VISIT
LONGMONT
COLORADO'S BEST
KEPT SECRET

BRAND GUIDELINES

Stacked Logo

The stacked logo is the primary logo to be used in the following ways:

- Shared with 3rd parties for sponsorships
- Magazine ads
- Flyers
- Banners
- Signage
- Promotional items
- Over white and light colored backgrounds
- Over light photographs

The white stacked logo is the primary logo to be used:

- Over dark colored backgrounds
- Over dark photographs when large in size
- If possible, use on blue background.
- Do not use on black background.

Stacked Logo Alternate 1

Stacked Logo Alternate 2

Horizontal Logo

The horizontal logo is to be used in the following ways:
- Items that are rectangular and horizontal in orientation

The grayscale horizontal logo is to be used for:
- Faxing
- Grayscale required documents

Circle Logo

The circle logo is to be used for:
- Facebook profile picture

NIX Logo Use

The logo not to be modified or used in the following ways:
- Longmont should not be seperated or rearranged from the mountains and Colorado logo
- The mountains should never be removed
- "Longmont Colorado", "Visit Longmont Colorado", or "Visit Longmont, Colorado's Best Kept Secret" should appear with the logo

Primary Colors

HEX CODE: 192F59
RGB: R-25 G-47 B-89
CMYK: C-100 M-88 Y-37 K-30
PANTONE SOLID COATED: 2955 C

HEX CODE: C41F40
RGB: R-197 G-31 B-64
CMYK: C-16 M-100 Y-75 K-5
PANTONE SOLID COATED: 711 C

HEX CODE: F4BE18
RGB: R-244 G-190 B-24
CMYK: C-4 M-25 Y-100 K-0
PANTONE SOLID COATED: 7408 C

Secondary Colors

HEX CODE: F5963D
RGB: R-245 G-150 B-61
CMYK: C-1 M-49 Y-86 K-0
PANTONE SOLID COATED: 715 C

HEX CODE: E35E3A
RGB: R-227 G-94 B-58
CMYK: C-6 M-77 Y-85 K-0
PANTONE SOLID COATED: 165 C

HEX CODE: A3CCCE
RGB: R-163 G-204 B-206
CMYK: C-36 M-7 Y-18 K-0
PANTONE SOLID COATED: 122-10 C

Fonts

LOGO TITLE FONT:
GOTHAM BLACK
ALL CAPS

LOGO SUBTITLE FONT:
GOTHAM MEDIUM
ALL CAPS

Graphic Element

The mountain graphic element is made available to designers
for use in layouts, ads, magazines, and promotional materials.