



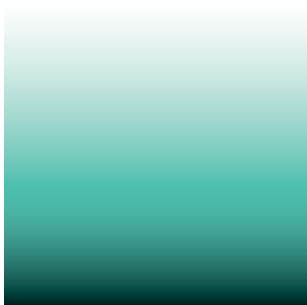
JIM DANDY



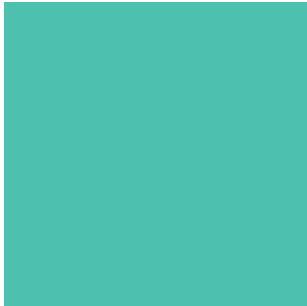
FONT: Clarendon BT Roman



PANTONE: 302 C
CMYK: 100 / 74 / 40 / 32
RGB: 0 / 58 / 93
WEB# 003a5d



WHITE



Gradients best printed
in CMYK

BLACK

PANTONE: 3258 C
CMYK: 64 / 0 / 39 / 0
RGB: 73 / 195 / 177



MASTER LOGO: COLOR
Use in most cases.



JIM DANDY

MASTER LOGO: GRAY SCALE
Use when color isn't available.



JIM DANDY

MASTER LOGO: ONE COLOR
When you can only use one print color



JIM DANDY

MASTER LOGO: BLACK
When you can only print black



MASTER LOGO: REVERSE
Use when printing on dark backgrounds



MASTER LOGO: COLOR
Use in most cases.



VERTICAL LOGO
Only for use when space limitations
render the master logo too wide



Do not stretch or skew logo.



Do not change or alter the font or the flame element.