



STYLE GUIDE

This Style Guide will provide direction for the approved use of the logos, fonts and colors for all artwork used to represent the City of Crescent. Deviations from these guidelines must be approved in writing by the City Manager.

Primary Logo Design

The primary logo design should be used on all colored backgrounds. If used on black background a white border the width of the outer black band must be provided around the outside of the image.



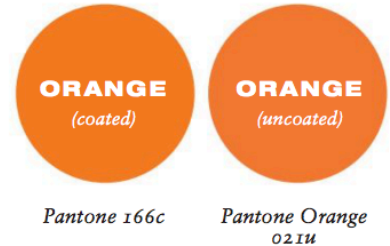
Secondary Logo Design

The secondary logo design should be used on white backgrounds, including letterhead.



Colors

Black and white are process colors. Orange when coated should be Pantone 166c. When uncoated use Pantone Orange 021u. Process and RGB color equivalents can be determined from this chart.



Fonts

Fonts used in artwork incorporating the City of Crescent logos should be sans serif fonts Calibri.

FOUR-COLOR PROCESS			
C	0%	C	0%
M	64%	M	65%
Y	100%	Y	90%
K	0%	K	0%
RGB COLOR			
R	229	R	255
G	83	G	124
B	3	B	25

Artwork

Artwork and current style guide can be downloaded at: www.cityofcrescent.com/artwork