

FortWorth
magazine

Fort Worth Magazine

logo guidelines

03.23.2017

FORT WORTH MAGAZINE

logo guidelines

in writing:

Fort Worth Magazine

NOTES:

- *always italicize*

FortWorth
magazine

*Contact ayla.haynes@fwtx.com with any questions about usage.

FORT WORTH MAGAZINE

logo guidelines

size:



NOTES:

- Logo may never be used **smaller** than 1.75" in width

FortWorth
magazine

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FORT WORTH MAGAZINE

logo guidelines

white space:



NOTES:

- *always leave space around the logo.*
- *minimum spacing should match the width of the "F" in logo.*

FortWorth
magazine

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FORT WORTH MAGAZINE

logo guidelines

color:

The logo features the words "FortWorth" in a large, red, serif font, with the word "magazine" in a smaller, black, sans-serif font positioned directly below "Worth".

FortWorth
magazine

PMS 485 & Registration Black

The logo features the words "FortWorth" in a large, black, serif font, with the word "magazine" in a smaller, black, sans-serif font positioned directly below "Worth".

FortWorth
magazine

one-color

The logo is displayed on a solid black rectangular background. The words "FortWorth" are in a large, red, serif font, and "magazine" is in a smaller, white, sans-serif font below it.

FortWorth
magazine

reversed

The logo is displayed on a solid grey rectangular background. The words "FortWorth" are in a large, white, serif font, and "magazine" is in a smaller, white, sans-serif font below it.

FortWorth
magazine

reversed

NOTES:

- red must be PMS 485
- black must be registration black (100, 100, 100, 100)
- use reversed logo on dark backgrounds

The logo features the words "FortWorth" in a large, red, serif font, with the word "magazine" in a smaller, black, sans-serif font positioned directly below "Worth".

FortWorth
magazine

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FORT WORTH MAGAZINE

logo guidelines

usage:



NOTES:

- do not stretch, squeeze, or rotate the logo
- do not place logo on busy backgrounds

FortWorth
magazine

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