

City of Springfield, Oregon, Logo OFFICIAL USE Guidelines REV. 02/09/09

COLOR OPTIONS

TWO COLOR PMS 355 + PMS 349



ONE COLOR: PMS 349



ONE COLOR: BLACK ONLY



GREYSCALE: BLACK WITH SCREEN OF 60% BLACK



FULL COLOR: FOR TV, WEB, FULL COLOR PRINTING



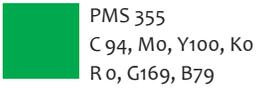
FULL COLOR LOGO ALWAYS HAS WHITE BORDER AND IS NEVER REVERSED



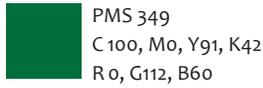
WHITE REVERSED



REVERSED WITH 20% BLACK



PMS 355
C 94, Mo, Y100, Ko
R 0, G169, B79



PMS 349
C 100, Mo, Y91, K42
R 0, G112, B60

CLEAR SPACE REQUIREMENTS

The logo should always be surrounded by "clear space". A good rule is to have clear space equal to the height of the word "Springfield" shown here as X. No text or graphics is to enter this clear space area. Clear space applies to all versions of the logo.



USING THE LOGO ON BACKGROUNDS

When the logo is used on a color background, make sure there is enough value difference between the background and the logo color to ensure readability.



Always have good value difference between the background and the logo color

not enough value difference between logo and background

do not use logo on busy backgrounds or photos

SPRINGFIELD SCRIPT LOGO

The Springfield script logo is for informal documents. The word "Oregon" should always appear with the logo. Please contact the City Manager's Office before using the script logo.

ONE COLOR: PMS 349



ONE COLOR: BLACK

