BRAND GUIDELINES FOR

ECONOMIC DEVELOPMENT ALLIANCE
OF LINCOLN COUNTY

This document is to provide you with guidelines to follow for correct usage of the new Economic Development Alliance of Lincoln County identity including the mark, logotypes and related graphical elements.

These standards have been established to ensure that all of our communications reflect the same high standard of quality, attention to detail and consistency that characterize Economic Development Alliance of Lincoln County. Used correctly and consistently, the Economic Development Alliance of Lincoln County identity is a powerful asset that directly supports our vision.

It helps communicate who we are, what we do and how well we do it - all critical elements that shape the positive image of the Economic Development Alliance of Lincoln County.

Economic Development Alliance of Lincoln County retains all ownership rights associated with the mark and logotypes depicted in this publication. The standards defined herein require strict adherence regardless of where the mark or logotype is produced or the source the funding.

Please review this information thoroughly and refer to it often.

NOTE: Any materials created with the Economic Development Alliance of Lincoln County mark, logotype or any other reference to Economic Development Alliance of Lincoln County must be approved by corporate marketing prior to production.

NOTES: For further information and additional reproductive artwork for logo files, please contact paul@businesslincolncounty.com

LOGO

CMYK / RGB: Whenever possible the logo should be reproducedusing the full color artwork.

COLORS

CMYK: 78, 21, 28, 25
HEX: #157D8D
RGB: 21, 125, 141

CMYK: 75, 5, 48, 10
HEX: #1EA18F
RGB: 30, 161, 143

CMYK: 6, 26, 100, 0
HEX: #F0BB1B
RGB: 240, 187, 27

CMYK: 62, 17, 22, 20
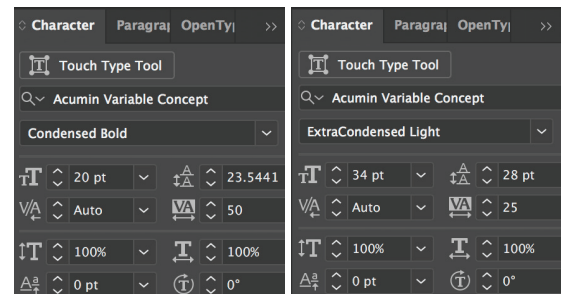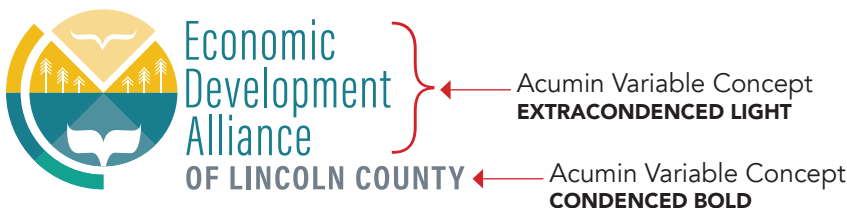HEX: #4f8f9e
RGB: 79, 143, 158

CMYK: 33, 18, 13, 40
HEX: #72808A
RGB: 114, 128, 138

CMYK: 3, 13, 50, 0
HEX: #f6d891
RGB: 247, 217, 145

TYPOGRAPHY

Acumin Variable Concept
EXTRACONDENCED LIGHT

Acumin Variable Concept
CONDENCED BOLD

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SAFE ZONE - CLEARENCE ZONE

To preserve the signature's integrity and visibility, there must **ALWAYS** be sufficient space surrounding the logo. This clear space isolates the logo from the cometing graphic elements such as other logos, copy, photography, or background patterns that may interfere or divert attention away from the identitiy/brand. **The minimum clear space / safe zone around the logo is equal to the height of the top triangle piece of pie.**

The minimum clear space / safe zone when using just the TEXT version of the logo is equal to the height of the top of the "E" to the bottom of the "D" as shown here.

FOR QUESTIONS REGARDING GRAPHIC STANDARDS, PLEASE CONTACT:

Paul Schuytema, Executive Director

**ECONOMIC DEVELOPMENT ALLIANCE
OF LINCOLN COUNTY**

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