

ROSS “BUG” GUIDE



THE INFORMAL ROSS “BUG”



The “bug” is used for internal audiences.
It should be maize & blue whenever possible.

THE ROSS “BUG STAMP”



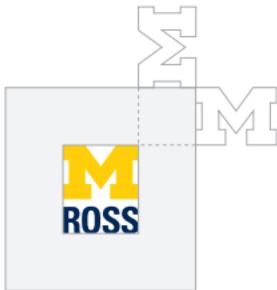
The bug may be used with this blue field/background
using these proportions.

ROSS BUG ON A BLUE BACKGROUND



When on a dark background (preferably Ross Blue)
the bug should be maize & white.

ROSS BUG SPACING



1 **M** (like above) is the proportional sizing unit for determining the minimum amount of clear zone/margin, and represents the width of the Block M used in your materials.
Having space around the bug gives it importance.

ROSS BUG ON IMAGERY



It is acceptable for the bug to be placed over imagery but only if the background is neutral/simple.

ROSS MAIZE



PMS: 7406
CMYK: 0 18 100 0
RGB: 255 203 5
HEX: FFCB05

ROSS BLUE



PMS: 282

CMYK: 100 60 0 65

RGB: 0 39 76

HEX: 002746

WHAT DO THE COLOR ACRONYMS STAND FOR?

PMS › Pantone Matching System (aka spot colors)
Primarily used in swag/promotional items.

CMYK › Cyan/Magenta/Yellow/Key (black)
Refers to the inks used in four-color process printing.

RGB › Red/Green/Blue
The color model used in the digital space.

HEX › Hexadecimal
The color model used in the HTML space.



DON'TS

ROSS BUG DON'TS



Do not stretch or alter the proportions.

RUSS BUG DON'TS



Do not rearrange the elements.

ROSS BUG DON'TS



Do not add effects.

ROSS BUG DON'TS



Do not use unapproved colors.

ROSS BUG DON'TS



Do not rotate or turn the bug on its side.

ROSS BUG DON'TS



Do not change the font/typeface.

ROSS BUG DON'TS



Do not combine or lock up with other logos or type treatments.

ROSS BUG DON'TS



Do not use on distracting images.

ROSS BUG DON'TS



Do not use on low contrast colors.

go blue!

