



LINE OPS

Outage Prevention Systems

Style Guide



HORIZONTAL VERSION



VERTICAL VERSION



Primary Logotype

STYLE GUIDE



TWO COLOR VERSION



ONE COLOR VERSION



BLACK & WHITE VERSION



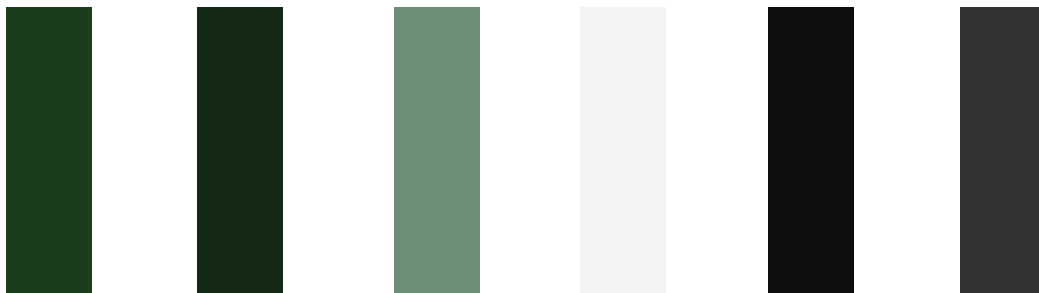
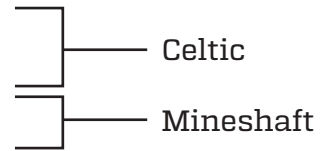
Logotype Color Options

STYLE GUIDE



LINE OPS

Outage Prevention Systems

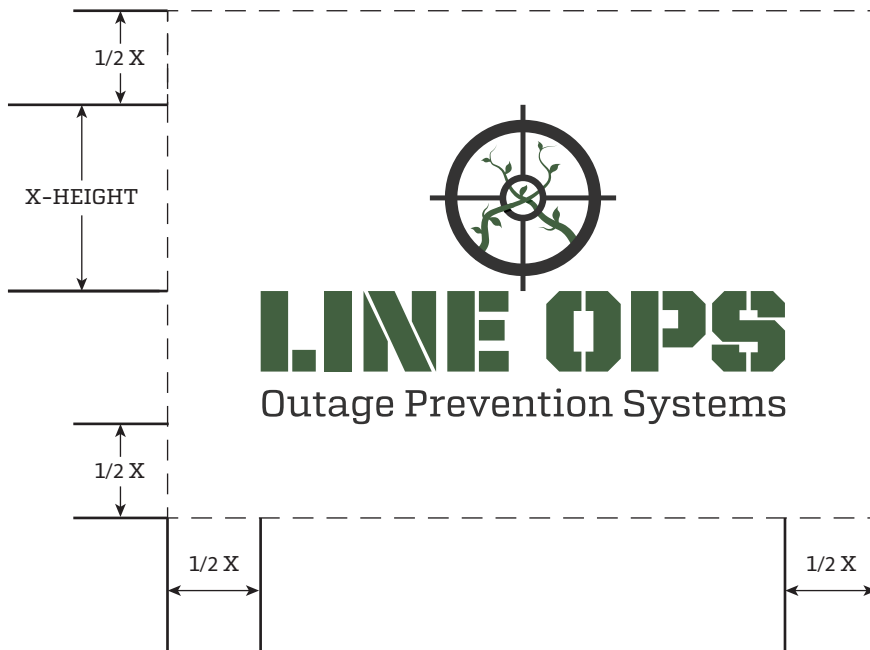


NAME	CELTIC	EVERGREEN	LAUREL	SNOW	WOODSMOKE	MINESHAFT
RGB	25-62-29	21-43-23	109-141-116	241-244-241	13-14-14	51-51-51
CMYK	83-47-96-57	78-54-82-73	61-30-59-7	4-2-4-0	74-67-66-85	69-63-62-58
HEX	#193E1D	#152917	#6D8D74	#F1F4F1	#0D0E0E	#333333



Color Palette

STYLE GUIDE



Logo Margins

STYLE GUIDE

UNITED SANS REG STENCIL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Atletico Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Impact

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890





DOWNLOADABLE LOGO ARTWORK

All logo files and formats are available for download by visiting <https://www.lineops.net/logo/>

Vector Files

A vector file can be scaled to any size without any loss of quality. This is because it's built up from mathematically precise points.

AI: ADOBE ILLUSTRATOR (OR .EPS)

The AI file is the original, editable, working file.

PDF: PORTABLE DOCUMENT FORMAT

PDF format is becoming widely favored as it can be universally viewed on any computer with Adobe Acrobat. It's also possible to preserve illustrator-editing capabilities when saving in this format, meaning it can be opened and modified in the same way an AI file can.

EPS: ENCAPSULATED POSTSCRIPT

EPS format is a vector file that can be opened by the widest range of software, including older versions of Illustrator, as well as products outside of Adobe, such as Corel Draw. For this reason your client may be requested for this format by print or manufacturing companies.

SVG: SCALABLE VECTOR GRAPHICS

SVG is a vector image format that can be used online. With higher resolution screens becoming more and more common, since it's a vector format, an SVG file will ensure the logo you designed remains sharp no matter the device it's viewed on.

Raster Files

Raster files are made up of pixels. This means that as you increase the size of your image, it will become blocky, or appear to be blurry.

JPG/JPEG: JOINT PHOTOGRAPHIC EXPERTS GROUP

Jpeg's are most commonly seen online. This is because jpeg offers very good compression without overly degrading the image, meaning the file size is small and will load quickly.

PNG: PORTABLE NETWORK GRAPHICS

Unlike Jpeg files, PNG format allow for transparency, so can be placed over colored background or images.





LINE OPS
Outage Prevention Systems