



Logo Style Guide

Neat, Trim, Smart



GRAPHICS STANDARDS

The logo consists of two main elements.

The first element includes the three primary icons, which reflect specific characteristics of downtown Adrian. The first icon is the coffee cup, which symbolizes dining. The second icon is the masks and reflects the arts. The third icon is a building facade, which reflects the architecture found downtown. These three icons must remain together in this order for all business identity materials. For certain materials, such as newsletters and brochures, these icons may be interchanged with the following two icons:



The shopping bag icon indicates the retail aspect of downtown, while the artist's palette icon, like the masks, reflects the arts. The second element would be the name, which is who we are. The name is written large, but not done in a way that it would overpower the icons. It incorporates the maple leaf, which is a common symbol for the city of Adrian.

CORRECT USAGE

Black and white Logo



This Shows how the logo is unrestricted and can be reproduced in any medium desired

Two Color Logo



The logo is limited to two colors. This is because of the intricate graphic elements. It also works inverted.

INCORRECT USAGE

Black and white Logo



This Shows how the logo is not legible if on a surface that is close to the logo color

Positioned Incorrectly



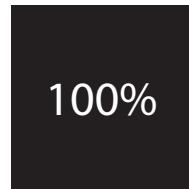
The logo should never be repositioned, it becomes difficult to read.

Logo on a background



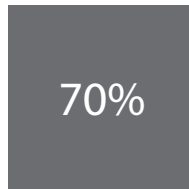
LOGO COLOR SWATCHES

Grayscale



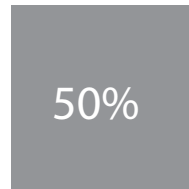
100%

C: 17
M: 100
Y: 90
K: 7



70%

R: 190
G: 32
B: 46

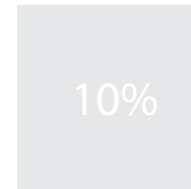


50%

Web Safe
#BE202E



30%



10%



C: 17
M: 100
Y: 90
K: 7



R: 190
G: 32
B: 46



Web Safe
#BE202E

FONTS

Font Type : Plantin Std

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Font Style: Regular | Font Size: 24 pt.

Font Type : Plantin Std

*a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

Font Style: Bold Italic | Font Size: 24 pt.

Font Type: DIN 1451 Std Engschrift

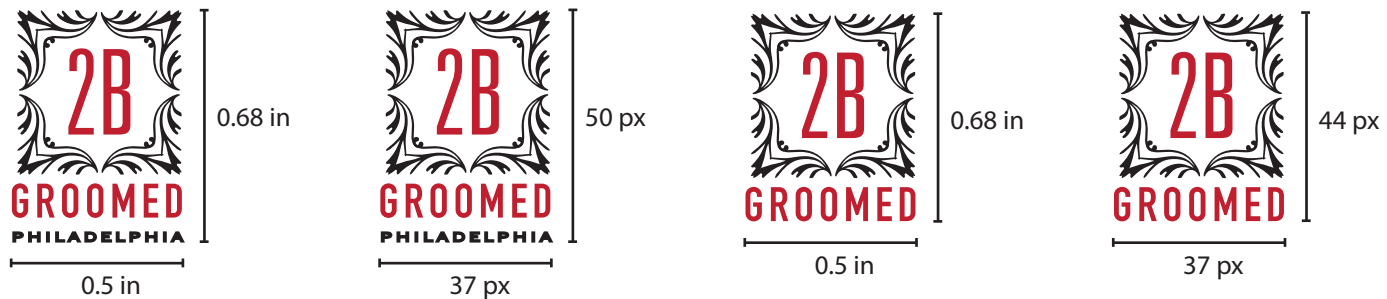
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Font Style: Regular | Font Size: 24 pt.

LOGO SIZE AND POSITION



* This is to scale, the logo does not have limitation to how large it can Exceed



* This is NOT to scale, the logo can not be any smaller then these dimentios

TAGELINE

Tagline Color Options

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