LOGO STANDARDS

Marketing a logo or brand takes a user several instances to create a visual recognition. Using alternative or simple changes in fonts or color breaks the pattern of cognitive recognition conflicting with the successful marketing program standards.

Therefore, strict adherence to these guidelines is mandatory. No part of this logo or tag line may be used without the written permission of the Fennville Downtown Development Authority or the city commission.

Logo Rules:
The formats used for the logo are JPG for web and email use and PDF for print. Scale the logo proportionally; do not stretch or warp it. Do not place words or images closer than 1/8″ to the logo.

The tag line can be used on all applications but should never be used in place of the logo or on its own.

Font Standards
Lucida Sans is the font used for the logo. This font may be used for the tag line, as well as other headlines or titles, such as in a brochure or for banners. It should be used for all web and print applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abscdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}?

Color Standards
The logo was created using the Pantone Matching System (PMS) for color. The RGB formula is also given and is used for web applications and print where needed.

Please do not substitute any colors. If you have any questions about color usage, please contact the Fennville DDA for appropriate permissions.

Logo versions:

FENNVILLE

Tag line:

A place to grow...

A place to grow...

A place to grow...

A place to grow...

A place to grow...