

Manteca Convention and Visitors Bureau
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The Manteca Convention and Visitors Bureau has developed a branding image logo as an initial part of an overall branding process in order to symbolize the wide range of appealing activities for visitors and local residents.

The purpose of this style guide is to provide reference to those responsible for using the Manteca CVB brand logo in print, advertising, signage, premiums, apparel, and electronic applications.

BRAND LOGO STYLE GUIDE

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- **COLOR PALETTE**
- **ADVERTISING/COLLATERAL/SIGNAGE
TYPOGRAPHY**



BRAND LOGO STYLE GUIDE

PAGE 2 OF 3

The branding logo for this discussion refers to the composite of the Manteca Hook, Wine & Sneakers typography and graphic elements as a whole. The term logotype refers to the only the name and sub or tag line.

• DO'S AND DON'TS



Try and avoid usage smaller than above sample. Specialty items using type only approach may be the exception.

DO

Note: In some specialty item applications where imprint area is limited, it may be necessary to use only the logotype portion of the logo as shown to the right.



Do use full-color, CMYK (except RGB web) composite logo with buffer space from other graphic elements.



Do use Grayscale composite logo with buffer space from other graphic elements.



Do use Black & White composite logo with buffer space from other graphic elements.

DON'T

**Apparel applications may be the exception to background color, if logo can be applied to color fabric with sufficient contrast and maintain color integrity.*



Do not distort proportions of logo. Remember to constrain proportions when reducing or enlarging logo.



Do not place logo on background color* or tinted fields. Do not use any shape to contain the logo.



Do not reverse (show as white) logo out of background color or tinted fields.

DON'T



Do not place logo on photographic or illustrated backgrounds.



Do not use alter the arrangement, size, orientation, or proportional relationships of elements in the composite logo.



Do not use substitute typography (fonts) for logotype.

The branding logo is the basis for the range of this color palette available for use as supporting color for advertising, print and signage applications.

The typography (font) selection is has been established for support material wording.

- **COLOR PALETTE**
- **ADVERTISING/COLLATERAL/SIGNAGE TYPOGRAPHY**

Derived from logo elements

← Grey = 75% Black



C100, M85, Y5, K10
 PMS 2735 c
 R24, G63, B138



C70, M40, Y80, K30
 PMS 7483 c
 R73, G100, B66



C100, M55, Y6, K6
 PMS 2945 c
 R0, G102, B165



C75, M0, Y100, K25
 PMS 362 c
 R40, G144, B58



C50, M100, Y0, K0
 PMS 513 c
 R145, G39, B143



C0, M25, Y100, K0
 PMS 116 c
 R255, G194, B14



C60, M80, Y70, K20
 PMS 7421 c
 R108, G67, B72



C15, M100, Y100, K0
 PMS 1797 c
 R210, G35, B1342

Typography

UNIVERS 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use this font or similar for address lines, advertising, specialty item, or signage body or bulleted text. *For italics please use Oblique or true Italic version of this font rather than an electronic slant.*

Note for information purposes: The font used in the *Manteca Hook, Wine & Sneakers* logotype is Helvetica Rounded Bold Condensed, which should not be used as a support type font in any application.

UNIVERS 67 Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use this font or similar for advertising, specialty item or signage headline or subhead text. *For italics please use Oblique or true Italic version of this font rather than an electronic slant.*