

**FIFTH THIRD PAVILION
AT HENRY A. TANDY
CENTENNIAL PARK**



**BRAND
& STYLE
GUIDE**



FIFTH THIRD



LEXINGTON
Parks & Recreation

FACILITY NAME USAGE

OFFICIAL VENUE NAME:

**FIFTH THIRD PAVILION
AT HENRY A. TANDY 
CENTENNIAL PARK**

FOR SPACE CONSTRAINTS ONLY:

**FIFTH THIRD PAVILION
AT TANDY PARK**

DO NOT USE THE FOLLOWING

- FIFTH THIRD PAVILION
- FIFTH THIRD PARK
- 5/3 PAVILION
- TANDY PAVILION
- TANDY PARK
- CHEAPSIDE PARK

Please note: Although Fifth Third Pavilion sits in Henry A. Tandy Centennial Park, there are no events that use just the park without the pavillion  For that reason, the full name should always be used.

FACILITY LOGO

APPROVED LOGOS FOR USAGE

WHEN POSSIBLE, USE THE LOGOS BELOW ON ANY GRAPHICS ADVERTISING EVENTS BEING HELD AT THE VENUE



PRIMARY

FOR ANY COLOR BACKGROUND



BLACK

FOR LIGHT BACKGROUNDS



WHITE

FOR DARK BACKGROUNDS

FACILITY COLORS

APPROVED BRAND COLORS

WHEN USING WITH LOGO



#1D4094



#FFFFFF



#26D07C

PARKS & RECREATION LOGO

APPROVED LOGOS FOR USAGE

WHEN APPROPRIATE, FOR ANY PARTNERSHIPS OR COLLABORATIONS WITH THE CITY, USE THE LOGOS BELOW ON ANY GRAPHICS ADVERTISING EVENTS



PRIMARY

BLUE HORSE, BLACK LETTERS



WHITE

WHITE HORSE, WHITE LETTERS



BLACK

BLACK HORSE, BLACK LETTERS

PARKS & RECREATION LOGO

INCORRECT LOGO USES

WHEN USING LFUCG/PARKS LOGO



Stretch or skewed logo



Any color outside of the three approved versions



Added drop shadow



Outlined



Adjusting the size of the horse



Stacking the horse on top of the word Lexington



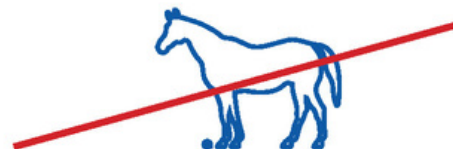
White Lexington



Stand alone horse
(Must have Lexington after it)



Horse reversed



Stand alone horse outlined

PARKS & RECREATION COLORS

APPROVED BRAND COLORS

WHEN USING WITH LFUCG/PARKS LOGO



Pantone: 286
CMYK: 100/72/00/00
HEX: 0057A8
RGB: 0/87/168



Pantone: 289
CMYK: 100/76/10/65
HEX: 001A49
RGB: 0/26/73



Pantone: 2925
CMYK: 77/38/9/00
HEX: 3787BA
RGB: 55/135/186



Pantone: 137
CMYK: 14/29/100/00
HEX: E0B111
RGB: 224/177/17



50% Gray
CMYK: 00/00/00/50
HEX: BFBFBF
RGB: 191/191/191

FOR ANY QUESTIONS ABOUT CITY LOGO AND COLOR USAGE, OR TO
RECEIVE APPROVALS AND HIGH RESOLUTION LOGOS, CONTACT
LEXINGTON PARKS & RECREATION PUBLIC INFORMATION OFFICE.