



# TRAVELNEVADA LOGO GUIDELINES

## MAIN LOGO



**TRAVELNEVADA.COM**

## LOGO LOCKUPS



**TRAVELNEVADA.COM**

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## LOGO REQUIREMENTS AND USES

1. All logos **MUST** include use of the TravelNevada.com website on any material.
2. The DFMI/Don't Fence Me In Logo will **NOT** be permitted for use without consent by TravelNevada first. This logo should no longer be used for collateral, swag, etc., only as approved by TravelNevada.
3. Please use the **NEW** TravelNevada logo on any collateral, advertising, swag, apparel, etc.
4. Use of the **CIRCLE LOGO** IS PREFERABLE OVER THE HORIZONTAL LOGO, unless there is a limitation of space or legibility.

## ALTERNATE LOGO

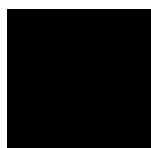


# TRAVELNEVADA LOGO GUIDELINES

## LOGO COLOR OPTIONS—BLACK



**TRAVELNEVADA.COM**



**PMS Black**

C 0 / M 0 / Y 0 / K 100

R 0 / G 0 / B 0

Hex: 000000

**Rich Black**

C 60 / M 40 / Y 40 / K 100

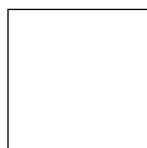
R 0 / G 25 / B 25

Hex: 004040

## LOGO COLOR OPTIONS—WHITE



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**PMS N/A**

C 0 / M 0 / Y 0 / K 0

R 255 / G 255 / B 255

Hex: 111111

## LOGO COLOR OPTIONS—TEAL



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**PMS 2224**

C 81 / M 45 / Y 36 / K 9

R 55 / G 114 / B 135

Hex: 377287

Other logo colors available upon request

# TRAVELNEVADA LOGO GUIDELINES

## SPACING AROUND LOGO

A good rule of thumb is to give the logo the amount of space that the "N" in the logo uses as a cushion around the logo for clearance.



## MINIMUM SIZES

The rule of thumb for minimum sizing is legibility of the website. As a general rule, the logo should be no smaller than one inch in width.



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## LOGO USE ON PHOTO BACKGROUNDS

If the photo background varies in tone and contrast, drop shadows or outer glows may be used. These should be as subtle as possible.

Incorrect uses of drop shadows and outer glows, along with other incorrect uses are shown on the next page.



# TRAVELNEVADA LOGO GUIDELINES

## INCORRECT LOGO USES



✗ DO NOT change logo coloring



✗ DO NOT outline logo



✗ DO NOT rearrange logo elements



✗ DO NOT eliminate logo elements



✗ DO NOT stretch or distort logo