

# City of Luna Pier Standards for Logo: Colors, Fonts, & Usage

The City of Luna Pier logo is a unique representation of our community. Consistent use of the logo is important to the city's image and reputation. Please use the logo as is following the use guidelines described below without changing any of the elements or their relationship to each other. Remaining consistently fixed and proportionate is key to brand recognition and impression. Scaling should always be done proportionately.

Primary version of the city logo.



Font:  
Century Gothic Bold

Color versions are available as CMYK or PMS for color printing and RGB for online use.

Typography  
The typeface in the city logo is a modified version of Century Gothic - Bold

Alternate versions of the city logo to be used on giveaway items, printed banners, or online ad-type banners or related to fit space constraints



# City of Luna Pier

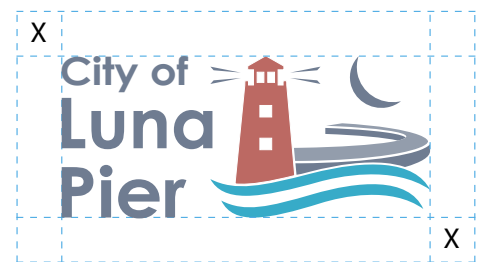


Minimum white space margin around logo is an important consideration for clarity and determined from the top of upper window to bottom of lower window



X = Clear Space dimension using height of windows as shown

Minimum height of logo is 5/16 of an inch



## COLOR CHART

				Lighthouse		
Dark Greys/Text	CMYK	RGB	PMS	CMYK	RGB	PMS
	23	112	P174-8 C	0	108	7523 C
	14	124		44	105	
	0	145		47	99	
	43			26		
				Water		
Light Greys	CMYK	RGB	PMS	CMYK	RGB	PMS
	15	147	P174-4 C	73	55	P119-5 C
	9	157		15	171	
	0	172		0	200	
	33			22		

Minimum height



# City of Luna Pier Standards for Logo: Additional Use

For signage like that of city vehicles or similar, color or otherwise, the guidelines below should help any print house follow the intent.

Primary version of the city logo used for Vehicle Signage.

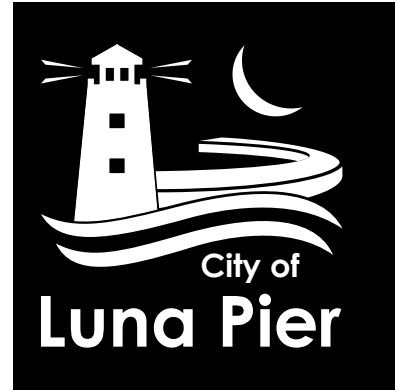
Signs should be vinyl adhesive or magnetic on a white background with sharp or rounded corners



X = Minimum Clear Space dimension for signage using spacing between windows as shown

Where color is not appropriate, black & white versions may be employed

Reversed versions use the same minimum white space rules



City of Luna Pier

