

DOWNTOWN MIDLAND

Logo Usage Guide



MINIMUM CLEAR SPACE

Dimensions for minimum clear space are described above. The height of the "M" in "MIDLAND" may be used to approximate clear space for each iteration of the Downtown Midland logo in which the logotype appears. For the mark, minimum clear space may be approximated using the height of one segment of the arc.

Red Hat Display (Black Bold Medium)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1234567890

Red Hat Text (Black Medium)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1234567890

TYPOGRAPHIC GUIDELINES

Downtown Midland brand typefaces are shown above. These typefaces include:

Red Hat Display

Primary uses include headings and subheadings. Kerning set to "Optical", Leading set to 1.25x the point size of the type. Tracking set to 0.

Red Hat Text

Primary uses include body copy. Kerning set to "Optical", Leading set to 1.25x the point size of the type. Tracking set to 0.

USAGE TIPS

Following this guide is important for maintaining a strong visual identity. If you have questions about your logo that aren't answered here, please contact us at AberroCreative.com



Don't stretch, distort, or rotate the logo when scaling it up or down. Always use the logo in its original proportions and orientation.



Make sure you're using the proper logo files for their intended purposes (CMYK for print and RGB for screens).



Carefully follow the typographic guidelines established above to ensure consistency across all branded materials.



Leave enough room for your logo. Allow for the minimum clear space, and do not shrink the logo below the minimum size.



Don't alter, re-color, reposition, or recreate any part of the logo. If you need copies of the original logo files, contact us at AberroCreative.com

Mark



Full Logo (Vertical)



Full Logo (Horizontal)



Wordmark



	Inches (300dpi)		Pixels (72ppi)	
	W	H	W	H
Full Logo (Vertical)	0.61"	0.54"	44	39
Full Logo (Horizontal)	1.15"	0.64"	83	33
Mark	0.45"	0.22"	44	13
Wordmark	0.61"	0.18"	32	16

MINIMUM LOGO DIMENSIONS

Dimensions for minimum logo size are described above. Where the Downtown Midland brand must be indicated at smaller sizes, the campaign's name set in Red Hat Display (all caps) shall suffice.

Primary Blue	Blue	Bright Blue
HEX: #2a575a RGB: 42 87 90 CMYK: 84 50 54 30 PMS: 7476c	HEX: #3d8dba RGB: 61 141 186 CMYK: 75 34 12 0 PMS: 7459c	HEX: #73bce8 RGB: 115 188 232 CMYK: 51 11 0 0 PMS: 292c
Green	Bright Green	Red
HEX: #47723b RGB: 71 114 59 CMYK: 74 34 94 21 PMS: 7743c	HEX: #7dbb57 RGB: 125 187 87 CMYK: 56 4 87 0 PMS: 360c	HEX: #b03b2f RGB: 176 59 47 CMYK: 22 89 89 13 PMS: 7599c
Bright Red	Yellow	Bright Yellow
HEX: #dc4544 RGB: 220 69 68 CMYK: 8 88 76 1 PMS: 1797c	HEX: #e9c21e RGB: 223 194 30 CMYK: 10 21 100 0 PMS: 7408c	HEX: #f4d55a RGB: 244 213 90 CMYK: 5 13 77 0 PMS: 113c

DOWNTOWN MIDLAND PALETTE

Color codes for the Downtown Midland palette are described above. When creating public-facing materials for Downtown Midland, always use media-appropriate color profiles (HEX/RGB for digital use, CMYK/PMS for print).