



**ARLINGTON**<sup>SM</sup>  
CONVENTION & VISITORS BUREAU

**IDENTITY GUIDELINES**

**JULY 2014**



*This logo identifies our company as the official Destination Marketing Organization for the City of Arlington. This identity is used for all official documents or content that is information based (ie. letterhead, program collateral) about the destination. This identity is used when the brand is not selling/marketing the destination. This mark is only used to identify the destination.*



**A**s Arlington Convention & Visitors Bureau's brand is established, communicating the brand message in a consistent manner is vital. The brand is supported by the correct and consistent use of its logos. The following applications of type, space, form and color all contribute to a cohesive visual message.

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## CVB IDENTITY LOGO

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The Arlington CVB Identity consists of three elements.

1. Logo Mark (the star)
2. Word Mark (Arlington)
3. CVB Identity Tag (Convention & Visitors Bureau)

Choose the logo orientation and color (gray vs. blue Word Mark) that best suits the visual space and application.



### HORIZONTAL

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Note the positioning of the Logo Mark to the Word Mark.



## LOGO ELEMENT RULES

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The three elements that of the ACVB Identity MUST appear on all communication, internal and external. Select the appropriate version (Vertical or Horizontal) based on the space available and overall design of the specific application. The elements can live alone or be separated from each other for certain uses.

*NOTE: These rules apply to ALL color variations (reversed/white, one color)*

**THE LOGO MARK OR “STAR”** can be separated from the Word Mark and CVB Identity Tag as a design element as long as all three elements are used on the same item.



**THE WORD MARK “ARLINGTON”** can be separated from the Logo Mark, but the CVB Identity Tag must be used elsewhere on the same item.

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**THE CVB IDENTITY TAG** can be separated from the Logo Mark and Word Mark, however, it must still appear elsewhere on the piece

Minimum size: 5 pt, Tracking 50

CONVENTION & VISITORS BUREAU

FONT: RELISH PRO MEDIUM

CONVENTION & VISITORS BUREAU  
1.25" w

## MINIMUM SIZE AND CLEAR SPACE

To protect the visual integrity and legibility of the ACVB logo, please follow these layout guidelines:

**VERTICAL** Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25" in all areas surrounding logo as a unit or elements of the logo.

The dimensions of the logo elements is minimum 1.25" wide.

**HORIZONTAL** Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25" in all areas surrounding logo as a unit or elements of the logo.

The dimensions of the logo elements is minimum 1.75" wide.

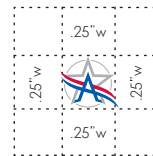
**LOGO MARK** Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25" in all areas surrounding logo as a unit or elements of the logo.

**A.** The minimum size for the is .275" wide . This allows for usage on various unique items (ie. lapel pins).

**THE WORD MARK AND TAG** Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25" in all areas surrounding logo as a unit or elements of the logo. The minimum size for either logo is 1.25" w.

*Note: Sizing guidelines apply to all variations of the logo. Always insure the logo and CVB Taglines are legible.*

**EMBROIDERY OPTIONAL LOGO PROVIDED ON PAGE 13**



**A.**



## LOGO ONE COLOR | REVERSED LOGO USE

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### ONE COLOR USAGE

When the three color logo cannot be used, a one color black, PMS 286 (blue) or PMS Cool Gray 7 logo is acceptable.



### REVERSED OR WHITE LOGO USAGE

The logo may be reversed out of the background color provided it provides sufficient contrast and does not exceed 50% black. The logo mark can also be reversed out of the Texas state shape for specific uses (ie. international clients).

The logo may also be reversed out of PMS 286 (blue), PMS Cool Gray 7, 100% Black or 50% black.

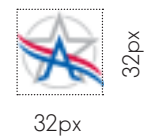
If the logo must be used on a solid color (use a reversed or black logo only - which ever is more legible)

*Note: Clear space and sizing guidelines apply to all variations of the logo. Remember, .25" clear space around the entire mark.*



### FAVICON

The Favicon is associated with the URL and is visible in the address bar of any browser.



## TEXAS STATE SYMBOL LOGO

The logo mark can also be reversed out of the Texas state shape for specific uses (ie. international clients, geographic identification where needed).

The size of the logo mark can be used in two ways.

**A.** Large

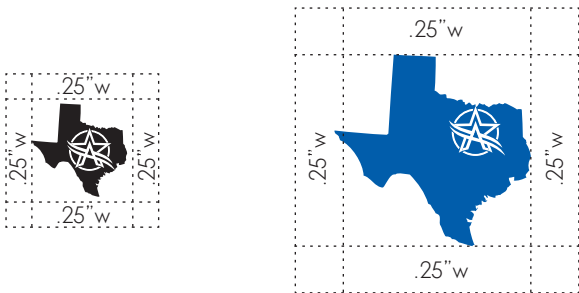
**B.** Smaller to show the location of Arlington in proximity to the state

**MINIMUM SIZE** Allow for ample clear space (free of text and/or graphics) around the logo as shown. A minimum of .25" in all areas surrounding logo as a unit or elements of the logo. .5" w on **A** and 1" w minimum on **B** size whether solid or reversed out.

The logo may be reversed out of PMS 286 (blue) or 100% Black.

If the logo must be used on a solid color (use a reversed outline version or black logo only - which ever is more legible)

*Note: Clear space and sizing guidelines apply to all*



## LOGO DO'S AND DON'TS

### COLOR LOGO ON A BACKGROUND

It is acceptable to use the full color logo on a white background or light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo. A one color logo reversed to white or black is sometimes the best solution and provides consistency.

### LOGO ON A PHOTO

Use of the color logo on a photographic background texture is acceptable. Never use the color logo on a background image that interferes with the legibility of the logo.

### LOGO MODIFICATIONS

Never stretch, condense, skew or recolor the logo or move elements.

*NOTE: Do not reproduce the logo at smaller than the recommended minimum size. Sizing guidelines apply to all variations of the logo.*



## COLOR PALETTE

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**PMS 200** Coated & Uncoated

**PROCESS BUILD**  
C 0 / M 85 / Y 72 / K 23

**R 196 / G 29 / B 55**  
**HEX C41D37**



**PMS 286** Coated & Uncoated

**PROCESS BUILD**  
C 100 / M 89 / Y 4 / K 1

**R 48 / G 67 / B 145**  
**HEX 304397**



**PMS Cool Gray 7** Coated & Uncoated

**PROCESS BUILD**  
C 0 / M 0 / Y 0 / K 37

**R 161 / G 161 / B 161**  
**HEX a1a1a1**



**ALTERNATE** 40% Black



**PMS 877 Metallic Silver** Coated & Uncoated



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ITC Serfic Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,...;'" /<>? [ { } ] !@#\$%&\* ( ) -= \_ +

USAGE | This typeface should only be used within the logo itself. Do not use this font on it's own for body copy, headlines or emphasis. The capital "R" has been manually modified and therefore limits the usage.

Do not load this font into your computer system. The approved usage is provided in an EPS, JPEG, PDF and PNG for use in a variety of mediums

ITC Relish Pro

Light, Medium, Medium Italic, Bold or Bold Italic

ITC Relish Pro Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,...;'" /<>? [ { } ] !@#\$%&\* ( ) -= \_ +**

ITC Relish Pro  
Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890,...;'" /<>? [ { } ] !@#\$%&\* ( ) -= \_ +***

USAGE | Relish is a more traditional sans serif typeface with round punctuation that is strong yet approachable. Use Relish Regular and Medium for headlines, sub-heads, call outs, disclaimers, captions or emphasis.

Do not use for large areas of body copy (more than four lines)

## TYPOGRAPHY

Adobe Jenson Pro

Regular, Regular Italic, Medium, Medium Italic, Bold and Bold Italic

Adobe Jenson Pro  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,...;” / < > ? [ { } ] ! @ # \$ % & \* ( ) - = \_ +

Adobe Jenson Pro  
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

USAGE | Adobe Jenson Pro provides a power and flexibility for text composition. Use Adobe Jenson Regular and Medium for body copy or large areas of text. Use Adobe Jenson Bold for emphasis on a word(s).

### EXAMPLE

Relish Medium  
– all caps

## TYPOGRAPHY

Relish Bold  
– Initial caps

# Combining Type in the same document

Relish Medium Italic  
– Initial caps

*Use Relish Regular or Medium for subheads  
and text that requires additional emphasis.*

Relish Bold  
– Drop cap

**L**orem ipsum dolor sit amet, consectetur adipiscing elit. Doneque lacus, feugiat eget lacus id, pretium sodales arcu. Etiam ullamcorper tristique augue eget eleifend. Proin fringilla, velit ultricies interdum, lacus velit commodo nisl, vitae euismod lacu et quam. Cras eu iaculis nunc. Curabitur est est, tempor vitae er adipiscing gravida augue. Donec pellentesque ante ac elit vulput fermentum. Sed quis scelerisque risus. Lorem ipsum dolor sit ar consectetur adipiscing elit.

Jenson Regular

Jenson Bold

**Quisque felis magna**, iaculis id euismod sed, tempor ac enim. \ lum dictum ipsum nisi, nec vestibulum urna ullamcorper sed.

## EMBROIDERY AND SHIRT COLORS

There are no brand preferences for shirts as long as they are one solid color

- White shirts may be printed with a three or one color logo.
- Red, blue or dark colored shirts may be printed with a white or gray logo.
- Light colored shirts may be printed with blue, black or gray logo.
- One color imprints MUST use the same thread color on entire item.

Approved thread colors  
(match as closely as possible)

PMS 200



PMS 286



PMS Cool Gray 7



White or black

2.75" WIDE

2.875" HIGH



This document is for positioning only and the actual size of the imprint will depend on the shirt/shirt size and judgement of selected vendor.

**NEW BRAND. NEW POSITION TO FOLLOW.**