Upper Mississippi River Restoration

Brand Guidelines

Logo Files

Your logo has been designed to work for various sizes and applications, on both light and dark backgrounds. It should always appear in its entirety as shown below. Do not crop or angle it.

You may choose to use the logo with its tagline. These files are organized in a separate folder: "Logo with Tagline" and include the word "tag" in the filename.

Choosing the Correct Format

It's important to choose the proper file format for each application. Logos are organized in folders to help you choose the correct file. When in doubt, consult with your service provider to determine which file format will produce the best results. When a "vector" file is requested, choose the .ai, .eps, or .pdf format. The UMRR logo contains four colors when printing on a light background, or five if white is required (as in embroidery applications on dark backgrounds). For this reason, printing in Pantone inks is not practical. All color applications should use CMYK process inks.

PROFESSIONAL PRINTING: FULL COLOR, 4-COLOR PROCESS, CMYK
Print > CMYK Vector > .ai – .eps – .pdf

PROFESSIONAL PRINTING: GRAYSCALE, BLACK INK ONLY
Print > Black White Vector > .ai – .eps – .pdf

DESKTOP PRINTING: FULL COLOR
Print > CMYK Vector > .ai – .eps – .pdf

DESKTOP PRINTING: MICROSOFT WORD
Print > MS Word > .wmf

SCREEN APPLICATIONS: WEB, EMAIL, POWERPOINT, TELEVISION
White Background
Screen-RGB Raster > .jpg
Transparent Background
Screen-RGB Raster > .png

EMBROIDERY & SCREEN PRINTING
Print > CMYK Vector > .ai – .eps – .pdf
(Each CMYK color is specified as a spot color for these applications.)

SIGNAGE, VEHICLE GRAPHICS & BILLBOARDS
Print > CMYK Vector > .ai – .eps – .pdf

Logo Application

The UMRR logo is not symmetrical. Centered applications be avoided for this reason. Alignment should be guided by the lettering as shown below.

Upper Mississippi River Restoration
Leading · Innovating · Partnering

Type is left-aligned with the word "Upper" in this example.

Ic tempera tasped magnihil expliquis sinim intio. Et quossit volupit laboribus dolentist, volupit est, corepel endam, sim quiandest. Nem harchillesto magnam eum qui aut ut qui corem inctur maiore, que doluptatem quidelest eum acesti.

Voluptatiora volorerum as ratur? Torepra tiosam eum ipsapiendita quate nonserum et enimoles solorpore in plique nos mi, ium eatus repelen isquatent. Quis sent ut id magnimusdae nihi.

Typography

No special fonts are required to use the UMRR logo, because the lettering has been "outlined." The logo features a single typeface, Whitney Condensed Bold (Semibold for the tagline). This is part of a large font (family of typefaces) that includes Regular and Condensed widths and various weights. If you wish to match the type, the font must be licensed for each workstation and may be purchased from **typography.com/fonts/whitney/**

Whitney Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When only standard Windows fonts are available for use in UMRR-branded documents, use Georgia in its various styles as a complement to the logo. (Do not try to match the logo using Arial, Helvetica, or similar sans serif fonts.)

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color

The UMRR logo uses four colors: navy blue, turquoise, green, yellow (and white, in some applications). Different color specs will be required for different printing methods or screen display.

PROFESSIONAL & DESKTOP PRINTING: GRAYSCALE or BLACK & WHITE
When output is limited to black ink only, choose the black or white files for best quality.

PROFESSIONAL PRINTING: SPOT INKS
When professional printers want to perfectly match a color, they use Pantone inks. Because of the number of colors in the UMRR logo, this printing method is impractical and should not be used. Pantone color specs are provided for matching other elements to the color logo (e.g., fabrics or vinyl graphics material)

PROFESSIONAL PRINTING: FULL COLOR, 4-COLOR PROCESS, CMYK
CMYK stands for cyan, magenta, yellow, black: the four inks used in full-color printing. This is also the color model used by most desktop printers and copiers.

SCREEN APPLICATIONS: RGB & HEX COLOR
Screens use light to transmit color. Because each user has a different monitor, perfect color consistency in screen applications is completely impossible. However, results can be controlled to a certain extent by using RGB (red, green, blue) color values as well as hexadecimal colors, a model used in web design.

	PRINT		SCREEN	
	PANTONE	CMYK	RGB	HEX
●	648	100/64/5/53	0/50/99	#003263
●	361	75/20/100/0	80/155/72	#509B48
●	7460	100/10/15/0	2/158/198	#029ec6
●	116	0/30/100/0	253/184/18	#fdb812