



**celebrate** erie

**logo** guide

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# general regulations

Here are some general guidelines for using the CelebrateErie brand assets in practice. Use the logos, colors, typefaces, and approved artwork found in the following pages. Please refrain from manipulating or recreating any the approved brand artwork. Always feel free to reach out to the CelebrateErie team if you have any questions.

## the do's

Do follow all guidelines and utilize all resources and approved assets.

Do respect the original arrangement, spacing, colors with all brand assets so they are displayed consistently and uniformly.

Do maintain the shape, structure, and integrity of each brand asset.

Do use assets at recommended sizes and ensure when used small they are clear and legible.

Do reach out to the CelebrateErie team or FAQ section if you have any questions or uncertainty about how to best utilize our brand assets.

## the do not's

Do not modify or attempt to recreate any CelebrateErie brand assets in any way.

Do not use any brand assets sourced from anywhere except approved the brand guidelines library downloads section.

Do not use the CelebrateErie brand, logo, or brand partnerships to represent anything that contradicts our brand values.

Do not use the CelebrateErie logo in place of CelebrateErie in a sentence.

Do not use the CelebrateErie logo in any way that makes it disproportionately large or overly prominent on the page. Our logo speaks volumes at the appropriate size.

# logo introduction



Our logo is our flag. It represents us. And when we use it the right way, people can spot us at a glance. Our logo is one of vibrancy and excitement. Full of color and energy. We designed this mark in an abstract way so that each person can see themselves or how they see our wonderful city.

For one thing, you may look at this and see Erie County. It is in fact an abstract outline of our county, which is a literal way of showing that this festival is about our region.

Also, it's a mosaic, a number of parts come together to build the whole, which is emblematic of the things that make our community great. People have moved and settled here for over 200+ years, and the people here are all different. But together, they're what makes our community great and worth celebrating.

You may look at this and see a sailboat. If that's what you see, excellent. Erie's rich maritime heritage are part of what makes Erie such an exciting destination. And it's impossible to think of Erie without thinking of its eponymous lake, the eleventh largest lake in the world!

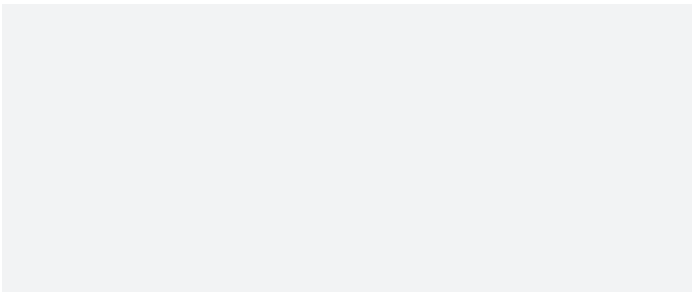
Maybe you look at this and you see different color spotlights. This evokes the feelings of the festival and the energy at the main stage when the headliner comes out in front of thousands of screaming fans.

Whatever you see in our logo, we hope that it evokes a sense of excitement and inspiration. After all, CelebrateErie is a festival to celebrate our diverse and vibrant city. Our hope is that this brand will reinforce those characteristics and inspire you to tell a story.

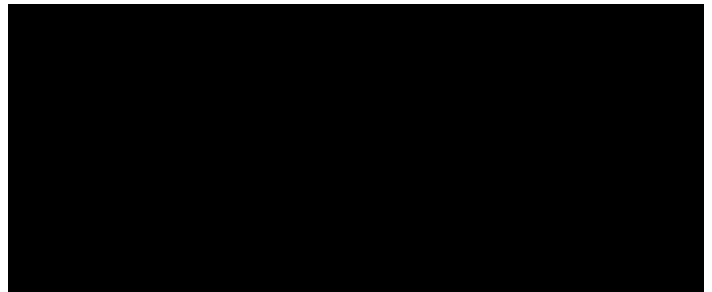
# horizontal logo

The horizontal logo is the preferred version for the brand and should be used where applicable. Especially in cases where vertical space is limited.

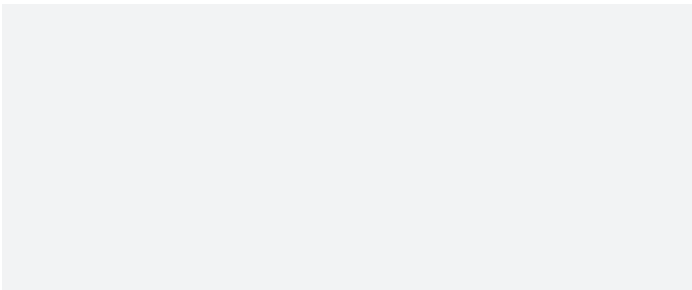
## **Six-color** | Light Background



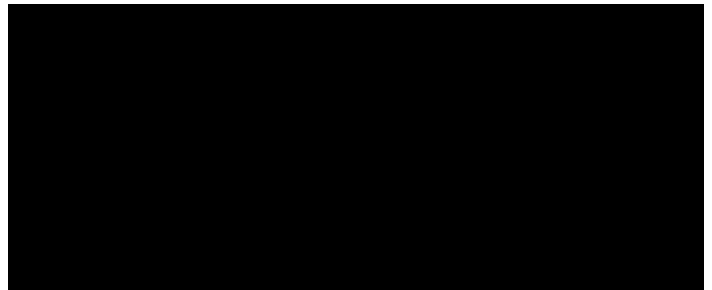
## **Five-color** | Dark Background



## **One-color** | Light Background



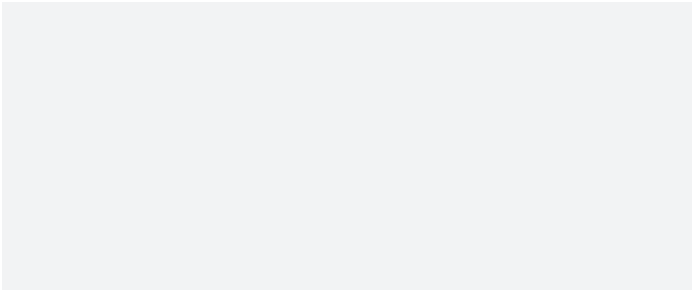
## **One-color** | Dark Background



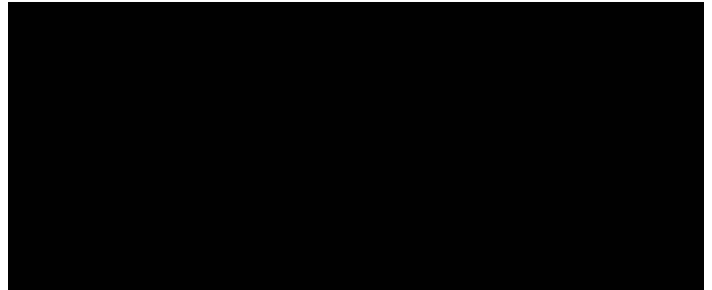
# vertical logo

The vertical logo is the secondary version for the brand and should be used where applicable. Especially in cases where vertical space is excessive or best utilizes the logo.

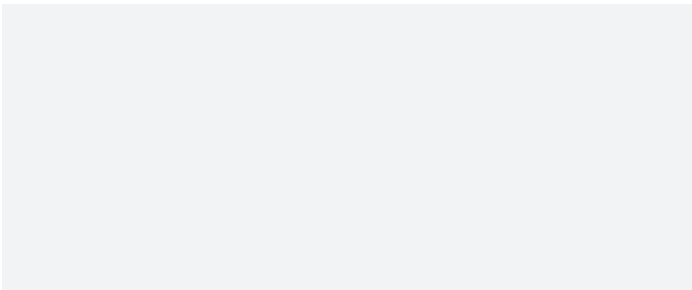
## **Six-color** | Light Background



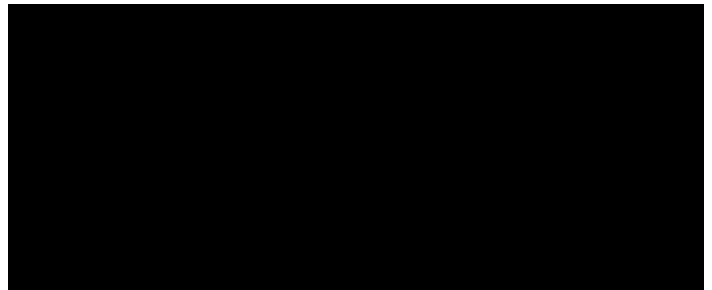
## **Five-color** | Dark Background



## **One-color** | Light Background



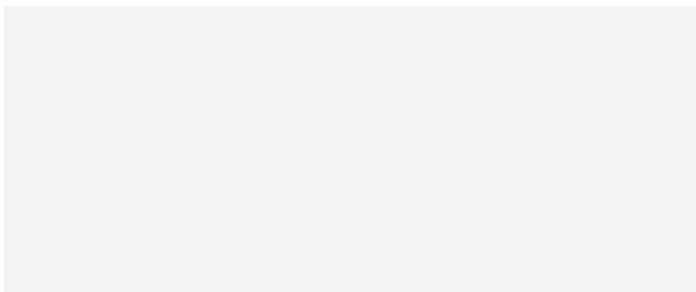
## **One-color** | Dark Background



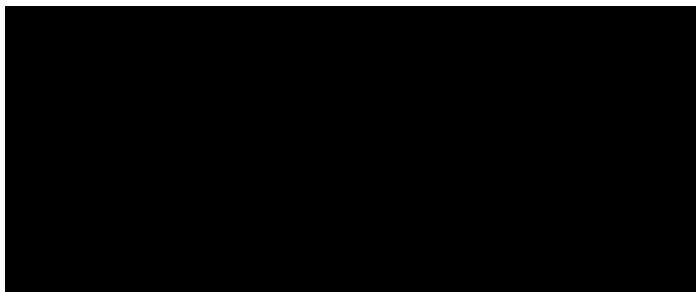
# logo mark

The logo mark is voice of the brand but should only be used with explicit agreement with the CelebrateErie team under certain circumstances.

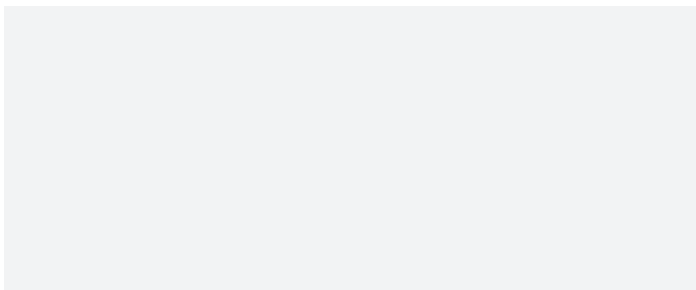
## **Five-color** | Light Background



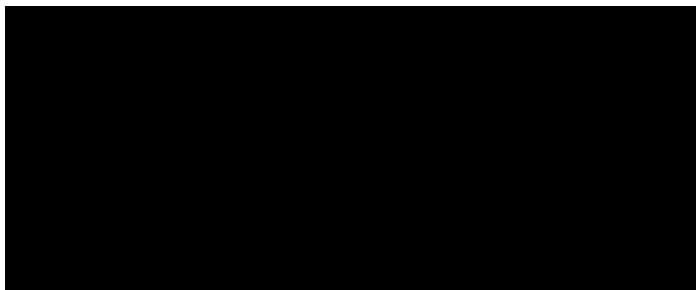
## **Five-color** | Dark Background



## **One-color** | Light Background



## **One-color** | Dark Background



# logo regulations

## clear space

To ensure our logo maintains legibility and integrity, always preserve a minimum clear between the logo and other elements.



## minimum size

Our logo is bold enough to be legible at even small sizes, but it should never appear smaller than the minimum size shown here for screen and print.



## scaling proportionately

The proportions of the logo should never be altered. To resize an approved logo or other asset from our library hold down the shift key when scaling to maintain the correct proportions.



## co-branding

When placing our logo next to other logos in horizontal or vertical orientation attempt to make all logos appear visually equivalent, with appropriate and visually consistent spacing.





# logo regulations

## improper logo usage

Never alter or manipulate our logo in any way. Only use approved brand assets in all cases.

Never attempt to use a different typeface within a black box. Don't add shadows or any other effects to the logo.

Never skew the logo at an angle, stretch or compress the logo, or obscure the legibility of the logo in any way.

Do not use the primary positive logo on a dark background that obscures the legibility of the word-mark. Do not use the primary negative logo on light background that obscures the legibility of the word-mark. Do not use any version of the logo on an overly busy photographic background.



# color profiles



## **art** magenta

C = 0, M = 100, Y = 0, K = 0

R = 237, G = 37, B = 144

Hex = ff0099



## **food** gold

C = 0, M = 20, Y = 100, K = 0

R = 255, G = 203, B = 5

Hex = ffcc00



## **business** green

C = 70, M = 0, Y = 100, K = 0

R = 80, G = 184, B = 72

Hex = 66cc33



## **music** blue

C = 100, M = 5, Y = 0, K = 0

R = 36, G = 164, B = 222

Hex = 0099ff



## **culture** purple

C = 70, M = 100, Y = 0, K = 0

R = 111, G = 46, B = 143

Hex = 663399



## **wordmark** gray

C = 0, M = 0, Y = 0, K = 60

R = 128, G = 130, B = 133

Hex = 999999



## Proxima Nova Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789 ; ? , ! & @ ' ' " " « » % \* ^ # \$ £ € ¢ / ( ) [ ] { } . , ® ©

## Proxima Nova Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789 ; ? , ! & @ ' ' " " « » % \* ^ # \$ £ € ¢ / ( ) [ ] { } . , ® ©**

### text size sample

18 The beauty of type lies in its utility; prettiness without readability serves neither author nor reader.

14 The beauty of type lies in its utility; prettiness without readability serves neither author nor reader.

12 The beauty of type lies in its utility; prettiness without readability serves neither author nor reader.

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6 The beauty of type lies in its utility; prettiness without readability serves neither author nor reader.

**James Felici**

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**thank**you

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