

BOISE CENTRE LOGO STANDARDS



Boise Centre's logo standards demonstrate how our organization is visually defined. Using these logo standards will positively impact the materials produced internally and externally.

The logo standards serve as a "how to manual" for Boise Centre's brand. Appropriate use of the Boise Centre logo ensures that our brand reflects consistent visual messaging. Boise Centre's name and logo are officially trademarked.

Any questions about Boise Centre's logo standards or for additional information, please contact Cliff Clinger, Director of Marketing at cclinger@boisecentre.com

BOISE CENTRE LOGO STANDARDS

PRIMARY BOISE CENTRE LOGOS

boise | centre



boise | centre



These logos are “preferred” because of the following criteria:

- Composed of the logotype and tree graphic
- Full color: Boise Centre green and black

Whenever possible, the primary logos should be used in design applications.

BUILDING SPECIFIC LOGOS

boise | centre east



boise | centre east



boise | centre west



boise | centre west



LOGO COLOR SPECIFICATIONS



PANTONE 277



PANTONE BLACK

The Boise Centre green color is Pantone 277. When the logo is printed, the tree graphic element and “centre” text element should be printed in Pantone 277 with the “boise” text element and vertical bar printed black. It is not acceptable to substitute and use different colors in the logo other than variations specifically defined within these standards.

CMYK:

60 Cyan
18 Magenta
100 Yellow
2 Black

RGB:

118 Red
161 Green
46 Blue

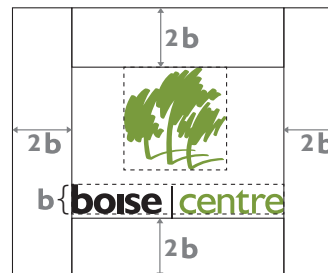
WEB:

#76A12E

MINIMUM CLEAR SPACE

The space surrounding the logo is as important as the logo itself. The logo should be surrounded on all sides by clear space to separate it distinctly from any other text, graphic elements or other logos.

Clear space is equal to twice the height of the lowercase “b” in the logo.



BOISE CENTRE NAME

The correct name of the facility is Boise Centre, (other names such as Boise Centre on the Grove, Downtown Centre, etc. should not be used).

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ALTERNATE LOGO OPTIONS



All black Boise Centre logo: Use a grayscale positive version when the background provides sufficient contrast for clear legibility.



All white Boise Centre logo: Use a reversed version when the background provides sufficient contrast for clear legibility.



All green Boise Centre logo: Use a single-color Boise Centre green version when the background provides sufficient contrast for clear legibility.

INCORRECT LOGO USAGE

Proper use of all logo components is essential. Do not alter the logo components, including changes to color, size or placement that are not specifically defined as correct use variations within these standards.



DO NOT
replace fonts



DO NOT
rotate



DO NOT
place over busy photo



DO NOT
replace colors



Learn more at [boise | centre .com](https://boisecentre.com)

DO NOT
use as a reading element



DO NOT
distort



DO NOT
place over busy background