BRAND GUIDELINES

EXPLORE
TWO
RIVERS
WISCONSIN

Topic 01

LOGOS

Topic 02

COLOR

Topic 03

TYPOGRAPHY

Logos

Explore Two Rivers

LOGOS

PRIMARY LOGO

This is the primary logo for Explore Two Rivers, Wisconsin.

SPECIAL CASE LOGO

If the logo is to be screenprinted or embroidered smaller than 4.5" wide, use this special case logo, which rearranges the wordmark and icon and features a larger "Wisconsin" for legibility.

WORDMARK LOGO

If the logo is to be screenprinted or embroidered smaller than 2.25" wide, use this special case logo, which includes only the wordmark.

SINGLE COLOR LOGO

LOGO IN BLACK
The Primary Logo should be shown in its two color version whenever possible, but can be used in all black. The black logo should be used on light colored backgrounds.

LOGO IN WHITE
The Primary Logo should be shown in its two color version whenever possible, but can be used in all white. The white logo should be used on dark colored backgrounds.

SPACING AND SIZE

To ensure legibility, always make sure the logo has "room to breathe." This space isolates the mark from other competing elements (such as other logos or copy) that might conflict with, overcrowd or lessen the impact of the logo. The logo should never touch another design element or be so close to an edge that it may be cut off. Try to maximize clear space whenever possible.

The smallest the logo should be printed is 3/4" tall.

DON'TS

COLOR CHANGE

DROP SHADOW

TILT

SQUISH OR STRETCH

ON A BUSY BACKGROUND

USE OPACITY

REMOVE ELEMENTS

USE IN A CONTAINER

CHANGE THE FONT

Color

Explore Two Rivers

COLORS

TWO RIVERS ORANGE
Pantone: 173 C, 173 U
CMYK: 11-89-100-2
RGB: 213-66-39
#d54227

TWO RIVERS TEAL
Pantone: 547 C, 5463 U
CMYK: 89-63-56-50
RGB: 22-56-65
#163841

LAKE MICHIGAN MIST
Pantone: 5517 C, 5527 U
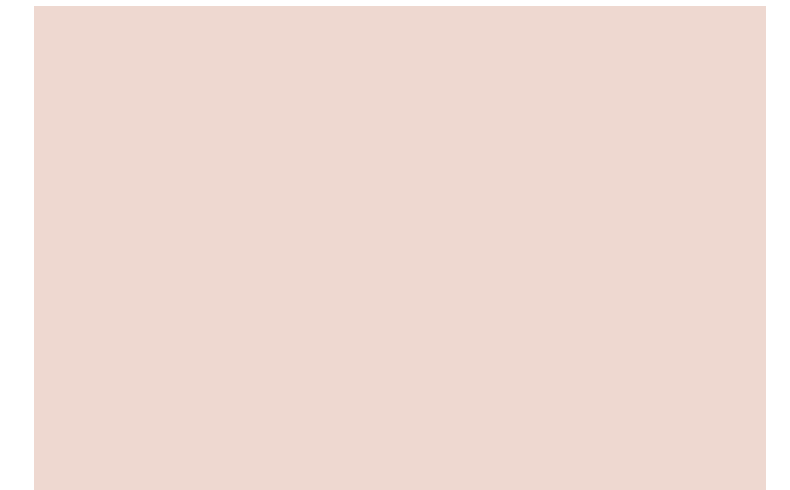CMYK: 33-17-25-0
RGB: 172-190-186
#acbeba

NESHOTAH SAND
Pantone: 7508C, 155 U
CMYK: 14-29-64-0
RGB: 219-179-113
#dbb371

SUNDAE PINK
Pantone: 7604 C, 7604 U
CMYK: 5-15-14-0
RGB: 238-216-207
#edd8CF

Typography

Explore Two Rivers

TYPOGRAPHY

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghi
jklmnopqr
stuvwxyz

HWT UNIT GOTHIC 720

**ABCDEFGHI
JKLMNOPQR
STUVWXYZ**

**abcdefghi
jklmnopqr
stuvwxyz**

MONTSERRAT BOLD

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghi
jklmnopqr
stuvwxyz

MONTSERRAT REGULAR