

# Identity & Logo

# USAGE GUIDELINES

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# Primary Logo

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# Secondary Logo

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# Historic Banner Logo

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# White Out

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# Logo Sizes

## Primary & Secondary Logos

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



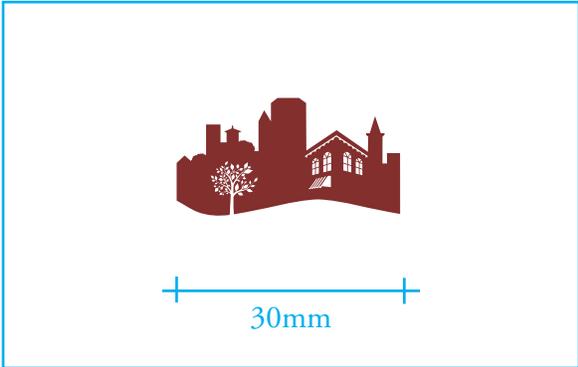
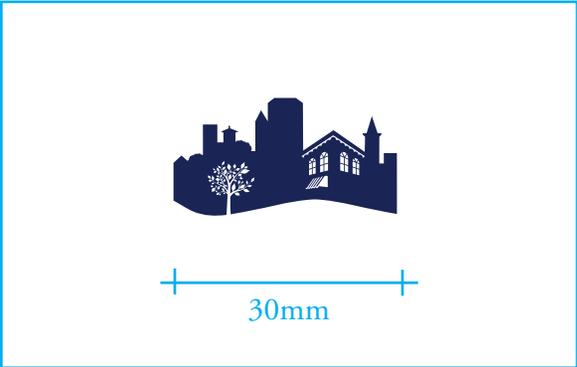
## Historic Banner Logo



# Logo Sizes Continued

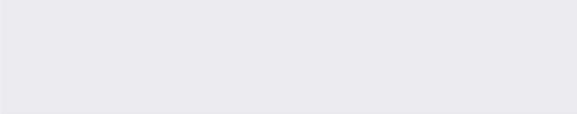
**Primary & Secondary Logos -  
Minimum Detail**

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



# Graphical Element Watermark

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**Primary & Secondary Logos**

Tint Set at 5%

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

PENNSYLVANIA DOWNTOWN CENTER

# Exclusion Zone

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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

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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

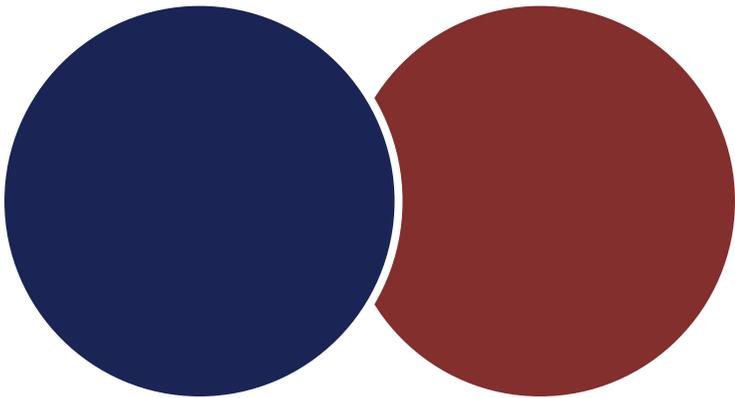
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The appearance and tone of printed communications are greatly influenced by the choice of typefaces that convey their messages. For this reason, Adobe Garamond Pro is the primary typeface that should be used when producing printed communications bearing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

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### 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](http://padowntown.org)