

Glaser Style Guide

Glaser Logo

For any communication piece branded for the Glasers (print, web, or other), you must use a high quality Glaser logo in either of these two configurations only. Proper usage calls for no less than one half inch of space around all sides, and only Pantone 285c blue, black, or white reversed over color.

Pantone 285c



Glaser Typography

The Glasers use only Verdana for their primary typestyle. Please us Verdana too.

Glaser Photos

Only official photographs of the Glasers are allowed for use in any Glaser marketing or media publications. Two of them are provided on the Glaser Resource webpage. No other alterations besides tasteful cropping are allowed. Remember, you can reduce a photo's size, but enlargement will result in distortion. Please don't enlarge.

Glaser Main Colors (Pantone or equivalent)

Accent



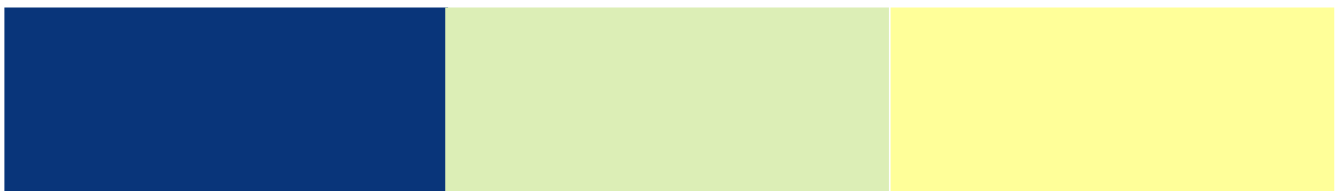
285c

577c



215c

Glaser Secondary Colors (Pantone or equivalent)



294c

580c

600c

For any questions concerning use of Glaser logos, typography, photos or colors, or before attempting a sophisticated design, please contact Terry Sheldon at (541-510-5494).