

LOGO STYLE GUIDE.



MARKETING GUIDE FOR FRM PROJECT DEVELOPERS

LOGO STYLE GUIDE.

LOGO USAGE

Inside the FRM Developer Guide Logo Pack, you will find logos suitable for print and the web. These are clearly labeled and separated into folders.

The FRM Developer Guide Logo Pack should never be modified. Do not alter the logos' form, scale, colors, or configuration. Do not crop, add to, subtract or replace any elements within the logos.

When creating artwork intended for high-resolution print purposes (ads, large format signage, etc.), always use the vector file formats. These are PDF files located in the “print/high resolution print purposes” subfolder. These PDFs are Adobe Illustrator compatible.

For placing artwork within Microsoft Office applications (Word, PowerPoint, etc.), please use the logos within the “print/for microsoft office applications” subfolder. These are optimized for use within Microsoft Office ONLY. Otherwise, please use the aforementioned high-resolution vector PDF files for all other printing needs.

Web logos are PNG files located in the “web” folder.

Use of the color versions of the logos is always preferred. Avoid placing the logos over images; if they must be placed over images, they should only be placed over solid, light areas. Use of the white logo versions should be secondary to the color versions and only be placed over solid dark color fields.

STACKED LOGO PACK



FULL COLOR

- To be used when printing in full color
- Logos are NOT to be separated or modified in any way including color, orientation or stretching
- Should not be reduced to smaller than 2" squared
- Logo pack requires 1" of space around ALL sides



GRAYSCALE

- To be used when printing in black & white
- Logos are NOT to be separated or modified in any way including color, orientation or stretching
- Should not be reduced to smaller than 2" squared
- Logo pack requires 1" of space around ALL sides



WHITE (KNOCKOUT)

- To be used when printing over a dark, solid surface only
- Logos are NOT to be separated or modified in any way including color, orientation or stretching
- Should not be reduced to smaller than 2" squared
- Logo pack requires 1" of space around ALL sides

HORIZONTAL LOGO PACK



NEW JERSEY HOUSING
AND MORTGAGE
FINANCE AGENCY
WWW.NJHOUSING.GOV



FULL COLOR

- To be used when printing in full color
 - Logos are NOT to be separated or modified in any way including color, orientation or stretching
 - Should not be reduced to smaller than 4" wide
 - Logo pack requires 1" of space around ALL sides
-



NEW JERSEY HOUSING
AND MORTGAGE
FINANCE AGENCY
WWW.NJHOUSING.GOV



GRAYSCALE

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-



NEW JERSEY HOUSING
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VERTICAL LOGO PACK



HMFA



**EQUAL HOUSING
LENDER**

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HMFA



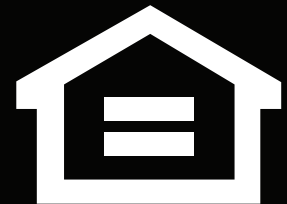
**EQUAL HOUSING
LENDER**

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HMFA



**EQUAL HOUSING
LENDER**

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