



SECOND STORY GRAPHICS

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DIY
Design
Tip
on back

DIY Design Lesson 101:

Designing your own print pieces can be challenging and fun.

NOTE: when using color it is always best to limit your palette and... **NEVER** change your logo color, it is your brand – it visually tells the world who you are.

Your logo colors are:

FULL COLOR *a blend of CMYK*

OR

PANTONE SPOT COLOR



Color 1:

cyan..... %

magenta..... %

yellow..... %

black..... %

Color 2:

cyan..... %

magenta..... %

yellow..... %

black..... %

¹. PMS # _____

². PMS # _____

³. PMS # _____

DESIGNING ... NEWSLETTERS | BROCHURES & COLLATERAL
| ANNUAL REPORTS | ADVERTISEMENTS | ANNOUNCEMENTS
| INVITATIONS | CARDS | CATALOGS | DIRECT MAIL |
BOOKS | PUBLICATIONS | CORPORATE IDENTITY SYSTEMS |
LETTERHEAD & STATIONERY | LOGOTYPES | TRADEMARKS |
SYMBOLS | WEB GRAPHICS | PACKAGING | POSTERS | AND
BANNERS ...**SINCE 1986** **SECOND STORY GRAPHICS**