

# Graco Logo Use Guidelines

## Overview

The Graco logo is a seal of approval and is the most important identifier of our brand and products. Please use the Graco logo according to these guidelines to reinforce our promise of quality, innovation and leading technology.

To leverage our brand equity and recognition, the Graco logo must appear on all printed and electronic communications, including, but not limited to, print and internet ads, literature, products, packaging, trade show signage, buildings and vehicle signage, clothing and merchandise.

If you are looking for guidelines specific to Graco manufacturing of parts or products, please refer to the Graco Manufacturing section of these logo guidelines.

## Terms/Definitions

**Signature** – The combination of symbol and logotype

**Logo** – The more common term used for a signature

**Symbol** – The Graco “G” portion of the logo/signature

**Logotype** – The word “GRACO” portion of the logo/signature

In these guidelines, if the term “logo” is used, it is in reference to the signature combination and not used interchangeably as a reference solely to the symbol or logotype.

## Logo Components

The Graco logo is made up of two components: the “G” symbol and the “GRACO” logotype. These two components are carefully drawn pieces of artwork and should never be redrawn, altered or separated from each other. You should only use approved artwork.

Any alteration of the logo or any of its components is considered misuse. It is important to ensure the logo is not distorted and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype.



Alignment

The vertical center of the symbol lines up directly with the center of the "A" in the logotype.

Relationships

Logotype height = 15% height of symbol

Space between symbol and logotype = 10% height of symbol

The symbol is not a perfect square.

The height of the vertical signature is slightly taller than it is wide.



Relationships

Logotype height = 67% height of symbol

Space between symbol and logotype is equal to 35% of the height of the symbol.

Alignment

The line of the G in the symbol lines up with the line in the G of the logotype.

**Logo Configurations**

Our logo comes in two configurations, vertical and horizontal. You should use the configuration that best fits within the media you are designing, as long as it is an approved format shown in these guidelines.

**Vertical Signature**

The vertical signature is used on letterhead, business cards, envelopes, print collateral, posters, signage, booths and displays, product labels, packaging, and any item that uses the Graco brand.



**Horizontal Signature**

The horizontal signature is used where a greater prominence and legibility of the logotype is necessary. Some applications for this configuration include headers on digital materials (e.g. website, emails and blogs), horizontal ad spaces, horizontal product labels, horizontal display headers, or applications where the logotype must be legible at a distance, such as on product displays or retail packaging.

If the vertical configuration cannot be used due to space restrictions (see sections on Sizing and Graco Manufacturing), then the horizontal signature should be used.



## Size Restrictions

The vertical signature MUST NOT be smaller than 1/4 in (6.35 mm) in size from the top edge to the bottom of the word GRACO.



The vertical signature should not be used if it cannot be reproduced with the “Graco” logotype underneath. The registration mark must be used unless it is too small to be legible.

Refer to Graco Manufacturing Engineering standards number 4.0225 for specific information on injection molded and metal cast parts.

## Clear Space Requirements

There should always be clear space around the Graco logo for maximum impact and legibility. This space must be free of copy or other graphic elements and should always be at least half the height of the “G” symbol.

X = Height  
of Symbol



Clearspace Required is  $\frac{1}{2} X$

$\frac{1}{2} X =$   
Clear Space  
Measurement



## Approved Logo Colors

### Graco Logo Color Breaks: 1- and 2-Color

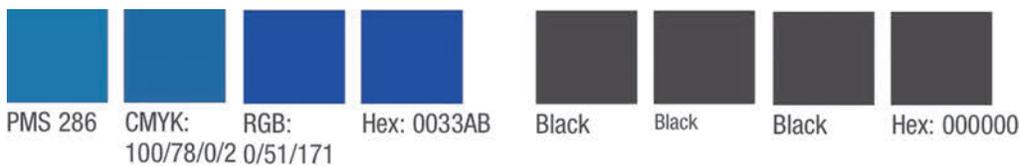
The 2-color symbol is solid black on the left and solid blue on the right, and can be produced in print using two Pantone® colors (black and PMS 286 blue) or a 4-color process of cyan, magenta, yellow and black inks (see formula below).

The vertical 2-color logo signature must include the registration mark [®] printed in blue and the Graco logotype in black. The horizontal 2-color logo signature must include the registration mark [®] and the Graco logotype printed in black.

The 1-color symbol is solid on the left side and solid on the right side. The logo signature must include the registration mark [®].

The approved 1-color logo colors are black and white.

### Logo Colors: Color Formulas



### Approved Logos

The logo variations shown here are the only approved Graco logos: 2-color logo (blue and black), 1-color logo (Black), 1-color logo reversed (white). The preferred use of the Graco logo is the 2-color (blue and black) logo.



## Graco Engineering and Manufacturing

The following logo guidelines are specifically for Graco manufacturing and engineering departments in regards to product castings, moldings or other types of tooling.

### Logo and Component Guidelines

The Graco logo is often engraved, embossed or debossed into product castings or moldings. This creates a dimensional raised or recessed surface.

The 1-color logo should be used on all castings. This logo can be downloaded from the Graco branding website ([www.graco.com/branding](http://www.graco.com/branding)). The logo is created as line art and will maintain a high level of resolution.

The logo should not be used if it cannot be reproduced cleanly. The registration mark should be maintained unless the mark is too small and begins to fill in. It is acceptable to remove the registration mark in these instances only. Refer to Graco Engineering Standards number 4.0225 for the specific information on the manufacture of metal cast parts.

It is important to ensure the logo is not distorted due to area or tooling restrictions. The symbol is not a perfect square. The height of the vertical configuration is slightly taller than it is wide, and care should be taken to maintain the proportion when scaling. As the logo is flexed around a curve, distortion can occur and cause it to become wider in comparison to the height. The maximum amount of width distortion should not exceed 105% of the height.

### Symbol

The G symbol is our graphic representation for Graco's stability, innovation and quality. This symbol by itself may be used only by Graco Manufacturing Engineering of parts and/or products. Refer to Graco Manufacturing Engineering standards number 4.0225 for specific information on injection molded and metal cast parts.

This symbol is not to be used in printed or electronic communications unless within approved logo format (see "logo configurations" section).

### The Word "Graco" (wordmark)

The word Graco (aka the wordmark), is a registered trademark. When used alone as text, this wordmark is not specific to any font or format. In this way, we may use it on product or packaging to keep the trademark registered with Graco.

When the wordmark is used in conjunction with the G Symbol, it becomes the Graco logo. See Graco Logo Use Guidelines Terms/Definitions and Logo Components for further definition. Refer to Graco Manufacturing Engineering standards number 4.0225 for specific information on injection molded and metal cast parts.

## Logo Misuse Guidelines

**Any alteration of the logo or any of its components is considered misuse.** It is important to ensure the logo is not distorted and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype.

Do not try to re-create the Graco logo or alter the color of the logo in any way. The Graco logo is available in a variety of digital formats to meet your needs. The misuse guidelines apply to all vertical and horizontal Graco logo signatures.

Examples of correct logo usage are available on our **Logo Use** page.

### DO NOT ALTER COLOR OR DESIGN

Do not switch color from right side to left, change colors or add an outline to the logo or any of its components



### DO NOT SEPARATE COMPONENTS

symbol from the logotype, logotype from symbol



### DO NOT RECREATE OR REARRANGE

the logo or any of its components, do not attempt to type the logotype in any font - only use original artwork



### DO NOT CROWD OR ENCLOSE

the logo or any of its components in a box or any other shape



**DO NOT USE OLD VERSIONS**

with the hollow right side, the black and red logo, the logo with the right side of the GRACO G aligned



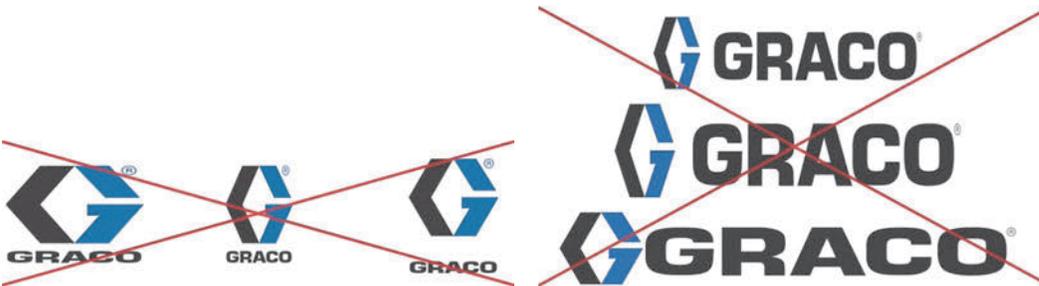
**DO NOT FILL OR STYLIZE**

the logo to look like stainless steel or any kind of texture or image digitally



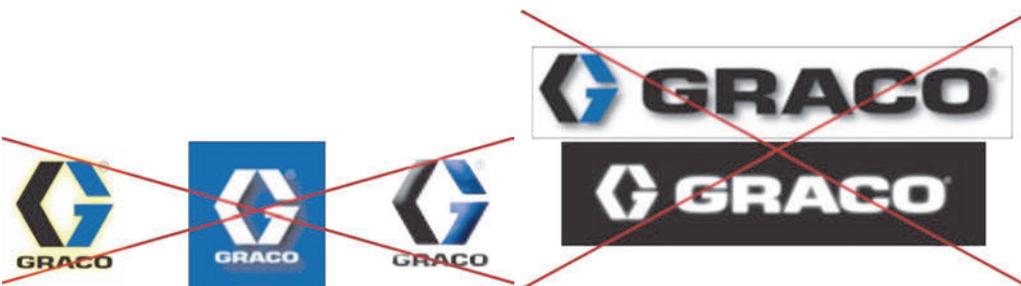
**DO NOT CHANGE PROPORTIONS**

by stretching, squeezing, removing or adding space between components



**DO NOT APPLY SHADOW, GLOW OR OTHER EFFECTS**

to the logo or any of its components



**DO NOT USE LOGO AS OR IN PLACE OF TEXT**

DO NOT link any text to the logo or any of its components, or use it in headlines or sentences. Use the letters "Graco" in the same font as the corresponding text.



**DO NOT RECREATE THE LOGO IN OTHER LANGUAGES**



**DO NOT COMBINE THE LOGO**

with, or as part of, another logo or symbol or create a logo-like graphic that competes with the logo



Refer to Graco Manufacturing Engineering standards number 4.0225 for specific information on injection molded and metal cast parts.

## Background Control

It is important that our logo is always clear and legible. The examples provided show how to use the logo on various backgrounds. The goal is visibility and harmony, so be aware of contrast and clashing.

### Terms/Definitions

**Contrasting colors** – are separated from each other by other color segments of the color wheel. The further apart, the more contrast.

**Complementary colors** – are on opposite sides of the color wheel - they are each half of a pair of contrasting colors.

**Clash** – Visual vibration sometimes caused when a pair of complementary colors is printed side by side. When placed next to each other, complementary colors intensify each other and make the colors seem brighter.

**Accent colors** – colors that are used for emphasis in a color scheme. These colors can be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm. (See “Color palette” under the Graco Brand Identity Guidelines for more information.)

**Dominant color** – a color that stands out in relation to the rest of the colors.

**Visual harmony** – something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience. When something is not harmonious, it's either boring or chaotic. At one extreme is a visual experience that is so bland that the viewer is not engaged. At the other extreme is a visual experience that is so overdone, so chaotic that the viewer can't stand to look at it.

## Black 1-Color Logo

Use the black 1-color logo against white or light-colored backgrounds, or against light, uncluttered photographic backgrounds, as long as there is sufficient contrast (less than 30% black or equivalent).

### DO USE THE BLACK LOGO ON WHITE OR LIGHT BACKGROUNDS



### DO NOT USE THE BLACK LOGO ON BLACK OR DARK BACKGROUNDS



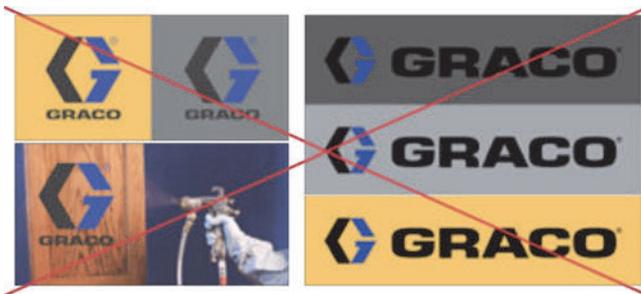
## Blue/Black 2-Color Logo

Use the 2-color logo against white or light-colored backgrounds, or against light, uncluttered photographic backgrounds, as long as there is sufficient contrast (less than 30% black or equivalent) and the logo color is harmonious with the background color.

### DO USE THE 2-COLOR LOGO ON WHITE OR LIGHT BACKGROUNDS



DO NOT USE THE 2-COLOR LOGO ON BLACK, DARK BACKGROUNDS, DOMINANT OR ACCENT COLORS.



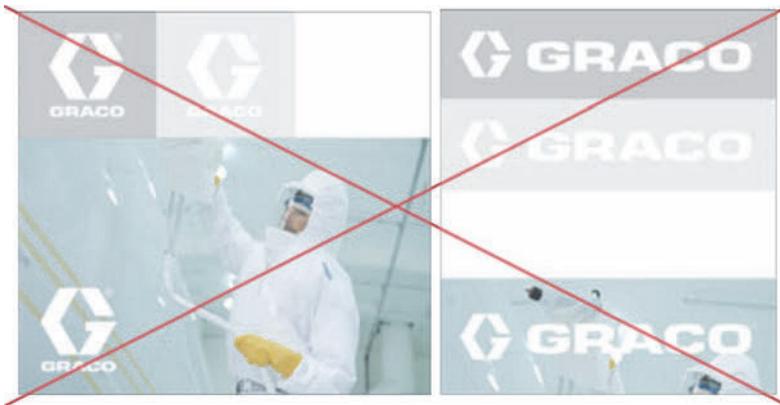
## White (Reverse) 1-Color Logo

Use the white 1-color (reverse) logo against black or dark-colored backgrounds, or against dark, uncluttered photographic backgrounds, as long as there is sufficient contrast (at least 70% black or equivalent).

### DO USE THE WHITE LOGO ON BLACK OR DARK BACKGROUNDS



### DO NOT USE THE WHITE LOGO ON WHITE OR LIGHT BACKGROUNDS



## Background Element

**DO NOT use any logo or logo component as a background design element.** The Graco logo should always appear clean and uncluttered. It should be prominent.

