

LOGO USAGE GUIDELINES



PRIMARY LOGO

The primary, or horizontal, logo is to be used on most communications when space allows.

Minimum height: 0.375 inch



SECONDARY LOGO

The secondary, or stacked, logo is to be used when space is limited.

Minimum height: 0.5 inch



NATIONAL TOUR LOGO

This logo is to be used on communications promoting the CVB at national trade shows. This logo provides a visual reference for the region the CVB represents within the state of Illinois.

Minimum height: 0.375 inch

CLEAR SPACE

Clear space is the area surrounding the logo that must be kept clear of text, graphics, and the trim edge of the page. The clear space ("x") is equal to the height of the lower case letters of the logotype.



COLOR PALETTE



PMS 288 C
PMS 288 U

PROCESS

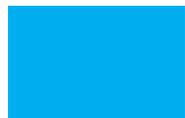
C 100
M 67
Y 0
K 23

RGB

R 0
G 71
B 133

HEX/WEB SAFE

004785



Process Cyan C
Process Cyan U

C 100
M 0
Y 0
K 0

R 0
G 174
B 239

0099FE



PMS 7408 C
PMS 7408 U

C 0
M 30
Y 95
K 0

R 255
G 194
B 34

FFCC32

LOGO USE

Color

The preferred use of the logo is 3-color.



Black

The logo can appear as black and white.



Reversed out

The logo can appear reversed out of black or another color.



IMPROPER LOGO USE

- DO NOT stretch or distort the logotype or graphic elements
- DO NOT change the color of the logotype or its elements
- DO NOT change the size relationship between the logotype and elements

LOGO ELEMENTS

The logo elements – sun, water, and state of Illinois – may be used for visual interest, emphasis or to add dynamics to materials promoting Heritage Corridor Convention & Visitors Bureau. They may be used in their original colors, a screen of the original color, black or white.



FONTS

Primary Font: Agenda

Usage: Print materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font: Trebuchet

Usage: Print materials, on-screen presentations, and website

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEBSITE

The following is the proper use of the website URL. Please use capitalization as indicated. The website URL must be appropriately colored – using a representative color from the color palette or black and white – for maximum readability and contrast.

www.HeritageCorridorCVB.com



For information, please contact
Heritage Corridor Convention & Visitors Bureau
at 800-926-CANAL (2262).

