



GRAPHICS STANDARDS GUIDE



PRIMARY LOGO

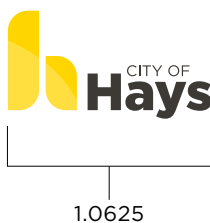
This City of Hays logo should never be re-created or re-typeset. To maintain consistency, a cohesive balance, and a strong visual identity, the City of Hays logo should only be used from existing digital files.



CLEAR ZONE

The City of Hays logo should always have an area of open space or “clear zone” around it. No other graphic elements should fall within this area around the logo.

Where the “X” is equal to the height of the capital (H) in the word “Hays”, leave at least X amount of clearance on all sides of the logo.



MINIMUM SIZES

The City of Hays logo should always be used at an appropriate size to make sure it is legible. When the primary logo is used, it should be no smaller than 1.0625” at its widest point.



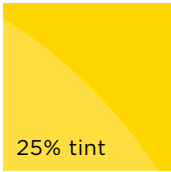
COLOR PALETTE

This City of Hays logo is composed of 2 colors with a tint of 25% through the abstract (h) logo.

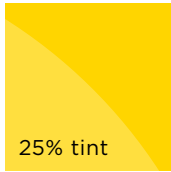
Four-color process printing is the preferred option for printing. When the logo is used on the web or on screen, the RGB format should be used. Four-color process, Pantone and RGB formulas are listed below.

MAIN BRAND COLORS

4-COLOR PROCESS (CMYK)

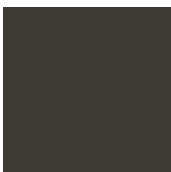
	C	0
	M	13
	Y	100
	K	1
	Yellow	

SPOT COLOR (PANTONE)

	PMS 7406
	Yellow

RGB & HEX VALUE (WEB)

	R	241
	G	196
	B	0
	HEX	#F1C400
	Yellow	

	C	63
	M	60
	Y	64
	K	65
	Black 7	

	PMS BLACK 7
	Black 7

	R	61
	G	57
	B	53
	HEX	#3D3935
	Black 7	

LOGO FONT

Gotham Book and Gotham Black are the two fonts for the City of Hays text of the logo.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&!?:;

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&!?:;



GRAYSCALE LOGO

This is a version of the City of Hays logo in grayscale, and will be used when only black ink is available. All elements of this logo are varying shades of black.



ONE-COLOR LOGO

This is a version of the City of Hays logo in one-color, and will be used when only one-color printing is available. All elements of this logo are one solid color.



ONE-COLOR REVERSE LOGO

This is a version of the City of Hays logo in one-color, and will be used only when the logo appears on black or another dark color. All elements of this logo are white.

INCORRECT USES OF LOGO



DO NOT distort or stretch the logo. Make sure it is always scaled proportionally.



DO NOT change the colors of the logo.



DO NOT place the 2-color logo on a background that is the same color or similar color to the colors in the logo.

For questions or special requests please contact:

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