



**CLIENT:** PRO-CUT USA  
**DESIGN:** BLACKCAP Studio  
**DESIGNER:** KRISTOFER HENRY  
**DATE:** 05.31.2006

**INTENT:** The following is to be used as a Logo Usage Guideline when implementing **THE PRO-CUT LOGO** in print, web and media applications. The logo usage guide is meant to maintain brand consistency for the entire Pro-Cut USA Brand Platform.

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**PRO-CUT USA**  
LOGO USAGE GUIDELINES  
**ELEMENT DEFINITIONS**

**DEFINED:** The Pro-Cut Logo (The Logo) is composed of **3 Elements:**

1. The Performance Marks.
2. The Pro-Cut Name Sake.
3. The Pro-Cut RMS Tag-Line.

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CORRECT» 

INCORRECT» 

CORRECT» 

INCORRECT» 

CORRECT» 

INCORRECT» 

CORRECT» 

INCORRECT» 

CORPORATE SIGNATURE | SOLO Logo



CORPORATE SIGNATURE | R.M.S. Logo



CORPORATE SIGNATURE | INT. Logo



**PRO-CUT USA**  
LOGO USAGE GUIDELINES  
**LOGO TYPES**

**CORPORATE SIGNATURES:** The Logo has three primary forms:

1. The SOLO Logo
2. The R.M.S. Logo
3. The INT. Logo

**The Primary Logo is the INT. Logo.** The Corporate Signature R.M.S. Logo is a supporting logo for marketing use. The Corporate Signature SOLO Logo is used in combination with the RMS / INT logos and online when the Tag line needs to be HTML Text for search engine optimization.

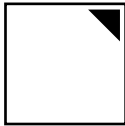
**CMYK**



**BLACK** | C:0 M:0 Y:0 K:100



**YELLOW** | C:0 M:16 Y:100 K:0



**WHITE** | C:0 M:0 Y:0 K:0



**GRAY1** | C:0 M:2 Y:0 K:29



**GRAY2** | C:0 M:2 Y:0 K:60

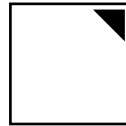
**PANTONE**



**PANTONE Black C**



**PANTONE 116 C**



**PANTONE White C**



**PANTONE Cool Gray 5 C**



**PANTONE Cool Gray 10 C**

**RGB**



**R:35 G:31 B:32**



**R:250 G:206 B:30**



**R:255 G:255 B:255**



**R:116 G:117 B:117**



**R:116 G:117 B:117**

**EX:**



**EX:**



**EX:**



**PRO-CUT USA**  
LOGO USAGE GUIDELINES  
**LOGO COLORS / COLOR**

**Specific Colors have been chosen for the Pro-Cut logo:**

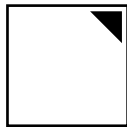
1. CMYK
2. PANTONE PROCESS
3. RGB / WEB SAFE

**AT NO TIME** are the chosen colors for the Pro-Cut logo to be substituted unless instructed by Pro-Cut USA. The above colors are to be used in print, web and digital formats.

**CMYK**



**BLACK** | C:0 M:0 Y:0 K:100

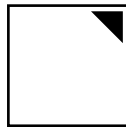


**WHITE** | C:0 M:0 Y:0 K:0

**PANTONE**



**PANTONE Black C**



**PANTONE White C**

**RGB**



**R:35 G:31 B:32**



**R:255 G:255 B:255**

**EX:**



**EX:**



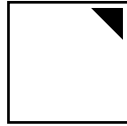
**EX:**



**CMYK**



**BLACK** | C:0 M:0 Y:0 K:100



**WHITE** | C:0 M:0 Y:0 K:0



**GRAY1** | C:0 M:2 Y:0 K:29

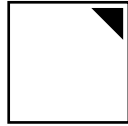


**GRAY2** | C:0 M:2 Y:0 K:60

**PANTONE**



**PANTONE Black C**



**PANTONE White C**



**PANTONE Cool Gray 5 C**

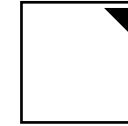


**PANTONE Cool Gray 10 C**

**RGB**



**R:35 G:31 B:32**



**R:255 G:255 B:255**



**R:116 G:117 B:117**



**R:116 G:117 B:117**

**EX:**



**EX:**



**EX:**



PRO-CUT LOGO | White Background



PRO-CUT LOGO | Black Background



**NOTE:** Please take note of the Color and Gray scale Versions of the Pro-Cut Logo on a BLACK Background. The Tag line in the color and gray scale versions is a lighter gray. The Performance Marks in the Gray scale version are a darker grey. (The specific greys have been outlined in Pages 5, 6 and 7.)



Arial Narrow REGULAR Typeface | Sample 30 pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ - + = { } [ ] : ; “ ‘ < > , . / \ ? |  
« » Ø © ® ™

Arial Narrow BOLD Typeface | Sample 30 pt.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ^ & \* ( ) \_ - + = { } [ ] : ; “ ‘ < > , . / \ ? |**  
**« » Ø © ® ™**

**PRO-CUT USA**  
LOGO USAGE GUIDELINES  
**SUPPORTING TYPEFACE**

**Arial Narrow REGULAR** is the primary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for body copy, descriptions, and supporting type. When Arial Narrow is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

**Arial Narrow BOLD** is a secondary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for Titles, product names, and emphasis. When Arial Narrow Bold is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

*Arial Narrow ITALIC Typeface | Sample 30 pt.*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*  
*! @ # \$ % ^ & \* ( ) \_ - + = { } [ ] : ; “ ‘ < > , . / \ ? |*  
*« » Ø © ® ™*

*Arial Narrow BOLD ITALIC Typeface | Sample 30 pt.*

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0***  
***! @ # \$ % ^ & \* ( ) \_ - + = { } [ ] : ; “ ‘ < > , . / \ ? |***  
***« » Ø © ® ™***



**PRO-CUT USA**  
 LOGO USAGE GUIDELINES  
**SPACING**

**All Pro-Cut Logo's** must be displayed with an amount of empty space surrounding. Use the above logo formula to proportionally adjust size of minimum space around the logo. The space guideline formula is in proportion to the size of the logo.

**The Pro-Cut Logo Space Guideline Formula is as follows:**  
 The height of The Logo is = to the horizontal empty space required by the logo.  
 The height of the The logo is = to the vertical empty space required by the logo.

Pro-Cut SOLO Logo



42mm wide @ Screen Resolution 72 dpi

Pro-Cut R.M.S. Logo



52mm wide @ Screen Resolution 72 dpi

Pro-Cut INT. Logo



52mm wide @ Screen Resolution 72 dpi

COATED



PANTONE Black C



PANTONE 116 C



PANTONE White C



PANTONE Cool Gray 5 C



PANTONE Cool Gray 10 C

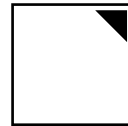
UNCOATED



PANTONE Black U



PANTONE 108 U



PANTONE White U



PANTONE Cool Gray 4 U



PANTONE Cool Gray 10 U

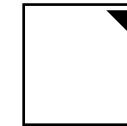
MATTE



PANTONE Process Black M



PANTONE 109 M



PANTONE White M



PANTONE Cool Gray 5 M



PANTONE Cool Gray 10 M

EX:



EX:



EX:



Pantone Colors have been specified for the Pro-Cut USA logo for:

1. Coated Paper Stocks
2. Uncoated Paper Stocks
3. Matte Paper Stocks

Please refer to the color chart above for all Pantone Colors when implementing the Pro-Cut logo on **Coated, Uncoated and Matte Paper Stocks**. The Pantone / PMS colors are optimized for these specific Paper Stocks.  
**\*NOTE: PANTONE 116C is the PRIMARY YELLOW FOR PRO-CUT.**