

# BLICK<sup>®</sup> art materials

## Visual Brand Guidelines



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## art materials

All Blick logos shown are acceptable, but the stacked logo is preferred over the horizontal format.

### Registered Trademark Symbol

The <sup>®</sup> symbol is determined by the display size. Larger logos have smaller symbols while smaller logos have proportionately larger symbols to support legibility.

### Logo Orientations

Stacked  
Horizontal

### Logo Colors

This logo uses either Rich Black or White.

### Fonts

Gotham font family

### Exclusion Zone

Applies to environments in which the Blick logo is placed alongside other logos. The exclusion zone is established by the "B" in "BLICK."

### STACKED

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### HORIZONTAL

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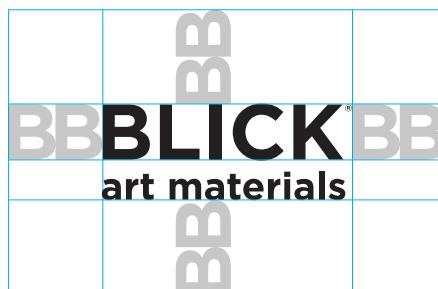
### MINIMUM SIZES FOR PRINT



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### EXCLUSION ZONES



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Logo should only appear in Rich Black on white/bright colored backgrounds, and in white on solid, black/dark colored backgrounds.

Logo should not appear on top of images or textures.

The symbol and wordmark should never be altered independent of one another. The entire logo should be scaled as one complete image.

Textured or photographic “fills” should never be applied within the logo. Similarly, unique colors should not be applied to the logo.

## ACCEPTABLE PRESENTATION



## UNACCEPTABLE PRESENTATION

