



Mary & Lambs

Logo Specification Sheet

Idea behind design

Mary and Lambs is a small company producing organic wool in Australia.

Referring to wool, the best association with it is sheep. The main shape of the logo is based on it.

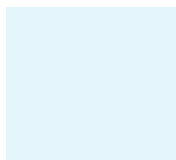
With a happy human face is to show company's core value: Animal health and welfare.

Organic product is company's focus point, and bottom of the logo is related to it.

Primary Color



C:45 M:10 Y:1 K:0
R:133 G:193 B:230



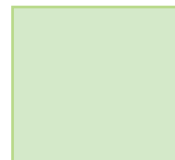
C:9 M:0 Y:1 K:0
R:227 G:244 B:251



C:78 M:50 Y:0 K:0
R:62 G:119 B:188



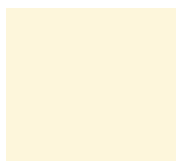
C:54 M:0 Y:94 K:0
R:129 G:185 B:194



C:17 M:0 Y:26 K:0
R:212 G:233 B:200



C:2 M:13 Y:47 K:0
R:248 G:217 B:150



C:0 M:3 Y:15 K:0
R:254 G:243 B:218



C:0 M:43 Y:9 K:0
R:244 G:166 B:187



C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Logo Font Type

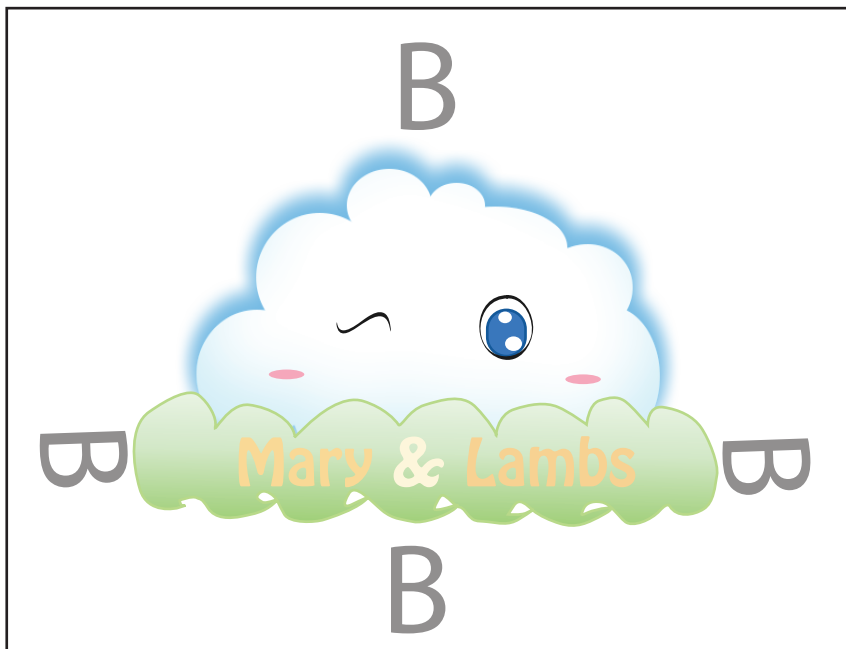
Hobo Std Medium

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		

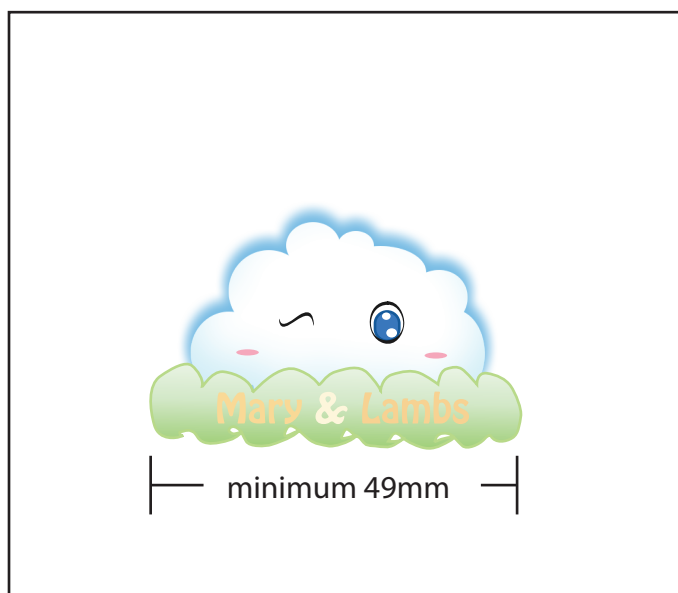
Clear Space

To ensure legibility, the brand should always be surrounded by appropriate clear space. This clear space should always remain free from graphical elements including type and imagery. The minimum clear space should be the height of the "B".



Measurement of the logo

All measurements should be taken from the base of the logo and spanning the whole width. The minimum size of the logo should be 49mm. There is no limit on the maximum size of the logo. The logo must always be kept in proportion and should never be stretched or distorted.



Place a color and blk/wht logo treatment in here.



Place a color and blk/wht logo treatment in here.



Place a color logo treatment in here.



Place a blk/wht logo treatment in here.



You need to put the color and blk/wht versions, as labeled, of your vector/illustrator logo on the multi-colored and black and white boxes. The purpose for this is to ensure the logo can be viewed on surfaces other than white. Based in the 'viewability' of your logo...you may need to develop some treatments to allow the logo to be seen on these 'other than white' surfaces.