



# Graphics Standards for the Carborundum Logo

## The Logo

The CARBORUNDUM logo consists of two elements: the oval “CA” symbol and the name “CARBORUNDUM.” Neither element should be used independently.

## Color

Wherever possible, the oval CA symbol should be PMS 200 red (Pantone Matching System). The CARBORUNDUM name may be black or white. In one-color layouts, the logo should be entirely black or entirely white. In two-color layouts, where a second color other than PMS 200 red is used, the logo must still be black or white; the logo should not be another color.

## Incorrect Uses

DO NOT skew the logo in width or height. The size ratio between the symbol and the name MUST be kept to the proportions shown here.

The name CARBORUNDUM may NEVER be placed either beside or above the symbol. The oval CA symbol must always be centered above the name CARBORUNDUM.

## Reproduction

The CARBORUNDUM logo, including the CA symbol and the CARBORUNDUM name, may only be reproduced from an authorized electronic file or authorized artwork. **The Carborundum logo is available in several electronic formats and may be downloaded from the Carborundum website at [www.carborundumabrasives.com](http://www.carborundumabrasives.com).**

## Area of Isolation

It is important that the logo be surrounded by an area of isolation—an uncluttered area of white space. The general rule is to allow a minimum area equal to 1/2 the height of the CA symbol above and below the logo and an area 1/2 the width of the CA symbol on either side.

