



CINCINNATI**2020**



LOGO GUIDELINES

The Cincinnati 2020 logo must always be used pursuant to the specifications on these pages to identify Cincinnati 2020, or Cincinnati 2020 services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the logo in advertising, marketing collateral, or a website that references your connection with Cincinnati 2020.

**+ Use only approved Cincinnati 2020 logo artwork**

The following guidelines must be followed for all use of the logo:



Full-color positive logo



Full-color reversed logo

Use the positive version on light or white backgrounds. The full-color reverse logo may be used on color backgrounds, as well as photographs.

The logo may be reversed to white on a background that provides suitable contrast. A black logo is allowed when media reproduction is black only. Examples below.



## + Cincinnati 2020 logo icons



The **Caring icon** should be 361PMS  
(R: 67 G: 176 B: 42; C: 77 M: 0, Y: 100, K: 0; #43b02a Hex)

It stands for: Ensure quality of life for all



The **Connecting icon** should be 7409PMS  
(R: 240 G: 179 B: 35; C: 0 M: 25, Y: 85, K: 6; #f0b323 Hex)

It stands for: Enable meaningful Jewish lives



The **Community icon** should be 2935PMS  
(R: 0 G: 87 B: 184; C: 100 M: 52, Y: 0, K: 0; #0057b8 Hex)

It stands for: Empower strong congregations & agencies

## + Cincinnati 2020 tagline

TODAY'S **VISION**  
TOMORROW'S **#JEWISHCINNATI**

## + Approved copy to use with or without the logo when used in conjunction with a program or event

Cincinnati 2020 is a collaboration to build an engaged and empowered Jewish community.

## + Proper logo staging

To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The height of a circle in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the logo.



## + Logo size and proper usage

The width of the logo must always be at least 70 pixels for on-screen or 1" for print.



- Do not alter the relationship of the elements in any way.
- Do not change the font or alter the spacing between letters.
- Never create a new signature that combines the Cincinnati 2020 logo with your business name.
- Do not reproduce the signature using any colors other than those noted in this document or black or white.
- Do not rotate the logo, make it three-dimensional, create a pattern with it or skew it in any form.

## + Examples of incorrect logo usage

The logo must be used as provided by Cincinnati 2020 with no changes.



Don't change the size relationship of the symbol to the logotype



Don't compress the logo



Don't add effects to the logo



Don't alter the color of the logo or wordmark



Don't alter spacing in the logo



Don't create patterns of the logo



Don't angle the logo



Don't combine the logo with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.