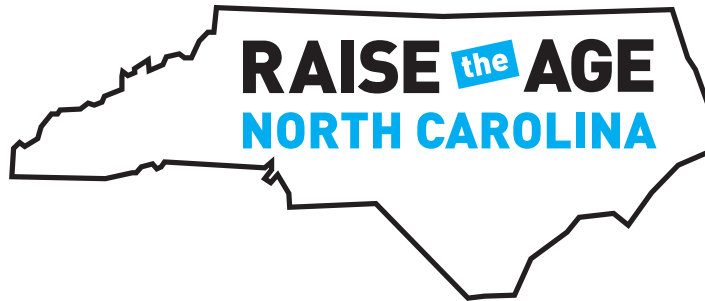


RAISE THE AGE - NORTH CAROLINA

- Identity Usage and Guidelines -



THE BRAND

Always be mindful that the identity/brand is a representation of the organization when you, or any person representing the organization, are or are not there with the viewer or audience.

It is imperative to maintain the quality of the brand, thus strengthening the image of the organization, by adhering to a few simple rules and guidelines.

FILE FORMAT(S) AND USAGE

The logo is provided in (3) formats. EPS, TIFF, and JPEG.

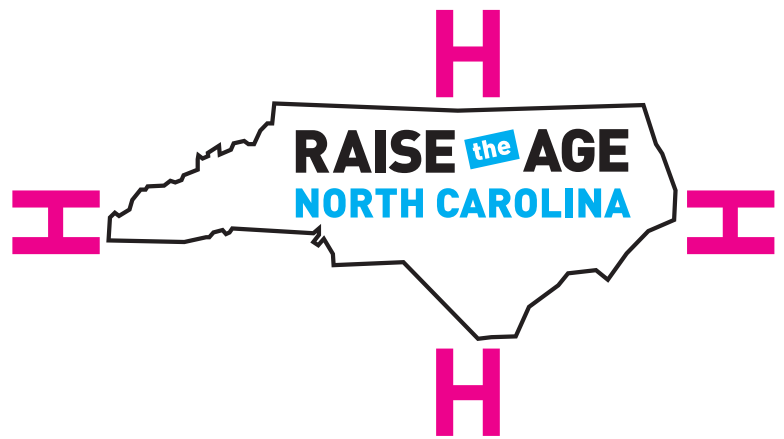
EPS - For print documents and production processes like silk-screening, digital, and offset printing.

TIFF - For print documents and production processes like digital and offset printing.

JPEG - For web usage and any application where the logo will be viewed on screen or monitor.
(Ex. Powerpoint, email-blasts, website, blog, web banners, etc.)

SPACING

Allow a minimum “H Space”, about the height of the two lines of type in the logo, on all four sides of the logo.



Allow an “H Space” on all four sides of the logo.

STRETCHING

When resizing the logo, be mindful to avoid stretching.

Stretching occurs when the width and height of the logo are not adjusted in equal proportion.

For example, the width is reduced by 30% and the height is reduced by 20%.

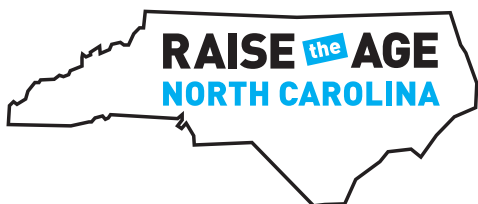
An equal proportion reduction would be 10% reduction of width and height, or 20% reduction of width and height.



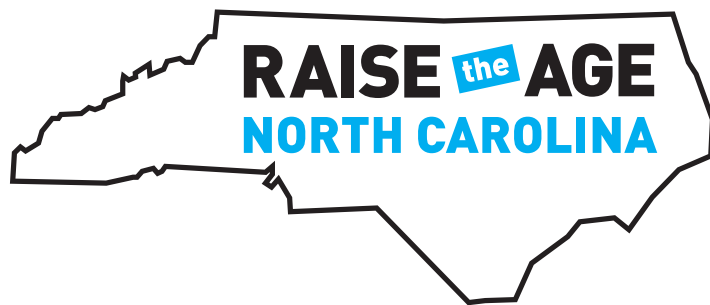
Width, **ONLY**, reduced by 30%



Height, **ONLY**, reduced by 20%



Width **AND** Height reduced by 20%



Width **AND** Height enlarged by 20%