

BROWNFIELDS 2021 LOGO SPECIFICATIONS

PRIMARY LOGOMARKS



Horizontal



Vertical

FONTS USED IN LOGO

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890 !@£\$%^&*()-=+

Avenir Black

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890 !@£\$%^&*()-=+

COLOR SPECIFICATIONS



PMS 295 C

FOR WEB USE:
R:15 G:45 B:82
HEX: 0f2d52

FOR PRINT USE:
C:100 M:84 Y:36 K:39



PMS 660 C

FOR WEB USE:
R:66 G:124 B:191
HEX: 427cdf

FOR PRINT USE:
C:76 M:47 Y:0 K:0



PMS 362 C

FOR WEB USE:
R:76 G:158 B:69
HEX: 4c9e45

FOR PRINT USE:
C:74 M:15 Y:100 K:2



70% BLACK

FOR PRINT USE:
C:0 M:0 Y:0 K:70

FOR WEB USE:

R:109 G:111 B:113
HEX: 6d6f71

LOGO VARIATIONS

Horizontal



Monochromatic



Reverse

Vertical



Monochromatic



Reverse

LIMITED USE LOGO VARIATION

Secondary Horizontal –
Use for headlines or
banners only



Color



Monochromatic



Reverse

PADDING DISTANCE FOR LOGO

Gray Padding indicates the logo's Clear Space; an area where other elements must not encroach into in order to allow the logo to breathe.



INCORRECT LOGO USAGE

Do not move elements



Do not stretch or distort



Do not change element sizes



Do not change element colors



For more information, please contact

Emily Sparks, Senior Program Manager, ICMA
esparks@icma.org