

# Corporate Branding: Using the Banner Logo

In continuing our efforts to maintain and strengthen the corporate brand, this web page is devoted entirely to the Banner logo. You can download the various logos in different formats and a general guideline pertaining to the proper usage of the Banner logo all from this one page. If you have any questions regarding usage, need a different format or approval to do any other type of treatment, please contact Delaine Anderson by phone at 763.595.3770 or email at [danderson@bannerengineering.com](mailto:danderson@bannerengineering.com)

## Read the Logo Usage Guide First!

Guideline No. 1: Logo	<a href="#">.pdf</a>	Guideline No. 4: Unacceptable Usage	<a href="#">.pdf</a>
Guideline No. 2: Logo Variations	<a href="#">.pdf</a>	Guideline No. 5: General Layout	<a href="#">.pdf</a>
Guideline No. 3 Approved Colors	<a href="#">.pdf</a>	Guideline No. 6: Third Party Relationships	<a href="#">.pdf</a>
All Guidelines in one PDF	<a href="#">.pdf</a>		

## Approved Logos



<b>Use for Commerical Printing</b> Formats that provide a transparent background around the logo. This is a vector, high resolution logo suitable for commercial printing and use with high-end desktop publishing programs such as Adobe InDesign, QuarkXpress, etc.	Adobe Illustrator <a href="#">.ai</a> Adobe Portable Document File <a href="#">.pdf</a> Corel Draw <a href="#">.cdr</a> Encapsulated Postscript <a href="#">.eps</a>	Adobe Illustrator <a href="#">.ai</a> Adobe Portable Document File <a href="#">.pdf</a> Corel Draw <a href="#">.cdr</a> Encapsulated Postscript <a href="#">.eps</a>
<b>Use for Desktop Printing, Word and PowerPoint</b> Format that provides a transparent background around the logo. The preferred format by most Microsoft programs. A lower resolution logo suitable for <b>Microsoft Word or PowerPoint</b> .	Portable Network Graphic <a href="#">.png</a>	Portable Network Graphic <a href="#">.png</a>
<b>Web Use</b> The .gif format works better for all backgrounds since it provides a transparent background around the logo while the supplied .jpg must be used on a white background only	Graphics Interchange Format <a href="#">.gif</a>	Graphics Interchange Format <a href="#">.gif</a>

## Special Use Logos\*\*



### Use for Embroidery

This logo provides a lower thread count. Can be used as a tone on tone.	Adobe Illustrator <a href="#">.ai</a> Adobe Portable Document File <a href="#">.pdf</a> Encapsulated Postscript <a href="#">.eps</a>	Adobe Illustrator <a href="#">.ai</a> Adobe Portable Document File <a href="#">.pdf</a> Encapsulated Postscript <a href="#">.eps</a>
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### Use on Dark Color Backgrounds for Print



Glow applied for any dark colored background. Example is only shown on black. Black layer is locked in Adobe Photoshop.	Adobe Photoshop Document <a href="#">.psd</a>	Adobe Photoshop Document <a href="#">.psd</a>
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### Use on Banner Product Labels, Cliches and Print



Outline for use on dark Banner product labels or clichés or for print when used on a dark background.	Adobe Illustrator <a href="#">.ai</a>	Adobe Illustrator <a href="#">.ai</a>
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### Use for Engineering Drawings

<b>DWG</b> ("drawing") is a binary file format	CAD <a href="#">.dwg</a>	CAD <a href="#">.dwg</a>
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\*\*Use the "Special Use Logos" only when absolutely necessary. Whenever possible, the approved logo should always be used first.