



ABQ BioPark Logo Usage Guidelines

*For complete instructions, refer to pp. 20 - 31 of the ABQ BioPark Style Guide, available online at www.cabq.gov/culturalservices/biopark/news. Click on the **Style Guide** link in the Media Center box (grey, upper right). What follows is a summary.*

- 1. Only use the logo as is.** Do not modify it any way: don't stretch or compress it anamorphically, change colors, move elements around, split up the design or add a drop shadow.
- 2. Maintain the area of isolation around the logo.** Other elements set too close to the logo may undermine its design integrity and dilute its impact. Keep a clear space surrounding the logo equal to no less than a quarter its width.
- 3. Do not enlarge the logo so much that it bitmaps.** This will vary depending upon the technology used but will usually start to occur when scaling the logo to more than 200%. Billboards don't need nearly as much resolution per inch as a fine print job on good paper, for example. If in doubt, Graphics can supply you with a higher resolution copy, or vector versions.
- 4. Do not add anything to the logo.** Similar to number 1, above: no added eyeball, no fish jumping out of the river, no rain falling on the leaf, etc. For motion graphics, all logo animations must be cleared by BioPark Graphics.