HOW TO USE THE SOUTH COAST PAPER LOGO

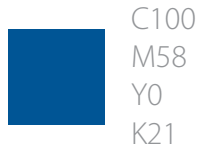## South Coast Paper
Products/Performance/Possibilities

GRADIENTS SCREEN FROM 100% TO 15%

COLOR MODES AND FILE FORMATS

CMYK EPS

Use for graphic design and professional 4-color printing.

C100
M58
Y0
K21

C80
M0
Y100
K56

PMS EPS

Use for spot color printing and promotional items.

PMS 294

PMS 357

RGB JPG

Use for Microsoft Office, emails, and websites. JPG has white background.

R0
G46
B108

R28
G86
B49

RGB PNG

Use for Microsoft Office, emails, and websites. PNG has clear background.

R0
G46
B108

R28
G86
B49

BLACK-AND-WHITE LOGO

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Products/Performance/Possibilities

LOGO INTEGRITY

The icon can never be used by itself. And the logotype can never be used without the icon.

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SMALLER APPLICATIONS

When the logo is being used at a small size, the tagline can be removed.

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STACKED VERSION

When the logo will not fit in a square or vertical area, use the stacked version.

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