

# Seniors Card Welcome Here logo guide

1)



\*Preferred

SENIORS CARD

welcome here



Do not use in  
greyscale or stretch

2)



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SENIORS CARD

welcome here



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## Seniors Card Welcome here logos

These logos are for participating businesses to add to their marketing material or displays, to promote their participation in the Seniors Card program.

### Two design options

There are two designs for the Welcome here logo. Either logo is acceptable for use by participating businesses:

- 1) **Welcome here wave** logo
- 2) **Welcome here standard** logo

### Colours

The Seniors Card logo is made from 2 PMS colours:  
**PMS 534 C** (blue) and **PMS 873 C** (metallic gold).

The CMYK (process colour) breakdowns of the colours are:  
**PMS 534 C** (blue) = C 95 M 72 Y 9 K 38  
**PMS 873 C** (gold) = C 30 M 30 Y 60 K 10

### Logos available for use

There are different versions of these logos that may be used. They're available for promotional material, stationery and the web. As a guide, the following list may assist you – when in doubt, ask your designer or printer.

#### For print, you can use the following versions:

- 2 colour SPOT (.eps)\*
- 2 colour CMYK (.eps)\*
- 1 colour PMS 534 (.eps)
- 2 colour CMYK (.jpg)

#### For stationery you can use:

- 1 colour PMS 534 (.eps)
- 2 colour SPOT (.eps)\*

#### For web use:

- 2 colour web RGB (.jpg)

Do not create other versions of the logo.  
Only use reversed logo on solid/dense colour.  
Do not use over images.

### Clear space and minimum size

The logo must always be positioned within a clear space to maintain its visual identity and integrity. The minimum clear space around all sides of the logo should be the same as the distance between the base of the ellipse and the base of the type. The Seniors Card logo should not appear any smaller than 17 mm wide.

