LOGO GUIDELINES

OTSEGO**now**

LOGO VERSIONS

The logo should be used in color whenever possible. In order to maintain a consistent look do not alter the logomark or type in any way.

OTSEGO**now**

LOGO

OTSEGO**now**
HUB FOR ECONOMIC PROGRESS

LOGO WITH TAGLINE

OTSEGO**now**

BLACK/WHITE LOGO

OTSEGO**now**

REVERSE LOGO

ALTERNATE ORIENTATION

This logo should be used as an alternative only when space dictates.

OTSEGO **now**
HUB FOR ECONOMIC PROGRESS

LOGO WITH TAGLINE

OTSEGO **now**

LOGO

LOGO CLEARSPACE

Minimum clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.

OTSEGO**now**

LOGO MISUSE

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the logo. Below are some examples of logo misuse.
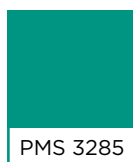
Otsego**NOW**

OTSEGO **now**

OTSEGO**now**

OTSEGO**now**

LOGO COLORS

The logo should be used in color whenever possible.

PMS 289

C=100 | M=76 | Y=10 | K=65
R=0 | G=34 | B=68
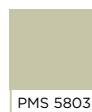
PMS 3285

C=97 | M=1 | Y=49 | K=3
R=0 | G=149 | B=129

SUPPORTING COLOR PALETTE

These colors support the logo colors. They should be used based on the hierarchy of the colors shown at the right.

C=0 | M=79 | Y=100 | K=0
R=252 | G=76 | B=2

PMS 1655

C=12 | M=2 | Y=24 | K=9
R=195 | G=198 | B=168

PMS 5803