Downtown Lansing Inc.

Contents

Maintaining the balance between high-level strategy and on-the-ground action is a delicate dance — and at Downtown Lansing Inc., we celebrate our place right in the middle of it. After all, we are by nature an organization with a dual role.

As the principal shopping district, we are beholden by ordinance to develop and promote economic activity in our community. As a proud Michigan Main Street community, it is our charge to maintain the culture, heritage, and vitality of our district. Thus, Downtown Lansing Inc. is uniquely positioned to cast a compelling vision but also get our hands dirty with the work it takes to see that vision through.

Our work is quite intentional — we empower, enable, and work alongside all stakeholders to nurture the health of Downtown Lansing while celebrating the heritage and uniqueness that our community offers. Consider us the bridge that connects the history and traditions of Downtown with a fresh, inclusive vision for the future. Think of us as the ultimate facilitators, armed with the tools you need to succeed as a community member, business owner, visitor, or investor.

Our mission is to strengthen and nurture the culture, health, and sustainability of our downtown district.

Our Vision

As Michigan's Downtown, Lansing is a thriving and inclusive district where community, commerce, arts, and entertainment come together to lead the way forward for our state.

We Value

● BELONGING
We are creating a culture where residents, neighbors, and visitors alike feel a sense of welcome, inclusion, and opportunity in Downtown Lansing.

● DIVERSITY
We are creating a culture where people of all social and ethnic backgrounds, genders, sexual orientations, interests, ideas, and abilities can coexist in an environment of respect and amicability.

● COMMUNITY
We are creating a culture where residents, business owners, volunteers, and city leaders work together to achieve common goals, championing the future of Downtown Lansing (and having a lot of fun in the process).

● PROSPERITY
We are creating a culture where our existing assets are strengthened and the future landscape is diversified, ensuring a thriving environment for every stakeholder.

● INVOLVEMENT
We are creating a culture where community members actively seek out opportunities to carry forward and sustain the vision of Downtown Lansing Inc. through volunteerism and ongoing acts of service.

Purpose

At Downtown Lansing Inc., we exist as the champion of vision and strategy for Downtown Lansing, while doing the work to see it through. Our objective is to preserve and protect the history and culture of Michigan's Downtown while illuminating the path forward to a dynamic and resplendent future.

Positioning/USP

Downtown Lansing Inc. is the driving force at the intersection of economic development, entrepreneurship, residential living, and community involvement in Downtown Lansing. Being the Principal Shopping District and a Michigan Main Street community, Downtown Lansing holds a distinctive position that enables us to foster growth through a combination of strategic policy–making and grassroots involvement.

Vibrant, Transformative, Diverse, Welcoming, Determined, Optimistic, and Audacious.

Target Audience

Downtown Lansing Inc. stands at the forefront of a visionary mission, dedicated to transforming Michigan's Downtown into a vibrant and inclusive experience for all who venture within its boundaries. As such, the organization serves a number of stakeholders:

- For **business owners and volunteers,** Downtown Lansing Inc. advocates for your involvement and growth, creating an ecosystem where businesses can thrive, where community ownership is nurtured, and where connections flourish.

- For **developers and investors,** we facilitate your ability to shape the physical landscape in a way that fosters inclusivity, sustainability, and progress.

- For our **city and state leadership,** we are partners who help craft a long–term vision while maintaining and supporting daily operations.

- And most importantly, for the **residents and visitors** who bring energy and vital human connection to our spaces, we serve as a guide, connector, cheerleader, and ally.

Elevator Pitch

Downtown Lansing Inc. is committed to promoting the culture and vitality of Michigan's Downtown. As champions for our district we work together with stakeholders by providing channels of open communication, tools to perpetuate our culture, and reliable information that strengthens community engagement. We're here to support and connect the community, whether it's coordinating events, securing grants, or simply fostering a strong sense of involvement.

Language and Usage Guidelines

Organization

- **Downtown Lansing Inc.** (no comma, period always there)

- **DLI** (no periods)

- A **Principal Shopping District** is the area within a city with specific boundaries where commercial activities and shopping are concentrated.

  - **Zone A** starts at the intersection of W. Shiawassee Street and N. Capitol Avenue, then goes east along Shiawassee Street, south along the Conrail right-of-way to E. Michigan Avenue, west along E. Michigan Avenue to S. Cedar Street, south to E. Kalamazoo Street, west to Museum Drive, northwest along Museum Drive to the north line of Impression Five Condominium, west to the center line of the Grand River, southeast along the Grand River to E. Kalamazoo Street, continuing along E. Kalamazoo Street to Grand Avenue, south to W. Lenawee Street, west to the west right-of-way line of S. Capitol Avenue, north to W. Washtenaw Street, west to Townsend Street, north to W. Allegan Street, east to S. Capitol Avenue, and finally, north back to the starting point.

  - **Zone B**, also known as Old Town, starts at the intersection of N. Washington Avenue and W. Grand River Avenue, then goes east along W. Grand River Avenue to Turner Street, north along Turner Street to Clinton Street, east along Clinton Street to Center Street, south along Center Street to Liberty Street, east along Liberty Street to N. Cedar Street, south along N. Cedar Street to E. Maple Street, west along E. Maple Street to the west right-of-way line of N. Washington Avenue, and finally, north along the N. Washington Avenue right-of-way line to the starting point

Language and Usage Guidelines

- **Zone C North** begins at the intersection of N. Capitol Avenue and W. Shiawassee Street, then heads north along N. Capitol Avenue to W. Saginaw Street. From there, it goes east along W. Saginaw Street to N. Washington Avenue, then north along N. Washington Avenue to E. Maple Street. Continuing east along E. Maple Street to N. Cedar Street, it proceeds north along N. Cedar Street to E. Grand River Avenue, then east along E. Grand River Avenue to N. Larch Street. Going south along N. Larch Street to E. Shiawassee Street, it then goes west along E. Shiawassee Street to complete the loop.

- **Zone C South** starts at the intersection of S. Capitol Avenue and W. Lenawee Street and moves east along W. Lenawee Street to Grand Avenue. Then, it goes north along Grand Avenue to E. Kalamazoo Street, east to the center of the Grand River, northwest along the Grand River to the north line of Impression Five Condominium, and east along the extended north line of Impression Five Condominium to Museum Drive. Continuing southeast along Museum Drive to E. Kalamazoo Street, it moves east along E. Kalamazoo Street to S. Cedar Street, then north along Cedar Street to E. Michigan Avenue. The boundary follows E. Michigan Avenue east to the Conrail right-of-way, south along the Conrail right-of-way to E. Michigan Avenue, and finally, west along E. Michigan Avenue to the east right-of-way line of S. Larch Street. Going south along S. Larch Street to E. Kalamazoo Street, it proceeds west along E. Kalamazoo Street to S. Larch Street, south to the north right-of-way line of St. Joseph Street (extended), then west along the extended right-of-way line of St. Joseph Street to the west right-of-way line of S. Capitol Avenue. Finally, it heads north along the S. Capitol Avenue right-of-way to complete the loop.

Language and Usage Guidelines

Locations and Nicknames

· **Michigan's Downtown:** Being that Downtown Lansing is the principal shopping district in the Capital City, we are known as Michigan's Downtown. This language will be woven into marketing, communications, and economic development.

· **The heart of the Capital City**

· Districts

  · **Social District:** Social Districts are designated areas in which community members can purchase adult beverages from participating businesses, then enjoy those beverages while walking around or relaxing outside within the district.

  · **Riverfront District**

  · **Museum District**

  · **Stadium District**

  · **Shopping District**

· Refer to page 38 for maps.

Downtown vs. downtown

· **Downtown:** Use this when referring to Downtown Lansing or Downtown Lansing Inc. brand, emphasizing the official and recognized nature of the downtown area.

  · Example: "Attend events and festivals in Downtown Lansing."

· **downtown:** Use this when referring to the downtown area, suitable for engaging with a local or community–focused audience.

  · Example: "Check out the local shopping and restaurants downtown."

Language and Usage Guidelines

- **Michigan Main Street** is a coordinating program affiliated with the National Main Street Center, Main Street America, assisting communities interested in revitalizing and preserving their traditional commercial districts.

- **GAMSA (Great American Main Street Award)** recognizes industry-leading national organizations for outstanding downtown revitalization efforts, demonstrating exemplary use of the Main Street Approach™ to lead community-based transformation strategies in downtown. DLI is a semifinalist for the 2024 award.

- A **Downtown Management Agency** is a civic organization or government entity dedicated to revitalizing and promoting economic development, urban planning, and community engagement in a city or town's central business district.

Language and Usage Guidelines

Proper Names of Committees + Short Descriptions

· The **Organization Committee** focuses on volunteer recruitment and retention, hosts an annual Awards Celebration honoring exceptional volunteers and businesses, drives fundraising efforts, manages regular communications through e-newsletters, crafts compelling narratives through storytelling, maintains an active presence on social media for community engagement, and conducts outreach to address the needs and aspirations of residents and businesses.

· The **Promotions Committee** plays a pivotal role in executing downtown marketing campaigns, focusing on branding and leveraging social media to enhance the visibility and appeal of our downtown community. They also organize signature events like Lansing Winterfest, Wine about Winter, Fall Fest, Forks & Corks, Summertime Social, Trick or Treat on the Square, and actively contribute to planning new awareness events for downtown.

· The **Business Development Committee** engages in efforts for business recruitment and retention. They administer small business grants and organize monthly Downtown Business Huddles. The committee incentivizes storefront improvements through facade/sign incentives and supports small businesses through the 'Match on Main' funding initiative. Additionally, they facilitate property listings and tours, explore pop-up spaces in collaboration with property owners, coordinate the New Business Support Team, and contribute to the implementation of Gift Certificate Systems, all aimed at strengthening and sustaining the downtown business community.

· The **Design/Public Spaces Committee** focuses on enhancing the downtown environment. In terms of design, they oversee the Streetscape Redesign Project. For activation, the committee manages the Reutter Park and Artery Alley Projects, along with organizing engaging walking tours. Beautification efforts include the Adopt-a-Spot initiative, Planting Days, and the installation of various art installations. The committee also plays a crucial role in grant approval, overseeing programs such as the Sidewalk Café Furniture Grant and the Sign Grant Program, contributing to the overall aesthetic and functionality of public spaces in downtown Lansing.

Language and Usage Guidelines

Adjacent Organizations

· **City of Lansing** (how DLI differs)

· **Choose Lansing** (no longer referred to as CVB)

· **Lansing Chamber**

Media Relations

· **About Downtown Lansing Inc.** Downtown Lansing Inc. is the downtown management agency and Main Street organization committed to strengthening and nurturing the culture, health, and sustainability of Downtown Lansing. Learn more at downtownlansing.org.

Events and Sub Brands

· **Kringle Holiday Market**

· **BLOCK:AID**

· **Forks & Corks**

· **Neighborhood Market Series at Reutter Park**

· **Trick or Treat on the Square**

· **Wine About Winter**

· **Downtown Lansing Business Huddle**

· **Lansing Winterfest**

· **Fall Cut Back and Clean Up**

· **Bunny Hop on the Square**

# Language and Usage Guidelines

Frequently Used Hashtags

· #LiftUpLocal

· #ShopLansing

· #LoveLansing

· #GrubLansing

Social Bio

Downtown Lansing is a thriving and inclusive district where commerce, arts, and entertainment come together. As a proud Michigan Main Street community, we exist to preserve and protect the history and culture of Michigan's Downtown.

Taglines & Messaging

· Innovate. Nurture. Connect. (I.N.C.)

· Vision. Values. Velocity.

· Inspire. Energize. Revitalize.

· Vision for the future. Strategy for today.

· Forging the future of Downtown Lansing.

· Cultivating the culture of Michigan's Downtown.
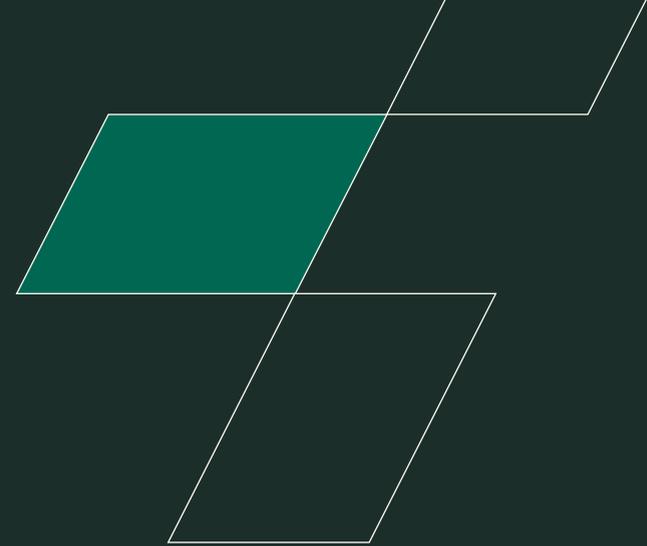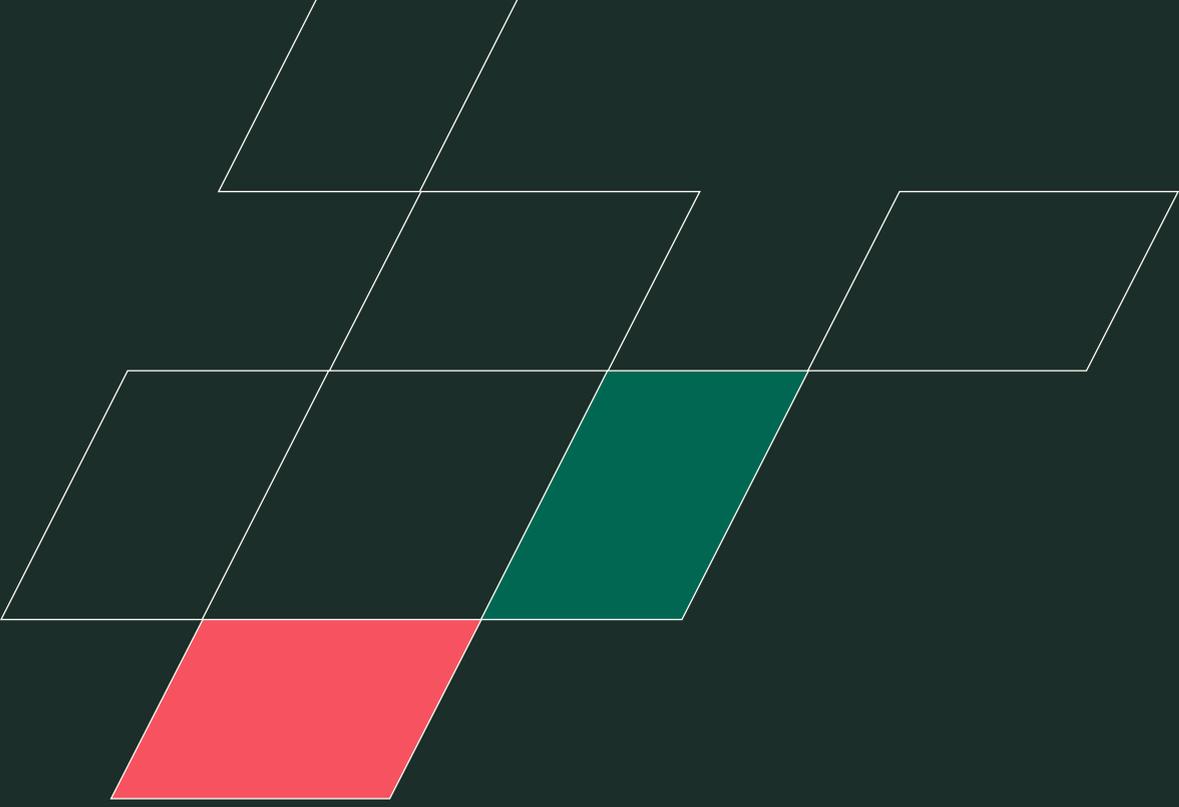
The Visual Brand
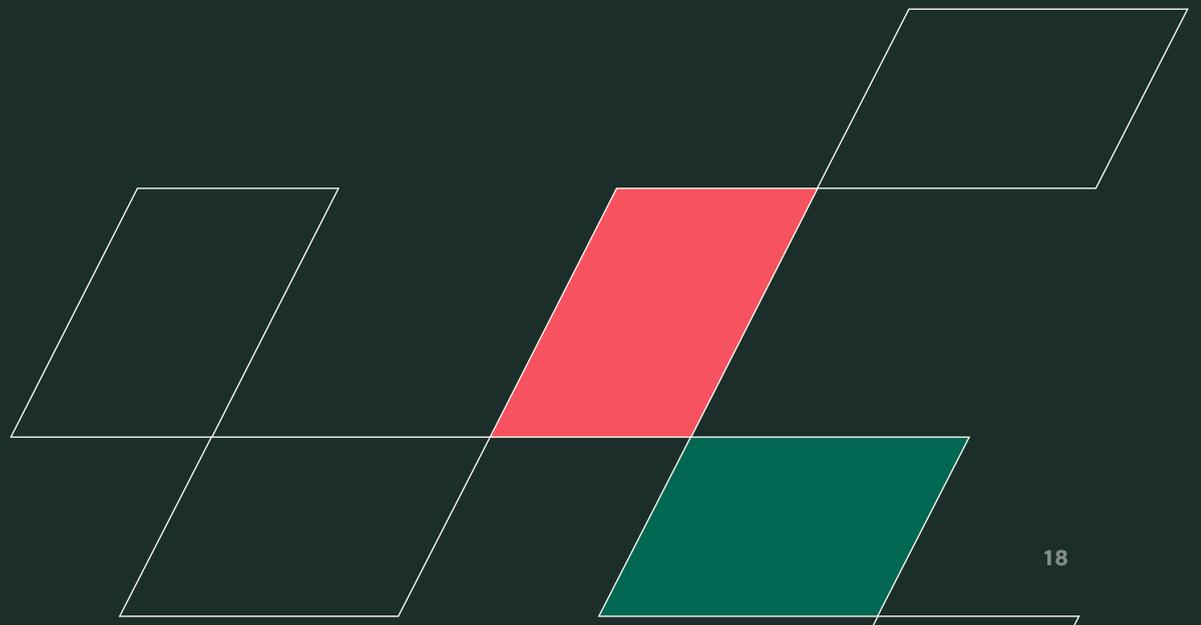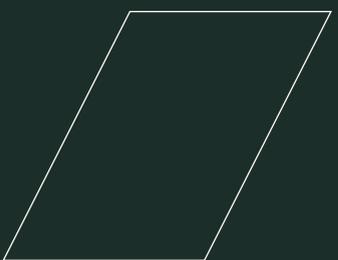
The Logo

The Downtown Lansing Inc. logo is comprised of two parts: the icon and the wordmark. These parts allow for flexible use of the logo as needed. The icon is an abstracted "L" accompanied by a contrasting-colored dot. The wordmark is set in the typeface Paralucent, with minor customizations.

The logo comes in Full Color, Reversed, and Black.

All logos are included in four different file types: PDF, SVG, EPS and PNG. For more information about when to use which format, see the **File Type Guide** in the Appendix. Each logo is included in three different color spaces: PMS, CMYK and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** in the Appendix.

ICON   WORDMARK

Downtown Lansing Inc.

VERTICAL   CONDENSED   ICON

Downtown Lansing Inc.

DLI

HORIZONTAL   WORDMARK

Downtown Lansing Inc.

Downtown Lansing Inc.

Sizing & Spacing

Sizing

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. Proportions of the logo should **never** be altered, not under any circumstances.

Spacing

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the mark. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

0.75″

0.5″

0.25″

X

X

X
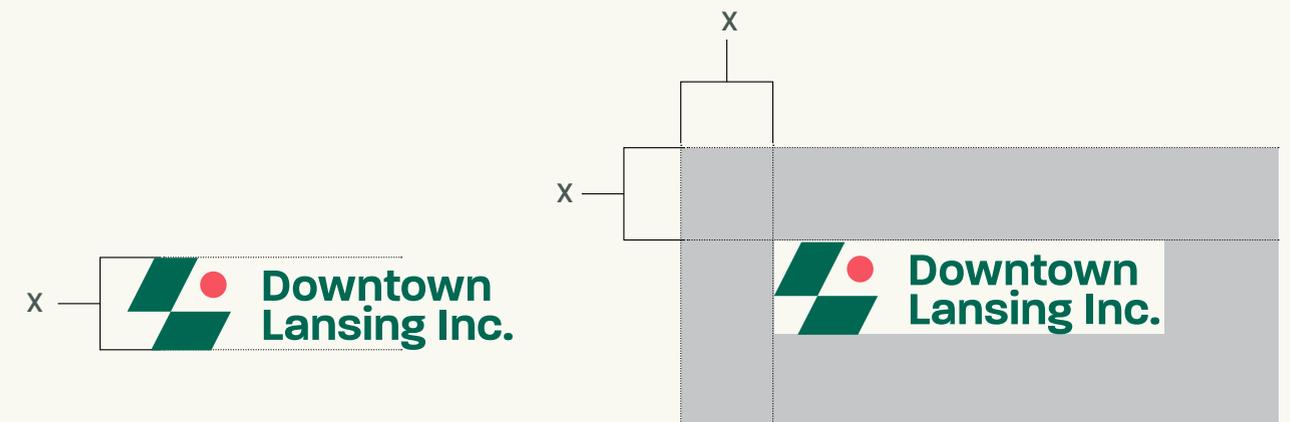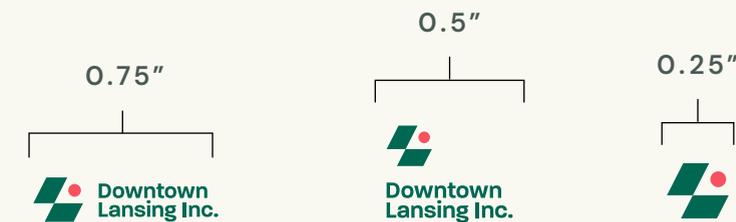
Logo Misuse

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS

DROP SHADOWS

OUTER GLOW

DISTRACTING BACKGROUND

WRONG COLOR

Co-Branding

The logo will often be required to co-exist with partner organizations. When DLI is the dominant brand, place the logo larger and on top of the other logos, or to the left of other logos and separated with a thin vertical rule line so DLI reads first.

When DLI is of equal dominance, ensure the logo is sized optically similar to other logos, aligned on a center axis, and given proper white space.

When gathering sponsor logos, it is ideal to receive the logos in a single-color (black or white) and in vector form.

PRODUCT DOMINANCE

Downtown Lansing Inc.

PRODUCT EQUITY

Downtown Lansing Inc.

Primary Color Palette

The DLI primary color palette is comprised of five colors: Pine, Ruby, Noir, Cotton and Deep Cotton. These colors were chosen for their versatility and consistency. Always use the color breakouts listed on this page. Tints of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: full color/four color/CMYK, RGB, Black and Reversed. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

Pine

PMS: 3298
CMYK: 90, 36, 73, 25
RGB: 0, 104, 82
HEX: #006852

Ruby

PMS: 1787
CMYK: 0, 83, 54, 0
RGB: 247, 82, 95
HEX: #f7525f

Noir

PMS: 5535
CMYK: 79, 58, 68, 66
RGB: 28, 46, 41
HEX: #1c2e29

Cotton

PMS: 7485, 20% tint
CMYK: 2, 1, 4, 0
RGB: 249, 249, 242
HEX: #f9f9f2

Deep Cotton

PMS: 7485, 40% tint
CMYK: 5, 3, 11, 0
RGB: 239, 239, 225
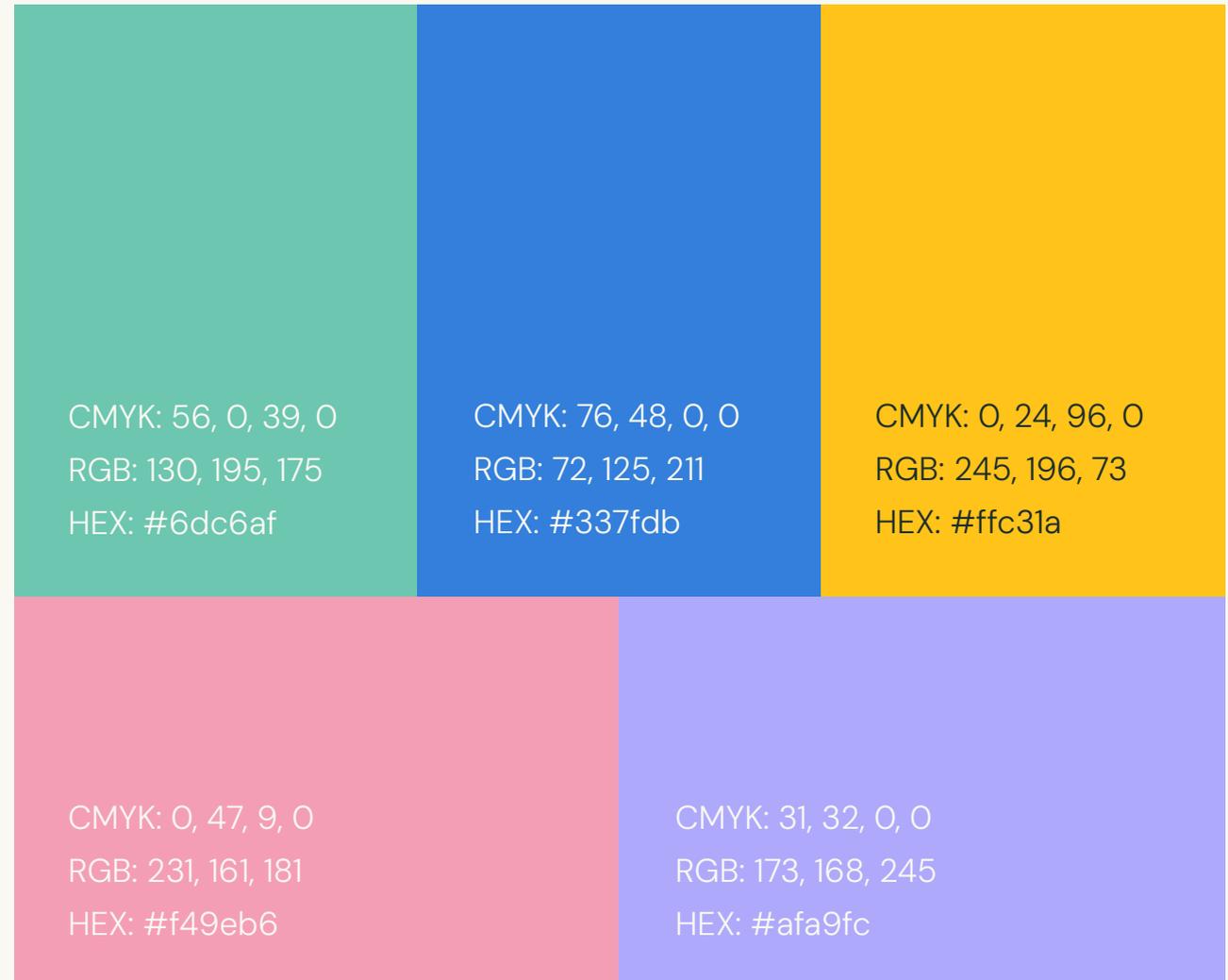HEX: #efefe1

Secondary Color Palette

The DLI secondary color palette includes five colors. **These colors are to be used sparingly as accent colors when needed.** Always use the color breakouts listed on this page. Tints of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: full color/four color/CMYK, RGB, Black and Reversed. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

CMYK: 56, 0, 39, 0
RGB: 130, 195, 175
HEX: #6dc6af

CMYK: 76, 48, 0, 0
RGB: 72, 125, 211
HEX: #337fdb

CMYK: 0, 24, 96, 0
RGB: 245, 196, 73
HEX: #ffc31a

CMYK: 0, 47, 9, 0
RGB: 231, 161, 181
HEX: #f49eb6

CMYK: 31, 32, 0, 0
RGB: 173, 168, 245
HEX: #afa9fc

Typography

It is important for brand recognition to keep typography consistent across all materials. The DLI brand primarily uses the DM Sans typeface family. It can be downloaded for free on Google Fonts. As a supplementary typeface, FreightMacro Pro Light may be occasionally used. It can be found on Adobe Fonts.

DM Sans ExtraBold is typically used for headlines, and DM Sans Light is typically used for body copy. FreightMacro Pro Light may be used for pull quotes or other occasional display needs.

DM Sans Light
DM Sans Light Italic
DM Sans Regular
DM Sans Italic
DM Medium
DM Sans Medium Italic
DM Sans SemiBold
DM Sans Semibold Italic
DM Sans Bold
DM Sans Bold Italic
DM Sans ExtraBold
DM Sans ExtraBold Italic

FreightMacro Pro Light
FreightMacro Pro Light Italic

Typography Guidelines

How you use your typography is almost as important as the typefaces themselves. Consistent use of typography allows for a highly recognizable brand.

See guidelines to the right for recommended use.

TITLE/TOP HEADING
DM SANS
EXTRABOLD, 25PT

Headline

EMPHASIZED TEXT/PULL QUOTES
FREIGHT MACRO PRO
LIGHT, 17 PT

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SUBHEADING
DM SANS
EXTRABOLD, 14PT

Subhead

SMALL SUBHEADING
DM SANS
SEMIBOLD, 8PT, 120 TRACKING

SMALLER HEADLINE

BODY COPY
DM SANS
LIGHT, 8.5PT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

The Graphic Language

The DLI brand is transformative, determined, and audacious. Visually, we portray this through the use of bold, angular shapes and bright pops of color.

In order to keep a consistent visual language, use graphic treatments shown to the right. Various uses of the grid element are appropriate, as well as bold, oversized uses of the icon or icon-inspired shapes. The dot from the icon may also be used as a graphic element.

Innovate.
Nurture.
Connect.

Downtown Lansing Inc.

Downtown Lansing Inc.

STATE OF DOWNTOWN

Justo eget magna fermentum iaculis eu non diam phasellus lorem sed risus ultricies.

PRESENTED BY:
Downtown Lansing Inc.

JUNE 11 | 6:30 – 8:30 PM
112 S. WASHINGTON SQUARE

FORKSANDCORKSLANSING.ORG

FORKS & CORKS

Justo eget magna fermentum iaculis eu non diam phasellus lorem sed risus ultricies.

PRESENTED BY:
Downtown Lansing Inc.

JUNE 11 | 6:30 – 8:30 PM
112 S. WASHINGTON SQUARE
$75 PER TICKET

FORKSANDCORKSLANSING.ORG

Downtown Lansing Inc.

Rebrand Launch Plan

DRAFT 1: JANUARY 5, 2024

SUBMITTED BY
REDHEAD CREATIVE CONSULTANCY

Photography

Quality photography is an important part of any brand. DLI's photography should aspire to feel vibrant, professional, engaging and authentic like the images shown on this page.

When photographing subjects, opt for a background free of clutter and back-lighting. Create purposeful compositions. These compliment the highly graphic nature of visual brand.

Try to lean on environments with bright colors and simplicity. Avoid any environments that are dimly-lit, highly textured or otherwise visually busy.

Sub-Brands

There are two methods to go about creating marketing materials for DLI: 1) Using the branded templates provided or 2) Hiring out local artists to create custom work that falls within the DLI brand.

The branded template samples are shown to the right. See the following page for a breakdown on how to use the templates.

The Branded Template

TITLE

DEEPER/DARKER COLOR

COTTON COLOR BACKGROUND

FORKS & CORKS

Justo eget magna fermentum iaculis eu non diam phasellus lorem sed risus ultricies.

SHORT DESCRIPTION
(10–15 WORDS)

LIGHTER ACCENT COLOR

PRESENTED BY:

Downtown
Lansing Inc.

DLI LOGO
+ ANY SPONSORS

LOCATION, TIME, OTHER
IMPORTANT INFO

APRIL 22 | 10:00 AM – 12:00 PM
112 S. WASHINGTON SQUARE

URL, EMAIL OR
CALL TO ACTION

FORKSANDCORKSLANSING.ORG

The Branded Template

The branded template is designed to work in various sizes and formats while still remaining highly consistent.

Colors may be customized using brand colors as necessary. Alternate styles including photography and more limited color palettes are also available for use.

Custom Artwork

Custom art may also be created for materials that need a stronger, individualized persona separate from the DLI brand. This route is recommended for larger events.

Artists hired must still use DLI–branded colors. Tints of the brand colors may be used as necessary. Artwork is preferably provided as scalable vector art, allowing it to be easy to work with in multiple formats and sizes as needed.

See examples shown to the right.

Custom Artwork

CUSTOM ARTWORK

ROUGHLY TOP 2/3
RESERVED FOR ARTWORK

ROUGHLY BOTTOM 1/3
RESERVED FOR TITLE,
DETAILS, AND LOGOS

TITLE

KEY DETAILS + URL

DLI LOGO
+ ANY SPONSORS

LANSING
Winterfest

FREE
EVENTS

SATURDAYS IN FEBRUARY
LANSINGWINTERFEST.ORG

OUTDOOR
FUN

Downtown Lansing Inc. | ARTS COUNCIL | WLNS.COM 6

TRICK
or
TREAT
ON THE SQUARE

OCT
31

112 S. WASHINGTON SQUARE
DOWNTOWNLANSING.ORG/HALLOWEEN

6–8
PM

Downtown Lansing Inc.

Email Signature

Email Signatures are most accessible when formatting is minimal and no images are included. See the following example for how to format your email signature for consistency and accessibility.

HELVETICA BOLD, 18PT ——————— **Cathleen Edgerly**

HELVETICA REGULAR, 12PT ——————— Executive Director, Downtown Lansing Inc.

HELVETICA BOLD & REGULAR, 12PT ——————— **P** 517-485-3357 | **C** 517-282-7685

HELVETICA, 12PT ——————— downtownlansing.org

Branded Materials

Stationery

Letterhead
French Paper Tile Green Construction, 70# Text
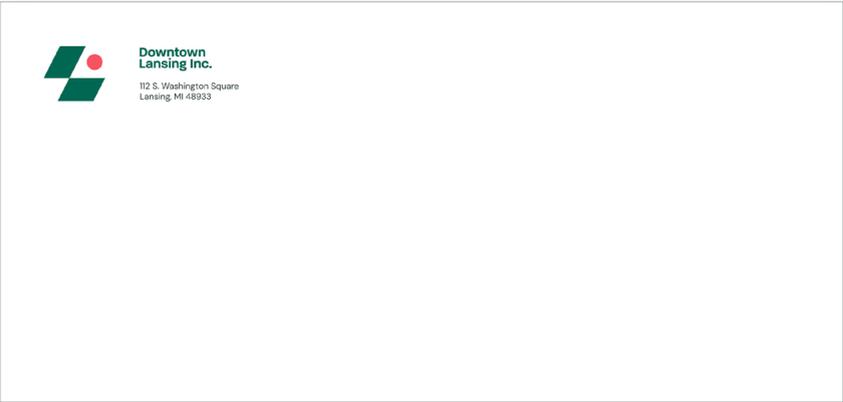
#10 Envelope
French Paper Tile Green Construction

Business Card

moo.com

3.5"x2" Luxe Business Cards

Chili Red seam, square corners

Branded Materials

Social Media Assets
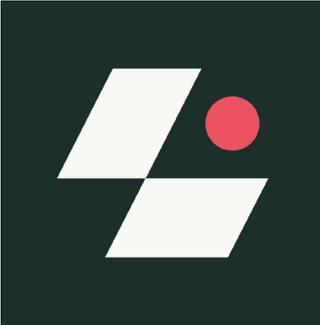
Avatar

Facebook Banner

Twitter/X Banner

Branded Materials

Sub-Brand Marketing Templates

Sub-brand 8in x 10in template

Sub-brand 24in x 18in template

Sub-brand 1080px X 1080px template

Branded Materials

Miscellaneous Templates

Minutes and Agendas Template (Word Doc)
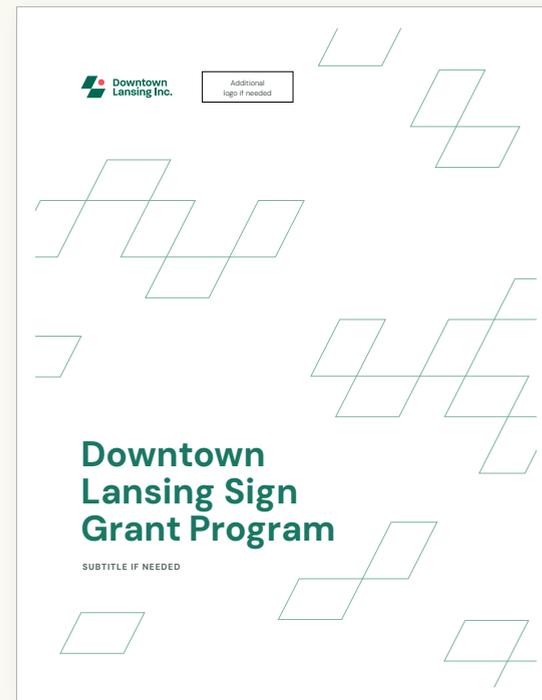
General Document Template (InDesign)

PowerPoint Template

Branded Materials

Miscellaneous Files

Name Tag

mahoneypromo.com
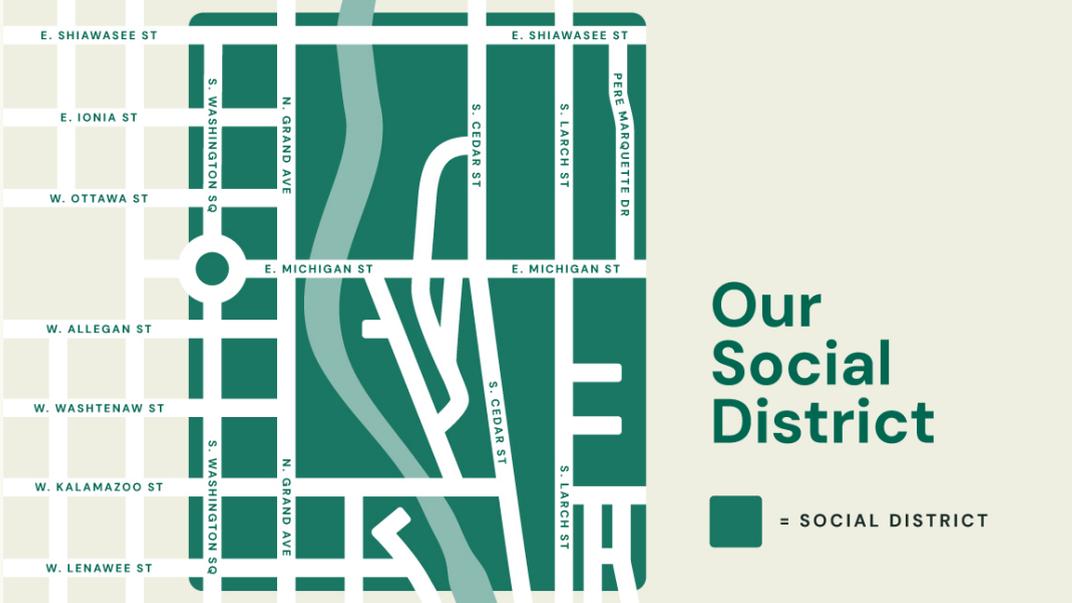
Social District Map
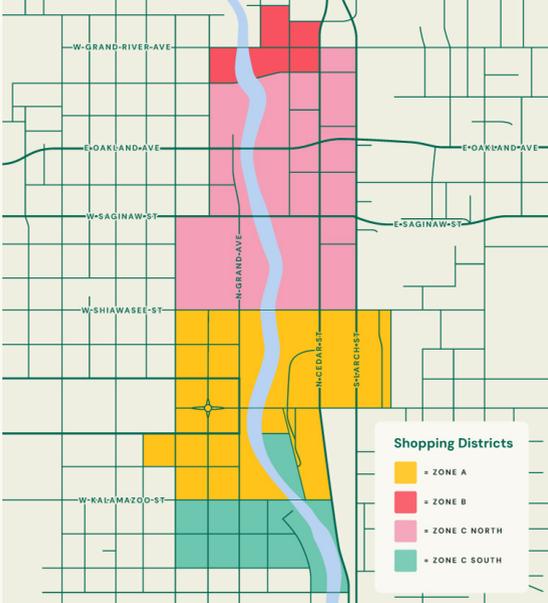
Boundary Map

File Directory

Logo Files

DLI_Horizontal_FullColor

DLI_Horizontal_Reversed

DLI_Horizontal_Black


DLI_Vertical_FullColor

DLI_Vertical_Reversed

DLI_Vertical_Black

Please note: All logo marks shown in the File Directory (excluding black) are provided in CMYK, RGB and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf, and .png.

File Directory

Logo Files

DLI_Condensed_FullColor

DLI_Condensed_Reversed

DLI_Condensed_Black

DLI_Icon_FullColor
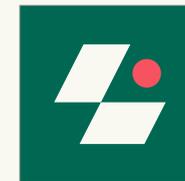
DLI_Icon_Reversed
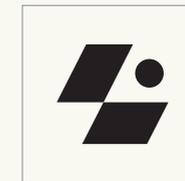
DLI_Icon_Black

DLI_Wordmark_FullColor

DLI_Wordmark_Reversed

DLI_Wordmark_Black

Please note: All logo marks shown in the File Directory (excluding black) are provided in CMYK, RGB and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf, and .png.
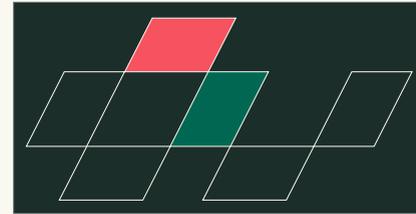
File Directory
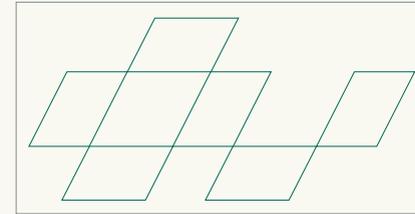
Graphics
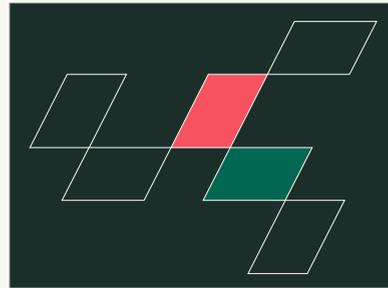
Grid1_FullColor
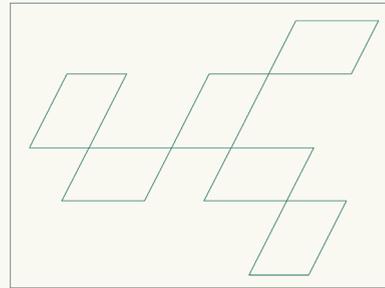
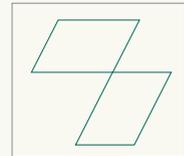
Grid1_Pine

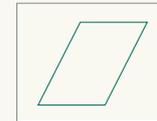

Grid2_FullColor

Grid2_Pine

Grid3_FullColor

Grid3_Pine

Grid4_FullColor

Grid4_Pine

File Type Guide

There are three different file types included in each logo color space folder. See below for usage situations.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T–shirt, pen, etc. EPS stands for Encapsulated PostScript.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high–resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

Color Spaces Guide

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color.