

FortWorth
magazine

Fort Worth Magazine

logo guidelines

03.23.2017

FORT WORTH MAGAZINE

logo guidelines

in writing:

Fort Worth Magazine

NOTES:

- *always italicize*

FortWorth
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*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

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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.*

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FORT WORTH MAGAZINE

logo guidelines

color:



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PMS 485 & Registration Black



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one-color



reversed



reversed

NOTES:

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



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FORT WORTH MAGAZINE

logo guidelines

usage:

~~FortWorth
magazine~~

~~FortWorth
magazine~~

~~FortWorth
magazine~~

~~FortWorth
magazine~~

~~FortWorth
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NOTES:

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

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