Downtown Reno Partnership brand style guide

This guide is meant to provide consistent uses for the Downtown Reno Partnership brand. When in doubt, ask the marketing manager.

Colors

Primary color
Main backgrounds and headlines (when not using black)
CMYK 100.78.36.29
RGB 11-59-96
HEX #0B3B60

Secondary color
Accent to backgrounds and headlines
CMYK 0.45.96.0
RGB 249-156-36
HEX #F99C24

Accent color
Third color used to provide contrast to primary in color bars, no text
CMYK 58.0.7.0
RGB 84-199-230
HEX #54C7E6

Fonts

Logo font
CA NEGRONI BLACK (ALL CAPS ONLY)
"RENO" is hand-tooled and cannot be used for any other use

Primary print display font
Gotham family where possible. Or Helvetica Neue

Print Body font
Gotham book

Web display font
Raleway or Arial or Helvetica

Web body font
Open Sans or Arial or Helvetica

Logos

Primary logo
Use wherever possible, especially with white or transparent backgrounds

Secondary logo
Use when framed, such as social media or sponsorships, or with mixed color backgrounds

Primary B&W logo
Use wherever possible for grayscale applications, especially with white or transparent backgrounds

Secondary logo
Use when framed, such as sponsorships or non color ads, or with mixed color backgrounds

Wide logo
Large scale logo meant for building signage or social media/rectangle web spaces.

LOGO USAGE
Primary logo should be used whenever possible. Should be used at ~1.5-inches wide. Logos can be used with color bars from the above choices and white text but no other colors. Avoid use with other brands where possible otherwise use Secondary logo with at least one-inch of clear space.