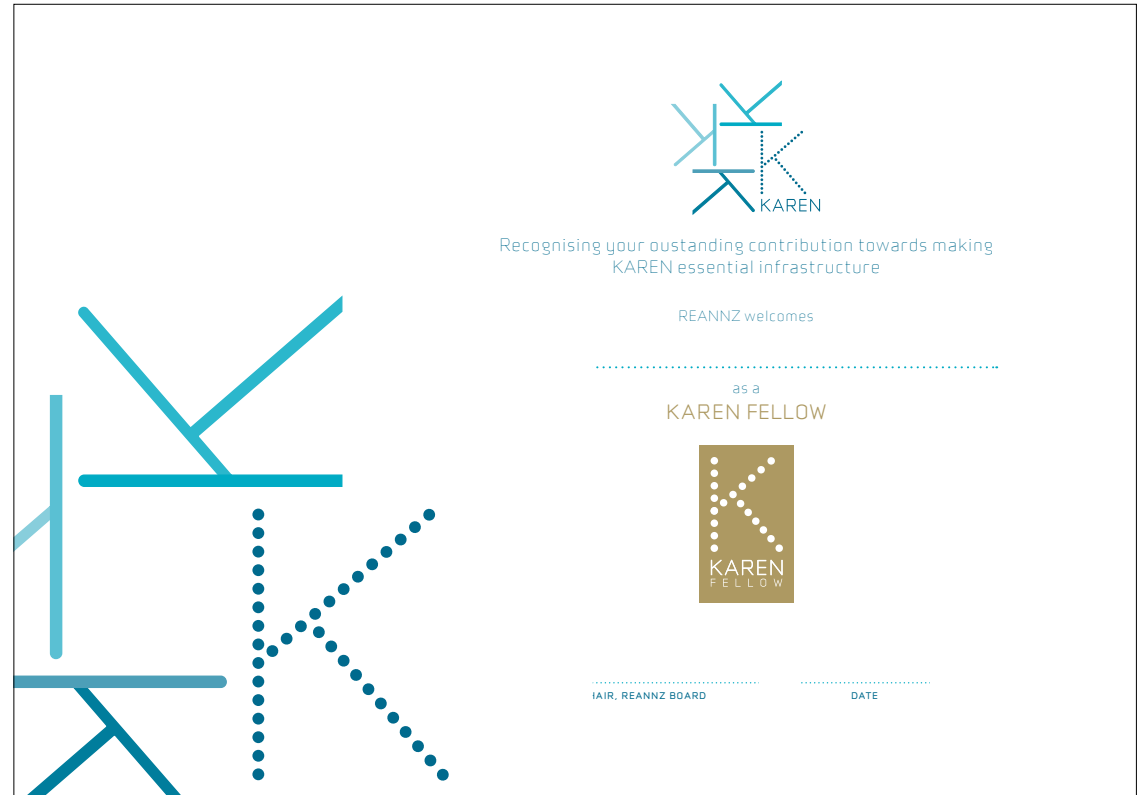
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The colours: Each version is available in SPOT colour (313 and 3125) and CMYK. The panel containing the logo cannot be interrupted. The logo must not be distorted in any way.

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Using the logo

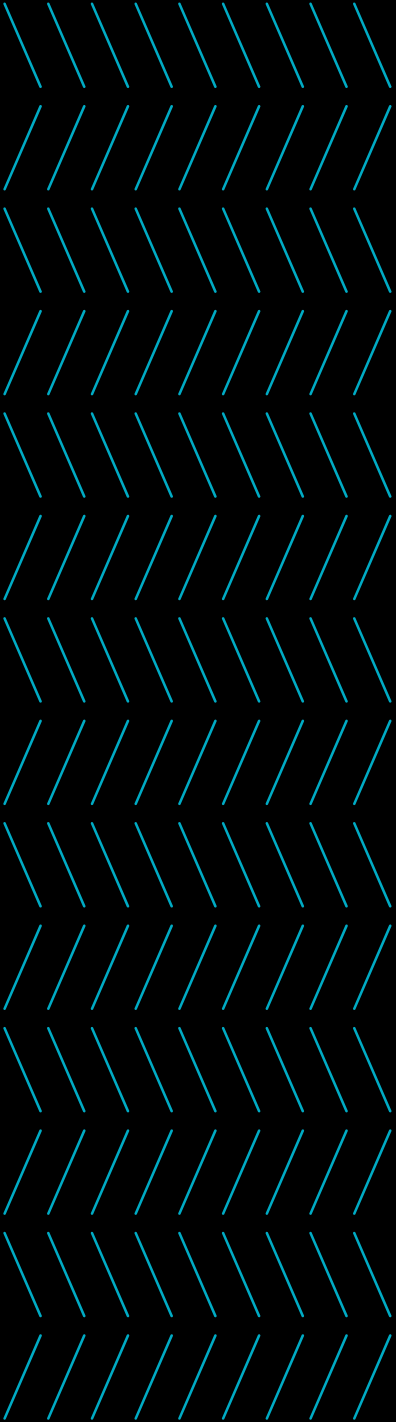
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Implementation: Here we demonstrate how the ENABLED BY KAREN concept has been extended to a three-tiered acknowledgement scheme to award members of the KAREN community who have made an outstanding contribution to KAREN. While these logos are not available externally, they will be seen and appear in the form of certificates and badges, for example.

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All logos are available in the following formats and are available from REANNZ:

JPEG files: 72dpi (suitable for web use) and 300/350dpi files suitable for in-house use

EPS files: for high-end use such as offset printing

Need help or more information?

Please contact us:

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