



Style Guide



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Logo Guidelines



Primary Logo



Secondary Logo

Using the Primary v Secondary Mark

- The primary mark should be used in most all applications.
- The primary mark should be used for any PMS process such as embroidery and signage.
- The secondary mark may be used in digital applications, but it must be tall enough to be decipherable.
- If the primary mark is not going to be used, the secondary mark may be used in four-color print applications. However, it must be used large enough so the logo text does not look “closed up.”
- The secondary mark should NOT be used in any application other than full color.
- The secondary mark should also not be used in greyscale nor black and white.

Logo Best Practices

- The Historic Downtown Mansfield logos must never be produced in colors other than its signature colors.
- The logos must always be printed at 300 pixels per inch (ppi), to be legible.
- The primary logo must never be smaller than .5” in height.
- The secondary logo must never be smaller than 1” in height.
- When resizing the logo, keep the proportions constrained. This is done by holding down the Ctrl key (shift on Mac) while resizing objects. This keeps the logo from becoming distorted.

Logo Guidelines

Explanation of File Types

- PNG files are only meant to be used digitally. They support transparency.
- JPG files are meant to be used for print, but are also commonly used digitally.
- EPS files are vector files. These may be used for signage, embroidery and a variety of other specialty printing. Vendors who need EPS files typically specify that they will need this type of file.

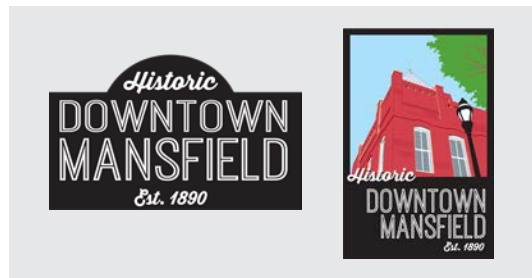
Proper Use of the Logo

- The logos must never be altered from the original format, except to be resized as specified earlier in this style guide.
- Do not use screens of black in the logos.
- The logos should always be utilized at 100% opacity.

Black and White Logo



Transparent Logo



Reversed



Placement Guidelines

- Logo should have .25" area around the logo.
- With few exceptions, the logo should be centered on the page or screen.



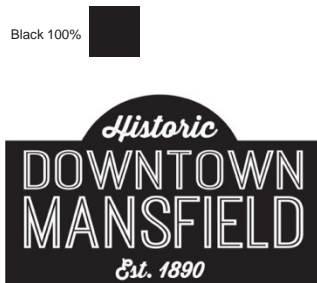
Color Standards















Color Standards

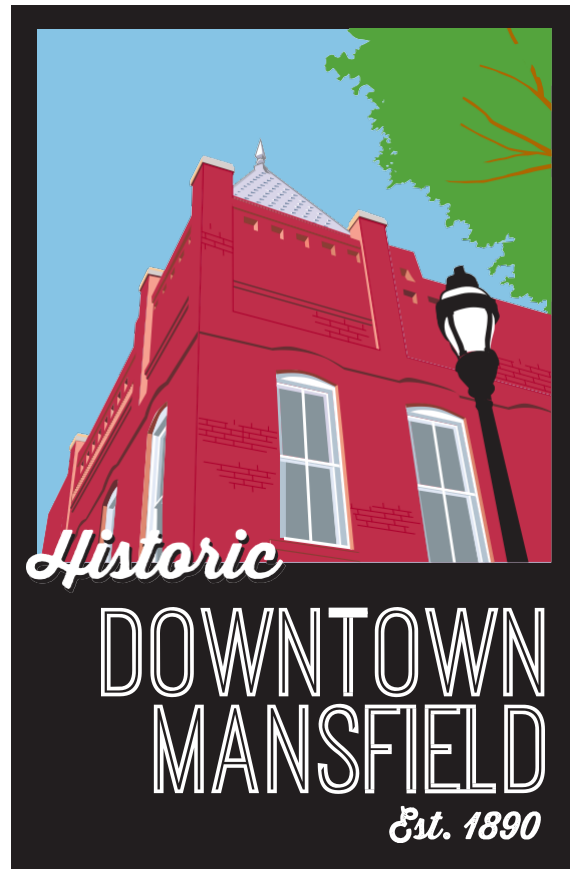
- The Historic Downtown Mansfield logo must always be produced in the signature colors as depicted in the official logo, unless printing in black and white.
- Do not print the logo with different colors. Do not switch the colors of any of the elements.

About Color Types

- CMYK is a standard four-color process. These will be useful for the vast majority of printing needs.
- RGB is meant for digital use.
- Hexadecimal values should be used in web projects.



PMS 297	
PMS 430	
PMS 536	
PMS 657	
PMS 1817	
PMS 703	
PMS 487	
PMS 486	
PMS 187	
PMS 146	
PMS 155	
PMS 420	
PMS 402	
PMS 362	



Typography Guidelines

- The Historic Downtown Mansfield logos utilize specific typefaces that convey the tone and personality of the area. Do not change the typography utilized in either logo.
- The logo should never be reproduced using typography. It is a distinct mark.
- For instances where a vendor may need the declared typefaces used in the logo, they are provided here.

Thirsty Rough Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ostrich Sans Inline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ostrich Sans Inline should only be used for page and section titling. Sizing is dependent on usage and should be approved by the Historic Downtown Mansfield marketing specialist.

Thirsty Rough Bold should only be used for callouts as it is too decorative to be a legible body copy font.

Proxima Nova Light is a complementary font suitable for body copy.

Clothing Guidelines



- The primary logo may be utilized as a screen print on T-shirts. Specific shirt colors are used to represent Historic Downtown Mansfield's earthy color palette. An exception will be made for specific holiday or special event activities downtown that include Hometown Holidays and Pickle Parade.

T-shirt color options are as follows:

Next Level Tri Blend 6010

- Premium heather with reversed black logo
- Heather white with reversed black logo
- Macchiato with white logo



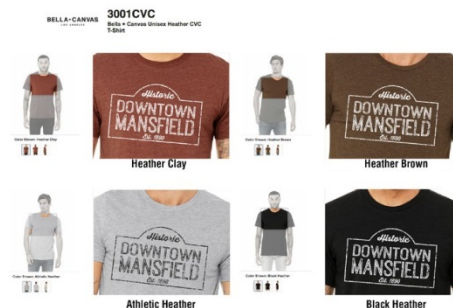
Youth Next Level TriBlend 6310

- Heather white with reversed black logo
- Vintage black with white logo
- Premium heather grey with black logo



Bella Canvas 3001CVC

- Heather clay with white logo
- Heather brown with white logo
- Athletic heather with reversed black logo



Clothing Guidelines



Long-sleeve T-shirts

Bella Canvas 3501 (unisex adult) 3501Y (Youth) and 3501T (Toddler)

- White with reversed black logo
- Black Heather with white logo
- Athletic Heather with reversed black logo

Sweatshirt color options are as follows:

Gildan 50/50 Crewneck Sweatshirt G 18000

- Sport Grey with reversed black logo
- Black with white logo
- White with reversed black logo
- Dark Chocolate with white logo

Youth Gildan 50/50 Crewneck Sweatshirt G18000B

- Sport Grey with reversed black logo
- Black with white logo
- White with reversed black logo

Gildan 50/50 Hoodie G 18500

- Sport Grey with reversed black logo
- Black with white logo
- White with reversed black logo
- Dark Chocolate with white logo

Clothing Guidelines

Youth Gildan 50/50 Hoodie G18500B

- Sport Grey with reversed black logo
- Black with white logo
- White with reversed black logo

Holiday T-shirts

Bella Canvas 3001CV

- Heather Grass Green
(Christmas, Pickle Parade)
- Heather Red
(Christmas)

