



## LOGO + BRAND GUIDELINES

### 175th Celebration

*For more information regarding the 175th Celebration, please contact:  
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## LOGO + BRAND GUIDELINES

### 175th Celebration

## OUR BRAND

It is important that we all tell the same story about the 175th Celebration of the City of Corsicana and brand our businesses cohesively. This will help distinguish brand awareness and keep the quality and representation of the overall initiative consistent.

When using the celebratory logo, merchants will bring awareness and encourage involvement in the festivities planned throughout the year.

### 175th Annual Celebration

The Tourism and Parks offices are collaborating to plan a memorable, yearlong celebration to honor the City of Corsicana. Through this celebration, we will remember our past, honor our leaders and celebrate the future of our community.





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### 175th Celebration

## LOGO

### DIGITAL

Email signatures, social media graphics, website click through images, billboards.

### PRINT

Brochures, flyers, posters, t-shirts, other marketing collateral as needed.





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## CLEAR SPACE

The logo must have a clear amount of space on all sides, no matter where it is used. This will ensure the logo maximizes visibility and impact. The logo must never be placed too close to the edge of a document.





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## DO NOT

It is imperative that a logo is presented consistently, clearly and correctly. There are a few rules to keep in mind when using the 175th Celebration logo:

**DO NOT** stretch or distort the logo

**DO NOT** rotate the logo

**DO NOT** place the logo on patterns or full color bold pictures

**DO NOT** alter the placement of the parts of the logo

**DO NOT** resize parts of the logo

**DO NOT** omit parts of the logo

*Be consistent. Place the logo on a white background.*

Make sure the logo has enough space around it so that it is legible. Do not place other elements within the "clear space." Use approved logo files as they are provided; do not alter them in any way.



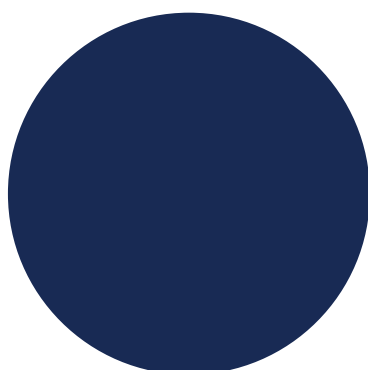


## LOGO + BRAND GUIDELINES

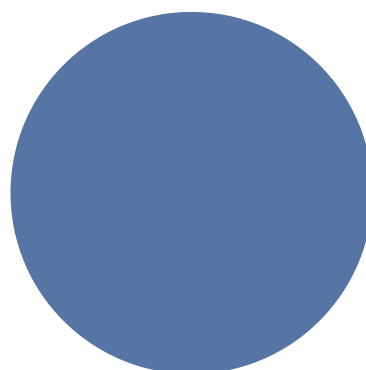
### 175th Celebration

## COLORS

### MAIN COLORS



RGB - 182A54  
CMYK - 100.87.40.36  
HEX - 002554  
PMS - 655 C



RGB - 5674A4  
CMYK - 71.51.16.2  
HEX - 5974a3  
PMS - 7684 U





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### 175th Celebration

# TYPOGRAPHY

## DM Sans

*Character Spacing: 0 or 148*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Open Sans

*Character Spacing: 0 or 86*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Open Sans Light

*Character Spacing: 0 or 73*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Gardensia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Open Sans is the primary font to be used on the standard body text on brochures and all forms of correspondence - 0 character spacing. DM Sans is to be used for titles and to bold important information. Alternative fonts: Open Sans Light + Gardensia.