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**The new Logo represented in the Inkwell Productions Logo Standards Manual is part of an important program to help printers, graphic artists and typesetters in standardizing the identity for Inkwell Productions. Up until recently, there has never been a set standard Logo for the company, however in 2004, a new and uniform standard was introduced.**

**The Inkwell Productions feather, inkwell and Logotype are integral parts in establishing a uniform look and will help our customers recognize Inkwell Productions in the marketplace.**

**It's very important that all approved vendors for Inkwell Productions, (i.e. printers, sign manufacturers and advertisers), to follow and adhere to the guidelines outlined in this manual.**

**All graphic elements for Institutional Formats (i.e. letterheads, envelopes, mailing labels, business cards, business forms and internal binder covers), are produced directly through the Graphic Standards Department. Institutional Formats that are currently on file with your system should be deleted, including any and all Logo and Logotypes. For any Institutional Formats items that need to be created, please use the contact information listed below.**

**Should there be any questions regarding the Inkwell Productions Logo Standards, please contact:**

**Beatrice Services, Inc.  
Printing & Graphics Group  
PO Box 7724  
Phoenix, AZ 85011-7724  
info.graphics@beatriceco.com  
602 225 2000**

**DeWitt P. Hoopes  
President, CEO & CTO  
Beatrice Companies, Inc.**

The basic visual elements of the Graphic Standards programme for Inkwell Productions are shown on this page. The elements are described in this section.

Example of free-standing form of Logo



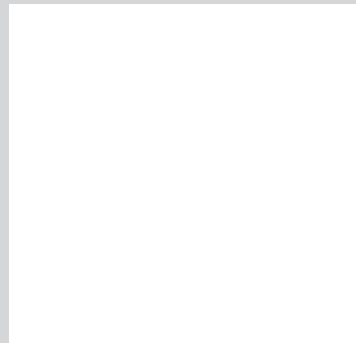
Example of display Inkwell Logo and Logotype



Official Colours



**Black**



**White**

## 1.Req-3

## General Requirements

## Company Logotype

There are three forms of the company Logotype, the free-standing Logo, the integrated Logo and Stacked Logotype. The three forms must appear on all materials produced by Inkwell Productions.

No part of the Logo or Logotype may be altered in any aspect. All reproductions of the Logotypes must be made from computer data

supplied by the Graphic Standards Department.

In either form, the company Logo and Logotype must always be reproduced in one solid colour and always on a clear background which affords high contrast and legibility. The black Logo and Logotype is the preferred standard, however the white version can be

used when there is a dark background.

Using the Logotype in conjunction with another graphic shape or as a substitute for a company name is not acceptable.

### Inkwell Logo

The Inkwell feather and inkwell Logo free-standing version should only be used on items such as book spines or other limited spaced areas where the combined Logo and Logotype are not required. The Inkwell Logo may not be redrawn or altered any way.



