

logo usage guide

welcome to
greater **reno-tahoe**



SM

LOGO COLOR VARIATIONS



1-Color PMS: *Green*-PMS 382U
CMYK: *Green*-39C, 0M, 100Y, 0K
Web-safe: *Green*-Hex 99CC00
RGB: *Green*-153R 204G 0B



1-Color PMS: *Orange*-PMS 130U
CMYK: 0C, 30M, 100Y, 0K
RGB: 253R 185G 19B
Web-safe: Hex FF9900



1-Color PMS: *Blue*-PMS 307U
CMYK: 100C, 16M, 0Y, 27K
RGB: 0R 120G 174B
Web-safe: Hex 006699



1-Color PMS: *Red*-PMS 173U
CMYK: 0C, 69M, 100Y, 4K
RGB: 232R 108G 31B
Web-safe: Hex FF6633



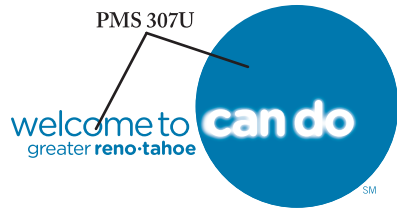
Grayscale: "welcome to" and "greater reno-tahoe"
type-45K, circle shape-45K

LOGO USAGE GUIDELINES

Logo usage **do's**:



DO use the logo in color when placed over a darker or contrasting background.



DO provide exact PMS callouts for 1-color applications such as stationery, embroidery or screen printing.



DO nest the logo in the bottom-right corner of materials where appropriate.



DO use the "partner logo" when combined with your organization's marketing (see pg. 4)

Logo usage **don'ts**:



DO NOT use the logo in an unapproved color.



DO NOT change the typeface in the logo.



DO NOT reorder the elements of the logo.



DO NOT add any other element to the logo.

REGIONAL PARTNER LOGO USAGE



Step 1: Download the GRT partner logo from greaterrenotahoe.com. EPS, GIF and JPEG formats are available.



Step 2: Open the partner logo in your image editing software – Adobe Illustrator or Photoshop are recommended.



Step 3: Using a suitable sans-serif typeface such as Arial or Helvetica, add the name of your organization to the capsule at the bottom of the logo. Center the type horizontally and vertically in the capsule. Use two lines if necessary.



Note: When using the partner logo in your company or organization's marketing materials, place it in a conspicuous location in conjunction with your logo. The partner logo can be secondary to your company or organization's logo, but should be legible (see example at left).