



Lincoln Parks & Recreation Style Guide

Graphic Guidelines



THE LOGO



THE FONTS



THE COLORS

THE LOGO

VARIATIONS

The logo may be varied as in the samples on this page. It works equally well in black and white, or reverse. If logo is used over a photograph or colored background, the logo should be white with a transparent background.

Full Color

■ CMYK 45/0/100/24

■ CMYK 0/17/50/65

■ RGB 120/162/46

■ RGB 118/100/65



2 Color (spot)

■ Pantone 377 C

■ Pantone 7532 C



1 Color

■ Black

or

■ Pantone 377 C



Reverse Logo

For logos on a dark background or over a photo when needed.



THE LOGO

COLORS

Two colors are used including PMS 377 (green) and PMS 7532 (brown). "Lincoln Parks" is green and "Recreation" is brown. Whenever possible, use logo in full color. Web site can be in brown or green.

CMYK - 4 color process printing

Green - CMYK 45/0/100/24

Brown - CMYK 0/17/50/65

RGB - electronic uses

Green - RGB 120/162/46

Brown - RGB 118/100/65

Spot Color - (1 or 2 color printing)

Green - Pantone 377 C

Brown - Pantone 7532 C

HEX - web uses

Green - #72A22E

Brown - #766341

FONT

The font is Myriad Pro Semibold.

INCORRECT USES

Do not stretch or skew the proportions



Do not place a border or frame around the logo



Do not print unauthorized colors



Do not add shadows or embossing.

