



Logo Style Guide

Colors

Pantone Red 032 C
C:0 M:90 Y:86 K:0
#EF4135
R: 239 G:65 B:53

Pantone Blue 072
C:100 M:88 Y:0 K:5
#1C3F94
R: 28 G:63 B:148

Font

COPPERPLATE GOTHIC BOLD

Logo Without Text

Color



Black



White



Small Logo Without City

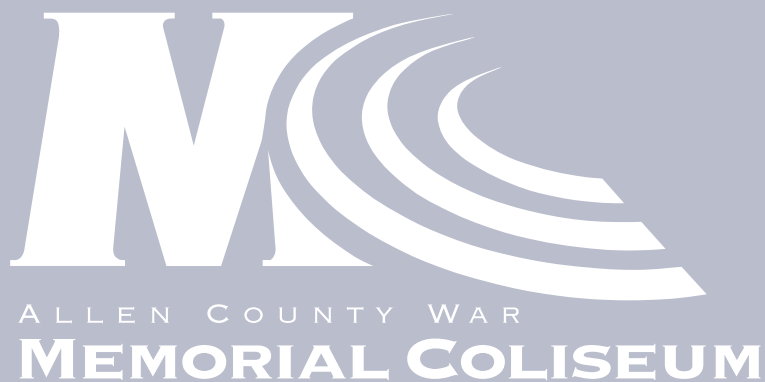
Color



Black



White

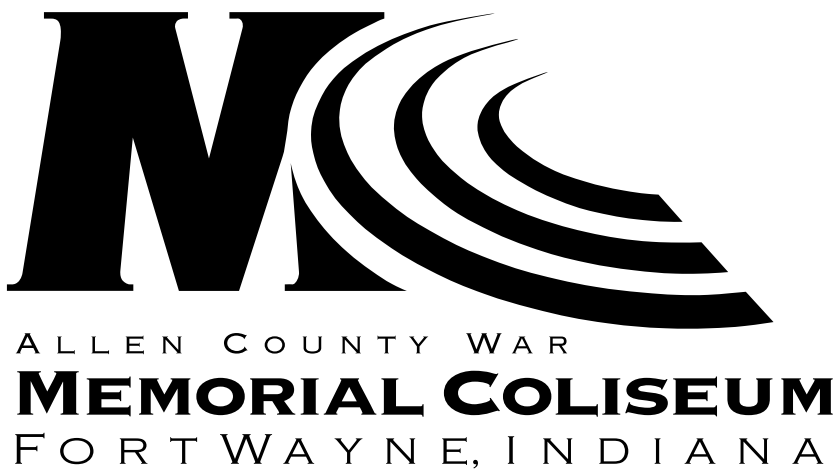


Small Logo With City

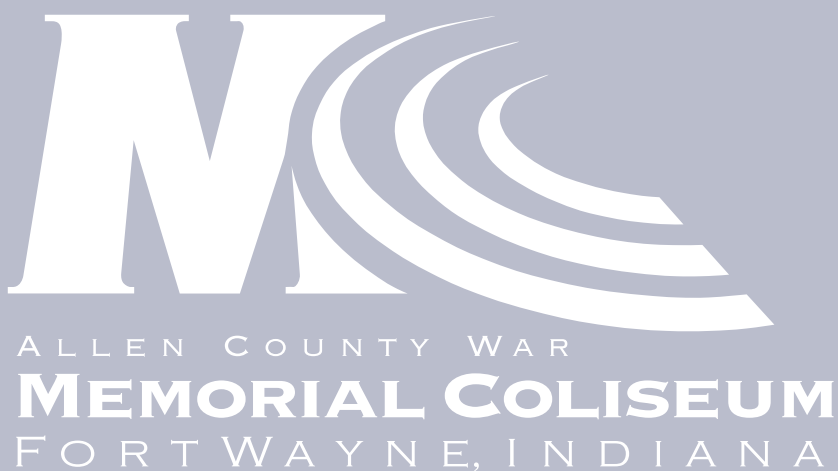
Color



Black



White



Long Logo Without City

Color



Black



White



Long Logo With Address

Color



Black



White



Long Logo With City

Color



Black



White



Small Logo On White

Black Border

Stroke: 3pt

Background:

White Fill



On Light Background



On Dark Background

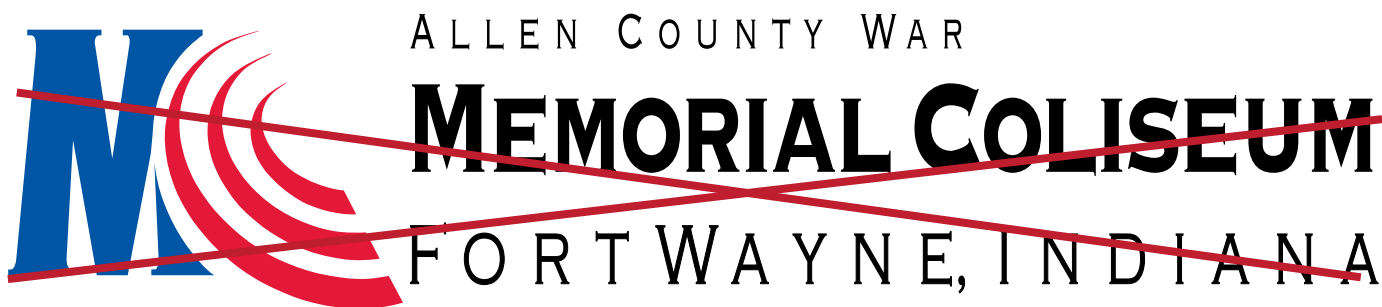


Do Not Alter Shape

Do not shrink.



Do not stretch.



Do not tilt.



Do not shear.



Do Not Alter Logo

Do not change proportions of elements.



Do not change elements' shapes.



Do not change the font.



Do not overlay text or images.

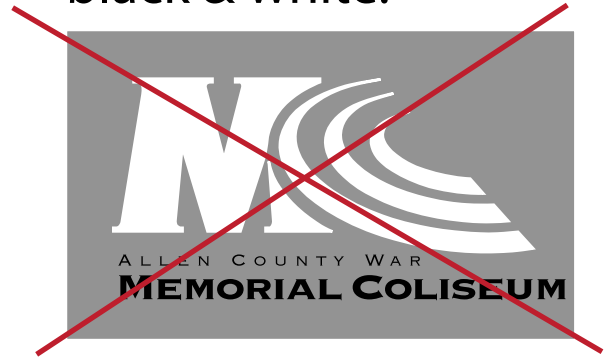


Do Not Alter Logo

Do not use just red.



Do not combine black & white.



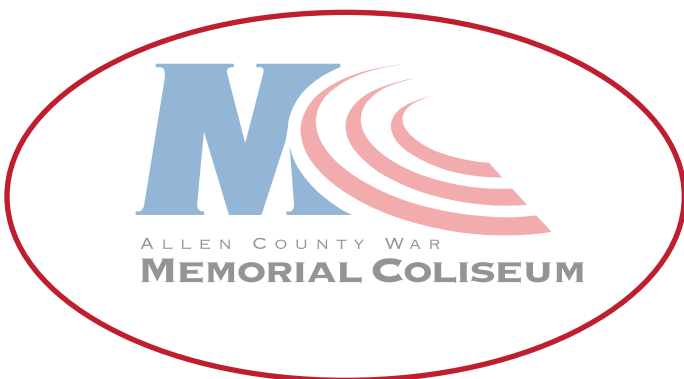
Do not use just blue.



Do not darken.



Lighten Logo OK



Do not outline or use filters.



Do Not Alter Logo

Do not clip logo.



Do not flip logo.



Do not create or use similar logo.



Minimum Spacing Around Logo

Do not place text or images within the minimum spacing requirement.



For Shortform Logo:
1/8th Width &
Height of Logo



For Longform Logo:
Height & Width of the first 'M' in Memorial

