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 <u>always</u> 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

INCORRECT LOGO USES
WHEN USING LFUCG/PARKS LOGO

Stretch or skewed logo

Any color outside of the three approved versions

Added drop shadow

Outlined
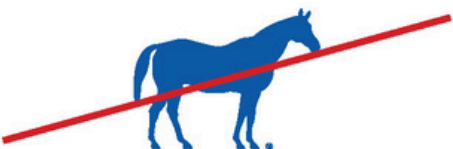
Adjusting the size of the horse

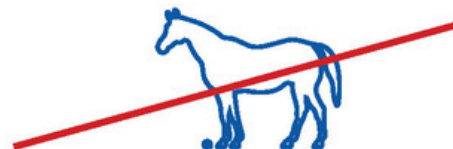Stacking the horse on top of the word Lexington

White Lexington

Stand alone horse
(Must have Lexington after it)

Horse reverved

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.