

THE MEANING BEHIND THE MARK

- GPS pin made from Clermont 'C' to bring to life the magnetism and attraction to Clermont
- A unique icon specific to the Convention & Visitors Bureau nestles in the GPS pin represents how Clermont County is the center of it all with a strong focal point as well as represents the other groups uniting to show a sense of place and belonging
- The two blues within the GPS pin highlight the Convention & Visitors Bureau while also bringing to life the fabric and the mosaic of people, places and things Clermont County offers
- 'Clermont' is in a strong, confident and bold font balanced with the call-to-action 'Discover' which has personality and warm humanism feel.



CONVENTION & VISITORS BUREAU LOGOS

1. PRIMARY LOGO LOCKUP

This logo option should be used as the predominant mark for the brand and should be used on all brand items that allow for full color printing. The full color logo option should be used on white backgrounds only to ensure legibility.

2. MINIMUM LOGO SIZE

To maintain quality and legibility in all applications, the logo must not appear smaller than 1.5 in. wide.

3. LOGO CLEAR SPACE

To preserve the logo's integrity, always maintain a comfortable clear space around the logo. The minimum clear space for the logo is defined as 75% of the width of the letter "o" in the "Clermont" word mark. This minimum clearance space should be maintained as the logo is proportionally enlarged or reduced in size.

4. SECONDARY LOGOS

Secondary, one color logo options should only be used when printing methods prohibit full color printing or legibility is jeopardized. Secondary logos may be shown in:

- A| Single color black
- B| Reversed out white

Secondary logos should follow all the same sizing and usage guidelines shown above.



IMPROPER LOGO USAGE

1. DISPROPORTIONATE SCALING

The logo should never be stretched to fit a specific size. It should always be proportionately scaled.

2. ARBITRARY ROTATION

Avoid arbitrarily rotating the logo when used. Should always sit on a horizontal baseline.

3. TEXT ALTERATION

The type and/or color in the logo should never be changed or altered in any way.

4. MOVING THE ICON

To maintain equity, consistency and recognition of the logo, never move the icon to a different location within the logo as specified in previous pages.

5. PLACING THE PHOTO OVER BUSY PHOTOGRAPHY

To ensure legibility, the logo should never be placed over a busy photo

6. ICON ALTERATION

To ensure consistency and recognition, the brand icon should never:

- A|** Be altered in color, size or shape
- B|** Use another Clermont County identifier or any other icon

1.



2.



3.



4.



5.



6A.



6B.



BRAND COLORS

1. COLOR PROPORTIONS

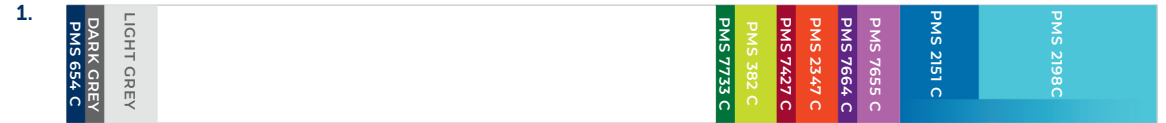
The Convention & Visitors Bureau color palette was chosen to reflect Clermont County's warm spirit and vibrant energy. The allotted proportions should be used as a guide to determine color usage on all materials. There is a wide selection of primary and secondary colors to create a sense of patchwork or many pieces and parts coming together in unison.

2. COLOR BREAKDOWNS

The preferred method of branding print reproduction is the utilization of Pantone PMS spot colors; however this is not always possible due to production processes or budget constraints. Custom four-color process builds or the CMYK breakdowns are listed for optimum color match alternatives. For web and digital uses, the custom RGB breakdowns should be used.

A | Primary colors

B | Secondary colors



<p>1.</p>				
<p>2A.</p>	 <p>PMS 2198 C</p> <p>C:61 M:0 Y:15 K:0 R:74 G:201 B:227 HEX: #4AC9E3</p>	 <p>PMS 2151 C</p> <p>C:93 M:51 Y:6 K:4 R:37 G:107 B:162 HEX: #256BA2</p>	 <p>DARK GREY</p> <p>C:0 M:0 Y:0 K:75 R:99 G:100 B:102 HEX: #636466</p>	 <p>LIGHT GREY</p> <p>C:0 M:0 Y:0 K:15 R:220 G:221 B:222 HEX: #DCDDDE</p>
<p>2B.</p>	 <p>PMS 654 C</p> <p>C:100 M:71 Y:10 K:47 R:0 G:58 B:112 HEX: #003A70</p>	 <p>PMS 7664 C</p> <p>C:74 M:100 Y:0 K:10 R:101 G:50 B:121 HEX: #AB2328</p>	 <p>PMS 7655 C</p> <p>C:33 M:72 Y:0 K:0 R:161 G:90 B:149 HEX: #A15A95</p>	 <p>PMS 7427 C</p> <p>C:8 M:100 Y:70 K:33 R:151 G:27 B:47 HEX: #971B2F</p>
	 <p>PMS 2347 C</p> <p>C:0 M:88 Y:100 K:0 R:225 G:6 B:0 HEX: #E10600</p>	 <p>PMS 7733 C</p> <p>C:89 M:0 Y:91 K:43 R:0 G:112 B:65 HEX: #007041</p>	 <p>PMS 382 C</p> <p>C:28 M:0 Y:100 K:0 R:196 G:214 B:0 HEX: #C4D600</p>	