Petey Style Guide
As of 5.30.2018

FULL COLOR
Use: Digital image, four color/digital printing, patches, banners, posters, etc.

STORMY PETRELS

HORIZONTAL

ONE COLOR
Use: Black and white printing, hats, cups, mugs, shirts, etc.

IMAGE ONLY

NEVER EVER

- Invert the colors
- Reverse the image (logo should always face left)
- Never add images or text
- Do not change font of text
- No other colors, only use shown color combinations
- Never tilt (graphic must be kept level)

ALWAYS

- Phase out products using old Petey.
- Cease and desist using old Petey for new products, print projects, etc.

Contact information for approval:

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