



## Welcome to One Kings Lane's interactive logo assistant.

Our logo—made up of two elephants, a topiary, and word mark—has several versions, each optimized for size, medium, and context.

Use this guide to find and download the right logo for you.

**Let's Get Started** »



# Do's and don'ts on using our logos

## Next step »



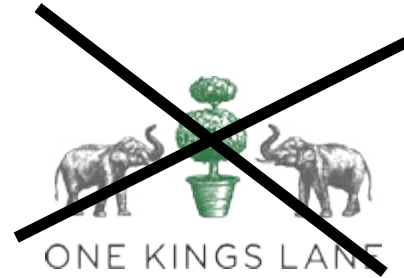
Do keep our lockup.



Do use our colors.



Do give the logo space to breathe.  
As a general rule, pad at least an “E’s” worth of white space.



Don't change the relationship between the word mark and illustrations.



Don't use color combinations other than the ones provided.



Don't crowd or overlap the logo with other graphics.



Where will the One Kings Lane logo be seen?

## Onscreen

e.g. computer, tv, phone display, tablet

## In Print

e.g. magazine ads, signage, and flyers

## Not Sure

Contact the Creative Department for advice

What color would you prefer the **onscreen** logo to be?

## Full Color

Two tones of grey and green—just like our logo on our site

## One color

A version in all gray—that's #666666 for you web-savvy folks

## White

For use on a dark background—proceed with caution. While dramatic, this choice may not be the most legible.

# Full Color Onscreen Logos

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## Small

Smaller than 500 pixels wide—similar to our logo on [onekingslane.com](#)



[DOWNLOAD .EPS FILE](#)

[DOWNLOAD .PNG FILE](#)

## Large

Larger than 500 pixels wide—about the size of our lifestyle images



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Need a 246 dpi PNG file for Retina screens?

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Have a question? Or not finding what you're looking for?  
[Contact the One Kings Lane Creative Department](#)

# One Color Onscreen Logos

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## Small

Smaller than 500 pixels wide—similar to our logo on [onekingslane.com](#)



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## Large

Larger than 500 pixels wide—about the size of our lifestyle images



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# White Onscreen Logos

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## Small

Smaller than 500 pixels wide—similar to our logo on [onekingslane.com](#)



[DOWNLOAD .EPS FILE](#)

[DOWNLOAD .PNG FILE](#)

## Large

Larger than 500 pixels wide—about the size of our lifestyle images



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Have a question? Or not finding what you're looking for?  
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What color would you prefer the **print** logo to be?

## Full Color CMYK

For magazines, flyers, and most full color printing.

## One Color Greyscale

80% tint of black for magazines, flyers, and most color printing.

## Full Color PMS

Pantone Management System (PMS) Cool Grey 11 + PMS 356  
For specialty printing. Produces the best results though if you or your vendor are not familiar with PMS, this is not for you.

## One Color PMS

PMS Cool Grey 11  
For specialty printing. Produces the best results though if you or your vendor are not familiar with PMS, this is not for you.

## White

For use on a dark background—proceed with caution unless you are a trained designer.

## Black

For extra special cases like fax templates or embossing.

FOR  
THE  
PROS



# Full Color CMYK Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
[Contact the One Kings Lane Creative Department](#)

# One Color Greyscale Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
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# Full Color PMS Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
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# One Color PMS Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
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# White Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
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# Black Print Logos

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## Medium

Smaller than 2" wide but larger than 1"  
—similar to our business cards



[DOWNLOAD .EPS FILE](#)

## Large

Larger than 2" wide



[DOWNLOAD .EPS FILE](#)



Have a question? Or not finding what you're looking for?  
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# Creative Department Contacts

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Not finding what you need?  
We're here for you.

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## **We Love Feedback**

Anything you would like to see added in this document?

## **Shoot us an email**

