

#### **LOGO STANDARDS & FILE GUIDE**

The Canyon Sky ENT logo and name are inspired by the natural beauty of Arizona.

The logo is symbolic of the skies that sweep across the mountains and buttes,

while also subtly implying the profile of a person's face.

The Canyon Sky ENT logo is a specially designed logo. Do not alter its appearance, proportions or colors, and do not attempt to recreate it with other fonts.

In general, use logos over white or light backgrounds and avoid using logos over photos or patterned backgrounds. The Color Logos are the preferred versions for printing and online use.

Use black logos over a white background when color printing is not an option.

Use white logos over dark backgrounds when the color version is not appropriate.

The AI and PDF logo files contain vector-based art and are fully scalable.

The minimum size the Canyon Sky ENT logo should be used is 1½" wide in print and 150 pixels wide in onscreen applications.

#### **COLOR LOGOS**



Color Logo

File Name: CSE-C | Extensions: Al, PDF, PNG



Color Logo w/ Tagline in Cobalt Blue File Name: CSE-CCT | Extensions: AI, PDF, PNG



Comprehensive Ear Nose & Throat Care

Color Logo w/ Tagline in Sky Blue File Name: CSE-CST | Extensions: AI, PDF, PNG



Color Logotype

File Name: CSE-CL | Extensions: AI, PDF, PNG

## CANYON SKY ENT

Comprehensive Ear Nose & Throat Care

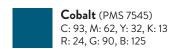
Color Logotype w/ Tagline in Cobalt Blue File Name: CSE-CLCT | Extensions: AI, PDF, PNG



Comprehensive Ear Nose & Throat Care

Color Logotype w/ Tagline in Sky Blue File Name: CSE-CLST | Extensions: AI, PDF, PNG











#### **BLACK LOGOS**

# CANYON SKY ENT

Black Logo

File Name: CSE-B | Extensions: AI, PDF, PNG



Comprehensive Ear Nose & Throat Care

Black Logo w/ Tagline

File Name: CSE-BT | Extensions: AI, PDF, PNG

## CANYON SKY ENT

Black Logotype

File Name: CSE-BL | Extensions: AI, PDF, PNG

## CANYON SKY ENT

Comprehensive Ear Nose & Throat Care

Black Logotype w/ Tagline

File Name: CSE-BLT | Extensions: AI, PDF, PNG

#### WHITE LOGOS



White Logo

File Name: CSE-W | Extensions: AI, PDF, PNG



Comprehensive Ear Nose & Throat Care

White Logo w/ Tagline
File Name: CSE-WT | Extensions: AI, PDF, PNG

## CANYON SKY ENT

White Logotype

File Name: CSE-WL | Extensions: AI, PDF, PNG

## CANYON SKY ENT

Comprehensive Ear Nose & Throat Care

White Logotype w/ Tagline

File Name: CSE-WLT | Extensions: AI, PDF, PNG