CITY OF POWELL

BRAND GUIDELINES

MARCH 2019

Color Logo

STACKED VERSION

HORIZONTAL VERSION

- Logo should be used with the all elements and colors exactly as shown in these samples.
- Never rearrange or delete individual elements.
- Never substitute, add or rearrange the colors of the logo.
- Logo should always be scaled proportionately and never stretched disproportionately.
- **All applications of this logo should be approved by Megan Canavan 614.885.5380 ext. 1022, or mcanavan@cityofpowell.us**

- Full color logo should be used on a white or light colored background only.
- Logo should always convert to white when used on a dark background.
- Never place full color logo on a photograph or busy background.

Black & White Logo

STACKED VERSION

HORIZONTAL VERSION

- Logo should be used with the all elements exactly as shown in these samples.
- Never rearrange or delete individual elements.
- Logo should always be scaled proportionately and never stretched disproportionately.
- **All applications of this logo should be approved by Megan Canavan 614.885.5380 ext. 1022, or mcanavan@cityofpowell.us**

- Black logo should be used on a white or light colored background only.
- Logo should always convert to white when used on a dark background.

Brand Colors

MAIN PALETTE

Pantone 654
CMYK: 100 / 84 / 31 / 17

Pantone 723
CMYK: 24 / 63 / 100 / 0

Pantone 102
CMYK: 5 / 5 / 100 / 0

Warm Gray 11
CMYK: 53 / 53 / 59 / 24

Pantone 5807
CMYK: 19 / 11 / 37 / 0

SECONDARY PALETTE (Parks And Rec Programs)

Pantone 306
CMYK: 81 / 4 / 5 / 0

Pantone 166
CMYK: 0 / 64 / 100 / 0

Pantone 109
CMYK: 0 / 16 / 100 / 0

Pantone 2405
CMYK: 32 / 100 / 0 / 0

Pantone 390
CMYK: 21 / 0 / 100 / 8

Brand Fonts

Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Blackjack Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

For email and other electronic communications please use:

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested Usage

SIGNAGE AND BANNERS

LOGO MERCHANDISE

FLEET GRAPHICS