

Logo Usage

1. Primary Logo:



- a. **Minimum Dimensions:** The logo should never be used smaller than 1 inch wide for print or 72 pixels wide for digital use to ensure legibility.
- b. **Clear Space:** Maintain a clear space around the logo equal to the height of the logo's capital letter to avoid visual clutter.
- c. **External-Use:** Organizations may use the logo only with prior written permission. Approved uses include partnerships, sponsorships, grantees, and co-branded materials, provided the use aligns with the Foundation's mission and values.

2. Grayscale Logo:



Usage: In specific cases where full-color reproduction is impractical, a monochrome or grayscale version of the Robert W. Plaster Foundation logo may be used.

Acceptable applications include engraving, embossing, screen printing, or when aligning with specific design aesthetics. All primary logo guidelines apply for internal and external use.