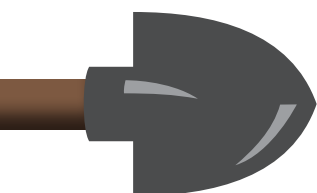




Know what's below. 811 before you dig.

GRAPHIC STANDARDS GUIDE

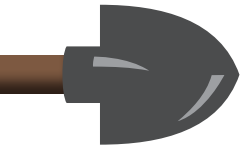


APPROVED LOGOS

- The Indiana 811 logos have been carefully designed and must not be altered in any way.
- A version of the logo without a tagline is available, but it is preferable that the tagline be used whenever possible.
- The special circular logo featured at the bottom can be used when available space is limited.
- The logos should never appear smaller than 1 inch in width.
- Holey Moley can never appear separate from the logo.

<p>COLOR LOGO WITH TAGLINE</p>			
<p>COLOR LOGO WITHOUT TAGLINE</p>			
<p>GREYSCALE LOGO WITH TAGLINE</p>			
<p>GREYSCALE LOGO WITHOUT TAGLINE</p>			
<p>CIRCULAR LOGO IN BOTH COLOR AND GREYSCALE</p>			

LOGO COLORS AND PRINTING



Below are the colors used in creating the Indiana 811 logos on the previous page. Each of the logos can be printed using the 4-color (cyan / magenta / yellow / black) printing process. Only the logo without Holey Moley should be printed using PMS (Pantone Matching System) inks plus black.

MAIN COLOR PALETTE

C67 / M24 / Y100 / K9
or **PMS 370**

C33 / M13 / Y95 / K2
or **PMS 390**

C17 / M44 / Y59 / K49
or **PMS 7505**

K45

K25

K100

HOLEY MOLEY COLOR PALETTE

Y100
HARD HAT

C30 / M9 / Y0 / K3
T-SHIRT

C100 / M30 / Y0 / K10
PHONE

C0 / M70 / Y95 / K10
VEST

C17 / M0 / Y63 / K0
REFLECTOR TAPE

C2 / M0 / Y3 / K12
BODY COLOR

C10 / M3 / Y0 / K1
SHOVEL HIGHLIGHT

K70
PANTS

NEED MORE INFORMATION?

If you find you need more information than what's provided on these two pages, please contact Director of Marketing Mary Patricia Kindt at 317-893-1453 or mpkindt@usa811.org.