

The Second Life® Brand Center: Graphical Illustration of Guidelines for Press Use of the Second Life Hand Logo

The Second Life Eye-in-Hand logo may be used only by journalists or media outlets in or immediately adjacent to a published article, blog entry, or news program specifically about the Second Life® world.

This page illustrates some of the guidelines for use of the logo. For the complete guidelines, visit <http://secondlife.com/corporate/brand/trademark/press.php>

PANTONE® COLORS

GREEN: PMS 556
GREY: PMS 5625

PRINT LOGO

- No changes except proportional resizing
- Minimum width of .75 inches
- Logo may be used only on a solid white background
- Files: SecondLife_Logo_300dpi.jpg (color)
SecondLife_Logo_Black_300dpi.jpg (black/white)

**EPS files for print available on request at presscontact@lindenlab.com*

DIGITAL LOGO

- No alteration allowed
- File Names: SecondLife_Logo_60.jpg (60px wide)
SecondLife_Logo_100.jpg (100px wide)
SecondLife_Logo_150.jpg (150px wide)

DOWNLOAD FILES

Under **Media Resources** at www.lindenlab.com/pressroom

CLEAR SPACE

The minimum clear space area around the entire logo must be one-quarter the width of the logo.

