Nevada County connectr

Logo Usage Guide

The Logo

Our logo is vital to the brand. Acting as a signature, an identifier, and a stamp of quality, it represents us at the very highest level. The Nevada County Connects logo is used on all advertising, fleet graphics, publications, internal documents, promotions, and collateral material representing the brand.

Logo Variations

COLOR

There is a full color, grayscale, black, and white logo. Make sure there is enough contrast for the white logo on a colored background.

Logo Misuse

The logo must be used with consistency in order to keep brand continuity and visual impact. Here are some examples of how not to use the logo.

DON'T STRETCH OR DISTORT LOGO

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DON'T USE A LOW RESOLUTION LOGO

DON'T ENLARGE ONLY ONE PART

DON'T USE AN UNAPPROVED COLOR

DON'T ALTER THE LOGO'S TYPEFACE

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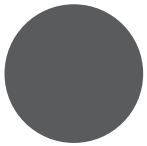
Color Palette

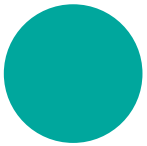
It is important to maintain visual consistency by only using the colors represented here, though additional accent colors will be used on official website(s).

PRIMARY



CMYK 64/55/52/27
RGB 89/91/93
HEX #595B5D
PANTONE 425C

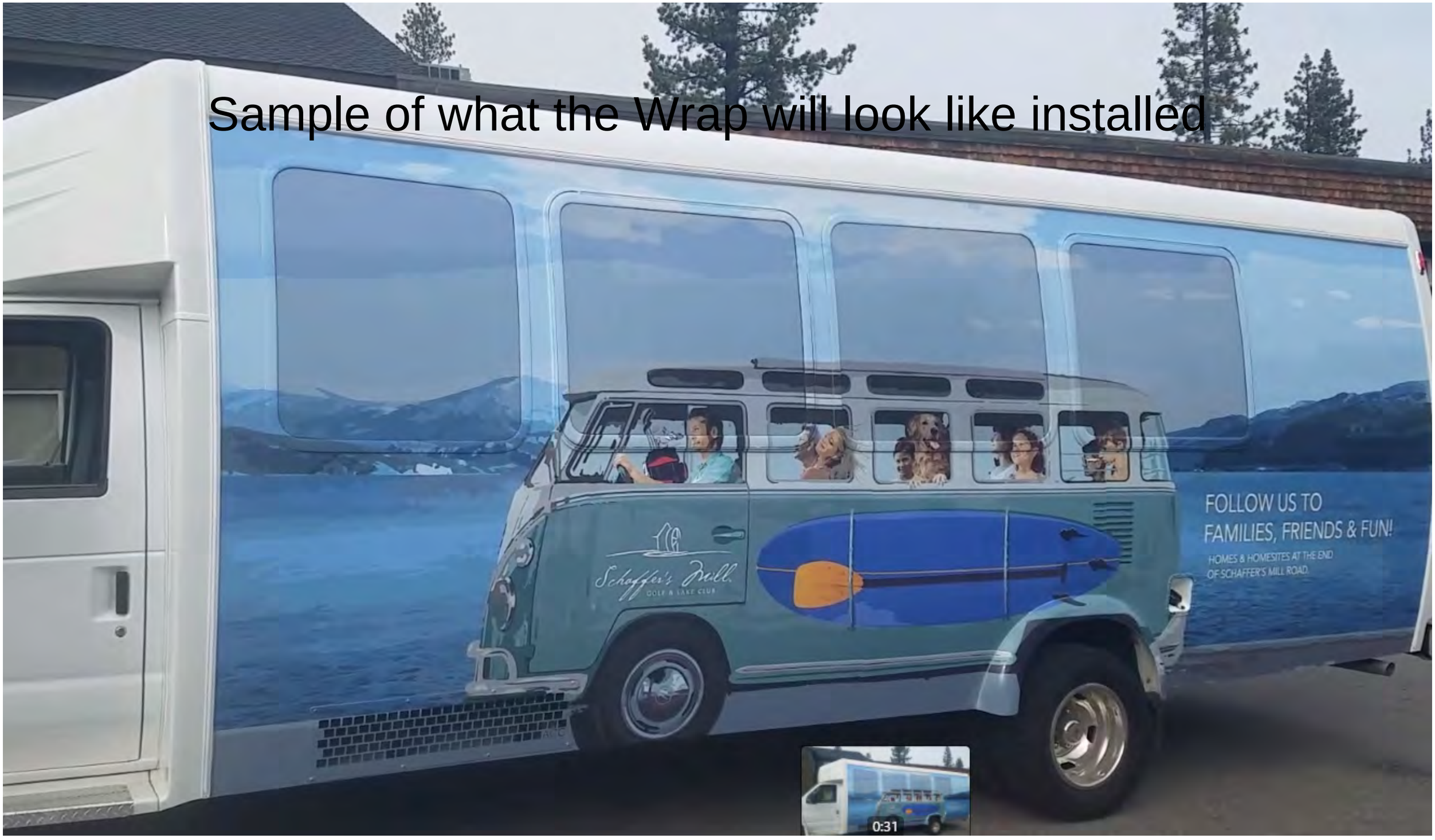
CMYK 0/90/76/0
RGB 239/65/66
HEX #EF4142
PANTONE 710C



CMYK 79/11/45/0
RGB 0/167/157
HEX #00A79D
PANTONE 3272C

Picture of the Transit Bus to include surface area vinyl wrap will cover

Sample of what the Wrap will look like installed



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