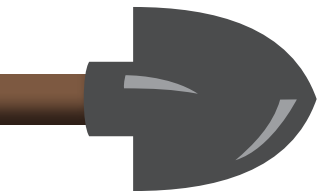




Know what's below. 811 before you dig.

# GRAPHIC STANDARDS GUIDE

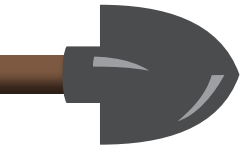


## APPROVED LOGOS

- 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><b>COLOR LOGO WITH TAGLINE</b></p>	<p>Know what's below. 811 before you dig.</p>	<p>Know what's below. 811 before you dig.</p>	<p>Know what's below. 811 before you dig.</p>
<p><b>COLOR LOGO WITHOUT TAGLINE</b></p>			
<p><b>GREYSCALE LOGO WITH TAGLINE</b></p>	<p>Know what's below. 811 before you dig.</p>	<p>Know what's below. 811 before you dig.</p>	<p>Know what's below. 811 before you dig.</p>
<p><b>GREYSCALE LOGO WITHOUT TAGLINE</b></p>			
<p><b>CIRCULAR LOGO IN BOTH COLOR AND GREYSCALE</b></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](mailto:mpkindt@usa811.org).