

Identity & Logo

USAGE GUIDELINES



Primary Logo



Secondary Logo



Historic Banner Logo



White Out



Logo Sizes

Primary & Secondary Logos

The relationship between the graphical element of the townscape and the lettermark should remain proportional and aligned.



30mm



No maximum size



30mm



No maximum size

Historic Banner Logo



46mm



No maximum size

Logo Sizes Continued

Primary & Secondary Logos - Minimum Detail

The graphical element can be used on its own if the real estate of the page necessitates.



30mm



30mm

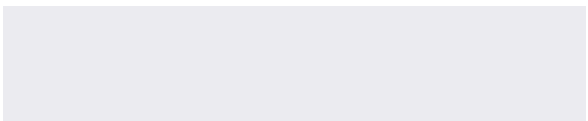


No maximum size



No maximum size

Graphical Element Watermark



PENNSYLVANIA DOWNTOWN CENTER

Primary & Secondary Logos
Tint Set at 5%
C= 100 M=93 Y=33 K=33

Exclusion Zone

The “exclusion zone” refers to an area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the “exclusion zone” is equal to that of the cap height of “PENNSYLVANIA.”



Incorrect Logo Use



DO NOT change the type spacing of the logo.



DO NOT change the relative sizes of the logo elements.



DO NOT place the logo at an angle.



DO NOT change the fonts of the logo.



DO NOT distort the logo elements.



DO NOT change the logo colors.

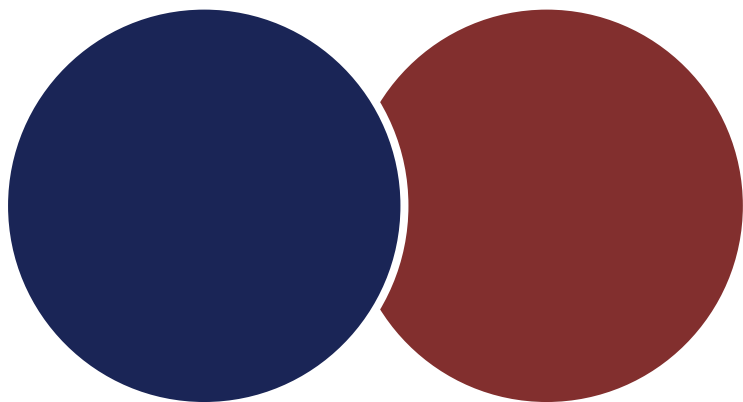
Typography

The appearance and tone of printed communications are greatly influenced by the choice of typefaces that convey their messages. For this reason, Adobe Garamond Pro is the primary typeface that should be used when producing printed communications bearing the Pennsylvania Downtown Center identity. ***Download the font here.***

Adobe Garamond Pro
Adobe Garamond Pro
Adobe Garamond Pro
Adobe Garamond Pro

For headlines and bold titles, Trend Sans may be used in all caps.
Download the font here.

TREND SANS



Color Palette

PROCESS COLOR

Navy Blue C=100 M=93 Y=33 K=33

Brick Red C=31 M=87 Y=77 K=34

RGB COLOR/HEX

Navy Blue R=29 G=39 B=87 # 1C2757

Brick Red R=130 G=48 B=48 # 82312F

PMS Color

Coated Paper

Navy Blue PMS 2767C

Brick Red PMS 195C

Uncoated Paper

Navy Blue PMS 2767U

Brick Red PMS 194U



PENNSYLVANIA
Downtown Center
• Since 1987 •



Helping *you* make *your* town a better place.
padowntown.org