

FROMM FAMILY FOODS LOGO

On light color

Greyscale versions

Please use the greyscale versions whenever full color printing is available.

B&W versions

Please use the B&W versions *only* when using single-color printing.

Standard Logo



This is our standard logo, to be used whenever possible. If the logo must be applied smaller than 2 inches, or if "Family PET FOOD" is not readable from the viewer's perspective, please see the guidelines below.

Medium Logo



Our medium logo is to be used when "Family PET FOOD" in the Standard Logo is not readable from the viewer's perspective.

Small Logo



Our small logo is to be used when displaying "Family PET FOOD" is not practical and cannot be read from the viewer's perspective.

Horizontal Logo



Our horizontal logo is to be used only in horizontal applications where the main logo cannot be used, such as in a letterhead, or any application where the width greatly exceeds the height.

On dark color



When placing on top of a dark color, please use one of the logos above. Use the same aforementioned guidelines for each respective logo.

Readability at the viewer's perspective can be affected by various factors. This can apply to printing at any size. For example, if there is any situation where the reader might have to strain their eyes to be able to make out the words, consider using an alternative logo. On larger applications, such as a billboard, the text has to be large enough so that the viewer can clearly read it when driving by in their car. Please use your best judgement.