fortworth
MAGAZINE

Fort Worth Magazine

logo guidelines

08.01.2018

in writing:

Fort Worth Magazine

color:

fortworth
M A G A Z I N E

FULL COLOR
PMS 485 & 75% black

fortworth
M A G A Z I N E

ONE COLOR
registration black & 75% black

fortworth
M A G A Z I N E

FULL COLOR REVERSED
PMS 485 & 30% black

fortworth
M A G A Z I N E

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*

fortworth
M A G A Z I N E

*Contact ahaynes@fwtexas.com with any questions about usage.

FORT WORTH MAGAZINE
logo guidelines

size:

3" width

fortworth
M A G A Z I N E

1.75" width

fortworth
M A G A Z I N E

1.25" width

fortworth
M A G A Z I N E

NOTES:

- Preferred logo size is 1.75" in width

*- Logo may **never be used smaller** than 1" in width*

fortworth
M A G A Z I N E

white space:

NOTES:

- always leave space around the logo.

- minimum spacing should match the width of the "w" in logo.

fortworth
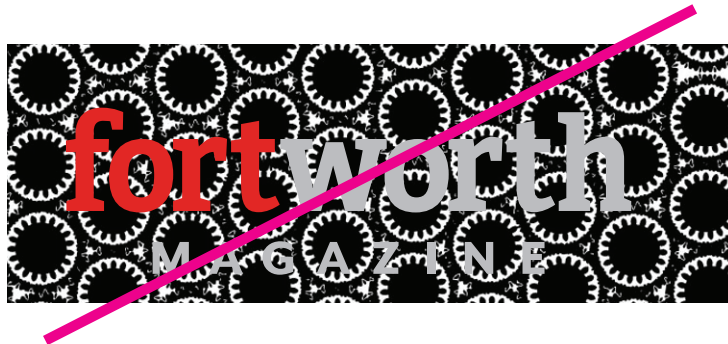M A G A Z I N E

*Contact ahaynes@fwtexas.com with any questions about usage.

usage:

NOTES:

- do not stretch, squeeze, or rotate the logo

- do not place logo on busy backgrounds

*Contact ahaynes@fwtexas.com with any questions about usage.