



# Logo guidelines

Rowan County 250 th Logo – January 2026.

# Logo and usage

The **Rowan County 250th** logo is a critical element in the organization’s marketing and branding program. It is vitally important that the logo always be used appropriately, according to the guidelines outlined in this document. These guidelines are provided to help you determine which logo format to select for your projects and presentations. Electronic files of the logo designs described in this document are available from the company. This booklet has been created as a permanent reference source for designers and other people responsible for presenting **Rowan County 250th** to the public.



## PRIMARY LOGO

The sample logo provided is the PRIMARY **Rowan County 250th** logo format. This format (also known as an “appearance”) should be used whenever possible. This includes usage for electronic and print advertising, signage, brochures, letterhead, premiums and Internet pages.

## EXCEPTIONS:

### Black and White Version

When the logo is to be used in black-and-white applications, such as newspaper advertising, do not use the color logo to create a black-and-white version. A special logo created just for black and white usage is required.



### Negative version

When the organization’s primary black-and-white logo must be used on a black or other extremely dark background, an alternate primary black-and-white logo option has been approved for use.



### Outline version

Logo versions are provided with a white background and border to aid in placing over color backgrounds and photos. This helps ensure the integrity and visibility of the brand.



# Alternate logo

Alternate logo is used in instances where the primary logo does not fit within the space.



# Logo clearspace

To create maximum impact, keep the space around the logo free from other text and graphics. The protected area around the logo should be equal to the height of the icon 250 in the logo. This area must not be encroached upon by any other graphic elements.

Horizontal Logo Clear Space



Centered Logo Clear Space



Icon Clear Space



# Logo fonts

The logo was created using these fonts.

SOFIE PRO BOLD

**AB**

More Wide Book Italic

*Aa*

ALTERNATE FONT

More Wide Book

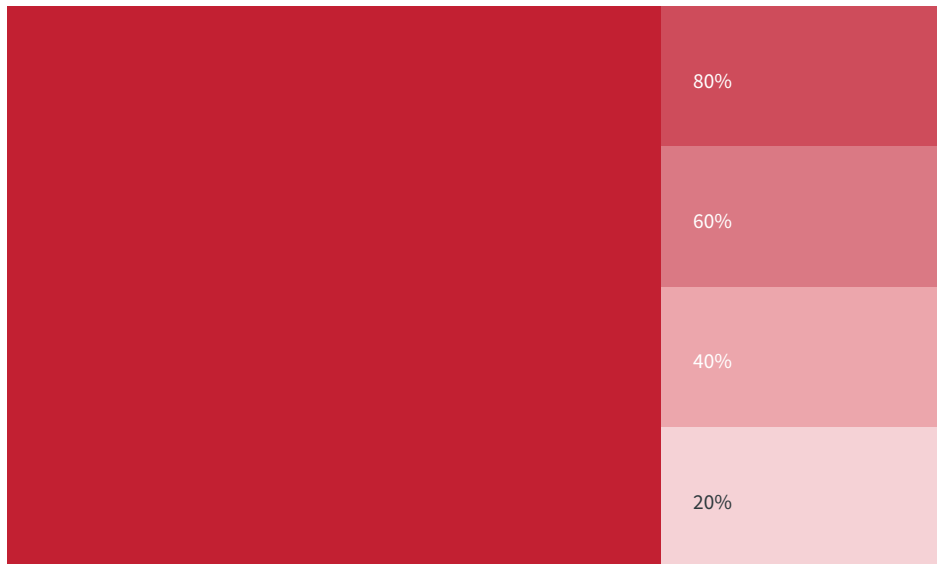
**Aa**

# Primary color palette

Spot color printing is the preferred option and should be used as often as possible because only these inks can reproduce the full brightness of the signature colors.

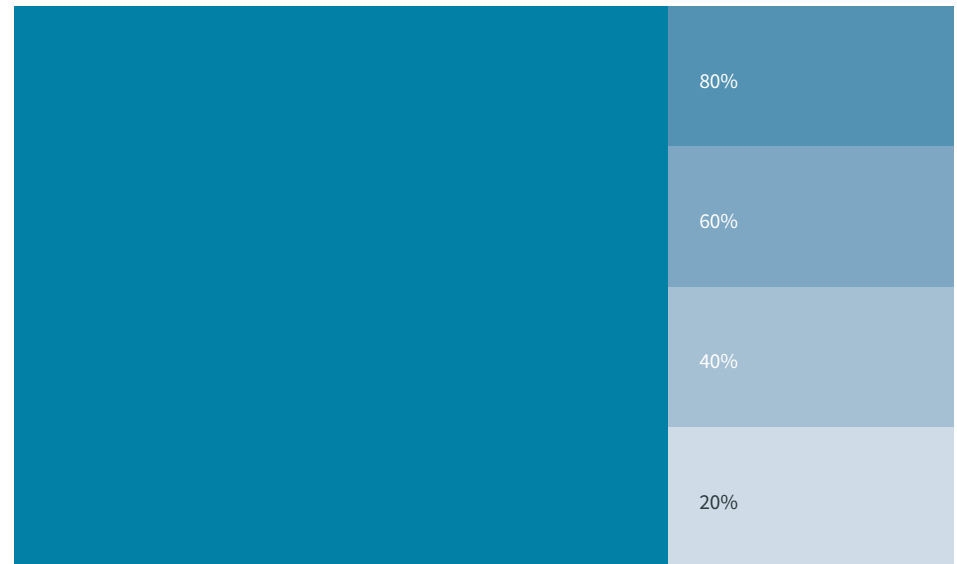
CMYK process printing may be used when spot color reproduction is not available. Many factors can influence accurate color reproduction: press process, paper stock, line screen and ink coverage.

RGB and Hex color codes should be used for web and digital media.



## COLOR CODES

CMYK C0 M94 Y75 K27  
Spot Pantone 200C  
RGB R186 G12 B47  
Hex #ba0c2f

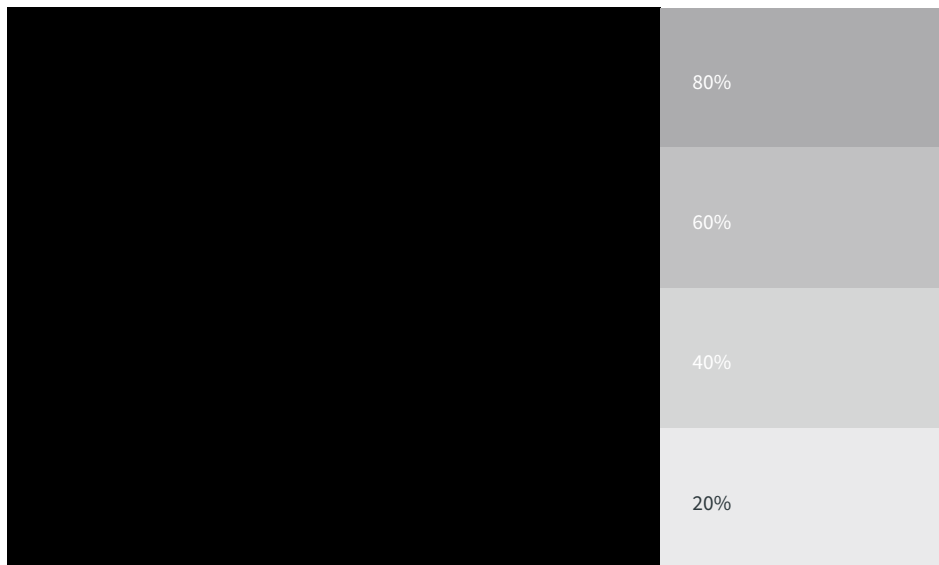


## COLOR CODES

CMYK C86 M39 Y22 K1  
Spot Pantone 4690  
RGB R0 G128 B165  
Hex 007fa4

# Secondary color palette

These colors can be used as accents in addition to the primary color palette but not in substitution of the primary colors. Use sparingly.



## COLOR CODES

CMYK C0 M0 Y0 K100  
Profile Black  
RGB R25 G31 B32  
Hex #2d2926

# Logo use in secondary color palette

Logo shown 100% black



# Social media profile

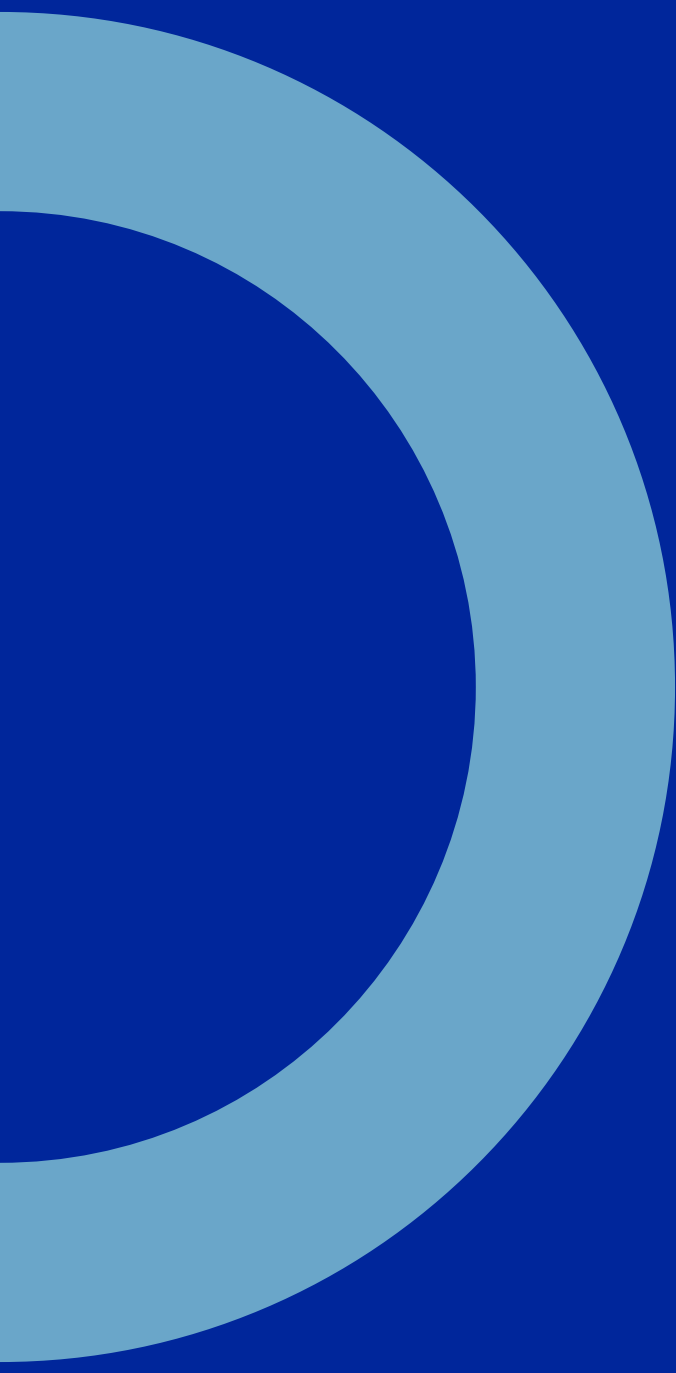
To display your logo with the most effect, we have provided a sized logo for most profile applications.



# Icon

Icons can be used as a web bookmark and in designing merchandise.





Brand guidelines help ensure consistency across organizations across various platforms, materials, and touchpoints. These rules and standards maintain visual and tonal consistency, which helps build brand recognition and trust among audiences.

Created by

md

Miller Davis

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