




LOGO & IDENTITY GUIDELINES FOR CRAFT TRAILS LOGO


Box/Icon logo:


-  PMS 7671C Purple
-  PMS 9143C Khaki
-  PMS 278C Lt Blue

Multiple screens for the badge inside the icon

Font: Rennie Mackintosh ITC Modified

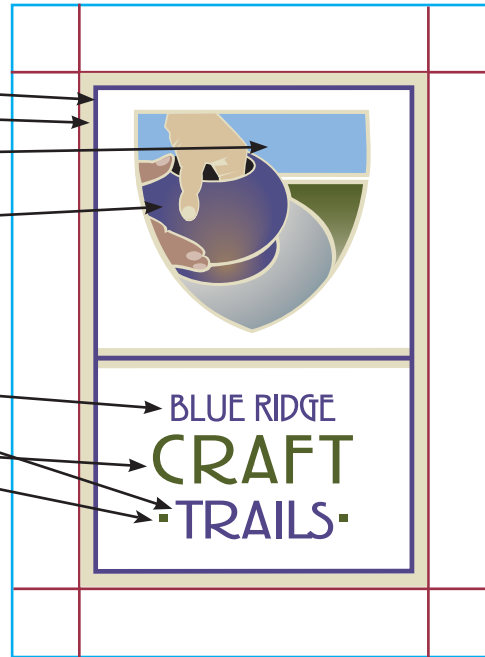
-  PMS 371 Purple C
-  BLUE RIDGE TRAILS
-  PMS 371C Green
-  Squares and CRAFT

 Blue indicates clear space. The blue area must be kept free of other elements.

 Red indicates type and element alignment and boundaries. The minimum required clear space is designed by the width and height of the squares created by the corners of the grid.

Examples of logo usage:

Logos can be placed freely on white backgrounds as well as backgrounds such as the designs shown. No white box is required behind the logo.



The logo is never to be redrawn or modified in any aspects of its configuration. Always use the approved electronic art which is available through the Blue Ridge National Heritage Area website. Quality reproduction is essential.

For brochure collateral: **VENEER IS THE HEADLINE TYPEFACE.**
Benguiat is the chosen type for the body copy.

PMS 7671C Purple

C: 81%
M: 85%
Y: 15%
K: 3%

R: 83
G: 69
B: 136

Web: 534588

PMS 278C Lt Blue

C: 43%
M: 18%
Y: 0%
K: 0%

R: 227
G: 220
B: 194

Web: E3DCC2

PMS 9143C Khaki

C: 11%
M: 9%
Y: 25%
K: 0%

R: 227
G: 220
B: 194

Web: E3DCC2

PMS 371C Green

C: 64%
M: 42%
Y: 100%
K: 31%

R: 84
G: 97
B: 34

Web: 546122