

BRAND USAGE GUIDELINES



A CAMPAIGN CREATED BY



LOGO FORMATTING

The color logo with the tagline and web address below should be used whenever possible. The grayscale and white versions are also acceptable.



The version below is acceptable when the space doesn't allow the standard, full logo to be large enough to be legible.



SIZING & PLACEMENT

The logo should always be sized so that all type is clearly legible. The logo below at left is preferred; the one at right is acceptable if space is constrained. These proportions must be maintained.

YES



The logo must not be skewed, stretched, recolored or altered in any other way.

NO



The logo must not be placed on a background color or image that makes the logo illegible.

NO



COLORS & TYPEFACES

Following are the logo colors, if you wish to coordinate with them:



The logo typefaces are:

MASSTOWN
careers

VAN CONDENSED PRO BOLD

MASSTOWNCAREERS.ORG

GREAT JOBS
IN OUR CITIES
& TOWNS

AMORE REGULAR