LeadershipPLENTY®

LOGOTYPE ARTWORK FOR DESKTOP PRINTING

This document contains artwork that you can use to produce desktop-printed materials to promote your LeadershipPlenty® events. Note that these logos are not high-resolution and cannot be used for commercial offset printing. If you are interested in producing a project using commercial printing, use the EPS, TIFF, or PDF files on this CD

Fonts used in the LeadershipPlenty® Logotype:
American Typewriter
Berkeley

Note that the artwork provided in this document is in graphic form and does not require either of these fonts to be on your computer system. We provide this font information in case you wish to add other elements in the same typefaces. If you do, we suggest you use the American Typewriter sparingly (in headings, for example) and use Berkeley for the bulk of your text. If you are not interested in purchasing these fonts you might consider Courier as a substitute for American Typewriter and Palatino or Times Roman as a substitute for Berkeley

Colors used in the LeadershipPlenty® Logotype:
Similarly, the color in these graphic logos is set, but if you want to match it using either solid inks (spot color) or four-color mixed ink (process color) here are the specifications.

Blue as solid ink: PMS 300
Gold as solid ink: PMS 124

Blue as four-color mix: 100 cyan; 40 magenta; 0 yellow; 0 black
Gold as four-color mix: 0 cyan; 20 magenta; 70 yellow; 0 black

Pew Partnership for Civic Change
5 Boar's Head Lane
Suite 100
Charlottesville, VA 22903

Leadership PLENTY®

Equipping Citizens to Work for Change

These pieces of art are designed to work together as shown. But they are prepared as three separate pieces to give you maximum flexibility in their use.

LeadershipPLENTY®

The LeadershipPlenty® Logotype in a horizontal arrangement

Changing the size of artwork:
To change the size of any piece of artwork, click on it once then drag a corner while you hold down the shift key.

Leadership
PLENTY ®

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Also three separate pieces of art, but prepared in grayscale.

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The LeadershipPlenty® Logotype in a horizontal arrangement