

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

InDesign/ Word

.EPS .JPG .TIF

PowerPoint/ Web/ HTML

.PNG .JPG

TYPEFACES

Files have been provided in a variety of formats that allow use of the York County logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface.

CYMBRIA ROUNDED

Logo & Headline Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Eye Catching Pro

Logo Tagline Font

1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z












Optima Regular

Body Copy Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the destination brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.

 PMS: 282 C CMYK: 100/87/42/52 RGB: 1/30/65 WEB: 011E41	 PMS: 3268 C CMYK: 90/3/58/0 RGB: 1/169/143 WEB: 00A98F	 PMS: 7474 C CMYK: 100/37/43/9 RGB: 0/116/131 WEB: 007483	 PMS: 421 C CMYK: 32/24/26/0 RGB: 176/179/178 WEB: B0B3B2
 PMS: 424 C CMYK: 58/47/47/14 RGB: 111/114/115 WEB: 6F7273	 PMS: 376 C CMYK: 56/3/100/0 RGB: 128/188/0 WEB: 80BC00	 PMS: 369 C CMYK: 68/12/100/1 RGB: 96/165/18 WEB: 60A512	 PMS: 2427 C CMYK: 91/36/100/34 RGB: 0/93/0 WEB: 005D1E
SECONDARY COLOR PALETTE			
 PMS: 7678 C CMYK: 28/56/0/41 RGB: 108/66/151 WEB: 6C4297	 PMS: 715 C CMYK: 0/43/74/3 RGB: 247/142/64 WEB: F78E40	 PMS: 123 C CMYK: 0/16/84/1 RGB: 252/211/41 WEB: FCD329	

UNACCEPTABLE LOGO USAGE

The following are examples of improper modifications of the logo that may violate the integrity of the brand. These unacceptable logo uses apply to all three logos.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



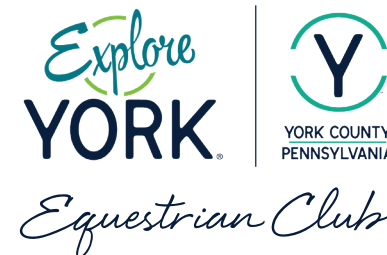
DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.