



## LOGO USAGE & STYLE GUIDE



# LOGO

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## PROPER USE



STANDARD LOGO. FOR USE ON LIGHT COLORED BACKGROUNDS.



DO NOT STRETCH THE LOGO VERTICALLY OR HORIZONTALLY.



DO NOT CHANGE THE COLORS OF THE LOGO,  
EVEN WITH BRAND COLORS



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT USE THE WRONG COLOR VERSION IN REGARDS TO BACKGROUND

# LOGO VARIATIONS



STANDARD LOGO FOR USE ON LIGHT COLORED BACKGROUNDS



STANDARD LOGO FOR USE ON DARK COLORED BACKGROUNDS



STANDARD VERTICAL LOGO FOR USE ON LIGHT COLORED BACKGROUNDS



STANDARD VERTICAL LOGO FOR USE ON DARK COLORED BACKGROUNDS



HORIZONTAL LOGO OPTION FOR USE ON LIGHT COLORED BACKGROUNDS



HORIZONTAL LOGO OPTION FOR USE ON LIGHT COLORED BACKGROUNDS

# STYLE COLOR



PANTONE 4625 C

111 148 61  
R G B

61 24 100 6  
C M Y K

HEX #6F943D



PANTONE 1545 C

25 51 25  
R G B

82 56 70 65  
C M Y K

HEX #193319



PANTONE 2318 C

252 200 99  
R G B

1 23 71 0  
C M Y K

HEX #FCC863



PANTONE 725 C

25 51 25  
R G B

82 56 70 65  
C M Y K

HEX #193319



PANTONE 464 C

111 148 61  
R G B

61 24 100 6  
C M Y K

HEX #6F943D



PANTONE 2727 C

252 200 99  
R G B

1 23 71 0  
C M Y K

HEX #FCC863



PANTONE CG 10 C

83 87 90  
R G B

66 56 53 29  
C M Y K

HEX #535659

# STYLE FONT

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

TRAJAN PRO REGULAR

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

AVENIR NEXT REGULAR

# LOGOS DOWNLOAD

DOWNLOAD LOGO FILES AT [ROYALGORGERECTION.COM/MEDIA-AND-PR/](https://royalgorgeregion.com/media-and-pr/).  
DON'T SEE THE VERSION YOU NEED? CONTACT US BELOW.

# CONTACT STILL HAVE QUESTIONS?

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