VISIT BATON ROUGE LOGO GUIDELINES

BREATHING ROOM

For optimum impact and legibility, the logo should have a minimum amount of space, free of other type or graphics, surrounding it. This clear space, or "protected" space, is illustrated here.

This space is defined as the width of the "N" in the logo. The logo should have a minimum space of "N" around it, as measured from the outermost points of the logo.

FULL COLOR

The full color logo should be used at all times, unless printing limitations or application restrictions dictate otherwise.

BLACK AND WHITE

When limited to black and white printing, the logo should be printed in solid black, not screens of black.

LOGO ON COLORED BACKGROUND

If the logo is being used on a colored background or being placed over an image, it is acceptable to use the logo in a solid white.

LOGO WITH TAGLINE

To ensure that the logo with tagline is always legible, it should never be reproduced in a size smaller than 1.5 inches in width.

1.5"

LOGO WITHOUT TAGLINE

To ensure that the logo is always legible, it should never be reproduced in a size smaller than .75 inches in width.

.75"

IMPROPER LOGO USES

- Do not distort logo
- Do not use anything other than primary brand colors in logo
- Do not screen logo
- Do not tilt logo
- Do not alternate colors in logo
- Do not use pixelated logo