KANSAS CITY BARBEQUE SOCIETY LOGO STANDARDS AND USAGE

Everything we do as an organization impacts what people think of us. From our world-class competitions to our members-only events, it is all a reflection of our society's brand. Our brand is measured by what people know about us and feel about us. Much more than a logo, our brand is our image ... it's our reputation ... and it must be managed with great care.

The KCBS logo can be used by our members and officially sanctioned events (in association with their own logos) for personal use or event promotion. Mass reproduction of the logo on items is not permitted without the express written consent of the KCBS board of directors or its official advertising agency (MMA Creative).

The logo above is the primary graphic for the Kansas City Barbeque Society identity. It has been designed for application to various forms of media. It must not be altered, redrawn, or modified in any way. To ensure accuracy and consistency, it is recommended that only the artwork supplied on the DIGITAL MEDIA CD be used for reproduction.

COLOR SPECIFICATIONS

Proper use of the logo includes accurate and consistent use of color. PMS (Pantone® Matching System) is a directory of universal ink formulas used by the printing industry. The official colors are listed below. ***Please note: The colors shown here are approximate only. Refer to actual ink swatches for color accuracy.***

 Pantone 194   Black

For full-color (process, cmyk) or online reproduction, minor color shifts of the official colors may be noticeable. **For full-color reproduction**, Pantone colors are converted into the closest match process color. *Refer to the Pantone Solid to Process swatches for color accuracy.* **For online reproduction**, computer monitors and televisions use a combination of red, green and blue (RGB) to simulate the full color spectrum. Pantone colors are converted into RGB values. Also, hexadecimal values may be used by web browsers to define color.

FONT SPECIFICATIONS

To help maintain a consistent aesthetic for your identity, it is recommended that the following typeface(s) be used: The name "Kansas City Barbeque Society & KCBS" are set with **Gotham - Ultra**. Manual kerning has been applied to all letters to match the final design.

LOGO FORMATS

All file formats included are cross-platform and can be used on Macintosh or Windows computers. Popular file formats are detailed below and are available for use from the CD:

1) **EPS (encapsulated postscript)**: *The preferred file format for the printing industry.* This file format provides a scalable vector graphic version regardless of dpi. This format can be placed (imported) in a document by a page layout program such as Adobe® InDesign and Quark Xpress®, or it can used directly from Adobe® Illustrator. This version is transparent, but may not be suitable for all programs.

2) **PNG (portable network graphics)**: This file format provides a lossless, well compressed version of raster and vector images. *This format also contains a transparency layer and is the best format to use with Microsoft Office programs.*

3) **JPG (Joint Photographic Expects Group)**: This file format uses lossy compression to manage file size, uses RGB color and is best suited for online media. *THIS FORMAT IS NOT INTENDED FOR PRINT MATERIAL.*

4) **PDF (portable document file**): This file format provides an exact preview of a document in a device-independent way, regardless of page count or overall size. This means that regardless of what platform, what program, what font was used, you will see it exactly how it was intended by the creator.

PRINTING SPECIFICATIONS

When ordering collateral material (stationery, vinyl banners, signage), give the vendor files from the CD and a copy of this print specifications sheet. Provide the vendor with a previously printed sample (if possible) for color matching.