



BRAND GUIDELINES

Primary Logo



Spacing around the logo should be equal to the width of the "O" in "Love".

The Love Our Waterways primary logo will be used for every instance where space allows. It will not be altered in any way that distorts the shape or proportion of the logo elements. Elements may not be removed from the logo. The colors of the logo may not be changed in any way that differs from the acceptable versions shown above.

Minimum print width: 1 inch
Minimum screen width: 400px



Primary Color

RGB: (0, 81, 140)

CMYK: (100%, 75%, 18%, 4%)

#00518C

Secondary Color

RGB: (0, 184, 225)

CMYK: (71%, 4%, 6%, 0%)

#00B8E1

Secondary Logo



Spacing around the logo should be equal to the width of the "O" in "Love".

The Love Our Waterways secondary logo will only be used in rare instances where insufficient vertical space is available. Otherwise, the primary logo should be used in all other cases.

Minimum print width: 1 inch
Minimum screen width: 400px



Typography

DIN - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?1

DIN - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?1