

**fortworth**  
MAGAZINE

**Fort Worth Magazine**

logo guidelines

08.01.2018

## **FORT WORTH MAGAZINE**

logo guidelines

in writing:

***Fort Worth Magazine***

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### **NOTES:**

- *always italicize*

**fortworth**  
MAGAZINE

\*Contact [ahaynes@fwtexas.com](mailto:ahaynes@fwtexas.com) with any questions about usage.

# FORT WORTH MAGAZINE

logo guidelines

color:



**fortworth**  
MAGAZINE

**FULL COLOR**  
PMS 485 & 75% black



**fortworth**  
MAGAZINE

**ONE COLOR**  
registration black & 75% black



**fortworth**  
MAGAZINE

**FULL COLOR REVERSED**  
PMS 485 & 30% black



**fortworth**  
MAGAZINE

**ONE COLOR REVERSED**  
white & 30% black

## NOTES:

- red is PMS 485
- black must be registration black (100,100,100,100)
- dark gray is 75% black. light gray is 30% black
- use reversed logo on dark backgrounds



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MAGAZINE

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# FORT WORTH MAGAZINE

logo guidelines

size:

3"  
width



A horizontal pink line with vertical end caps spans the width of the logo below. The logo consists of the word "fortworth" in a bold, lowercase sans-serif font, with "fort" in red and "worth" in dark grey. Below it, the word "MAGAZINE" is written in a smaller, all-caps, spaced-out sans-serif font.

1.75"  
width



A horizontal pink line with vertical end caps spans the width of the logo below. The logo consists of the word "fortworth" in a bold, lowercase sans-serif font, with "fort" in red and "worth" in dark grey. Below it, the word "MAGAZINE" is written in a smaller, all-caps, spaced-out sans-serif font.

1.25"  
width



A horizontal pink line with vertical end caps spans the width of the logo below. The logo consists of the word "fortworth" in a bold, lowercase sans-serif font, with "fort" in red and "worth" in dark grey. Below it, the word "MAGAZINE" is written in a smaller, all-caps, spaced-out sans-serif font.

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## NOTES:

- Preferred logo size is 1.75" in width
- Logo may **never be used smaller** than 1" in width



The logo for Fort Worth Magazine, featuring the word "fortworth" in a bold, lowercase sans-serif font, with "fort" in red and "worth" in dark grey. Below it, the word "MAGAZINE" is written in a smaller, all-caps, spaced-out sans-serif font.

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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 "w" in logo.

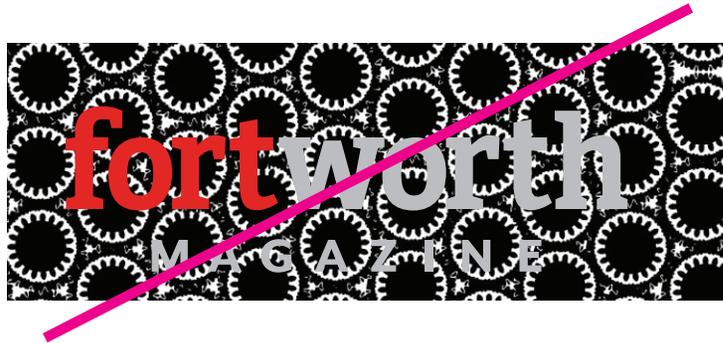
**fortworth**  
MAGAZINE

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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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