



**Downtown Kenosha, Inc.
LOGO USE GUIDELINES**

If you have any questions about access to or the proper use of the Downtown Kenosha logo, please contact Deanna Goodwin, Downtown Kenosha, Inc. representative, at (262) 654-7307 ext. 11 or info@downtownkenosha.org.

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The brand logo of Downtown Kenosha – an image developed by the Kenosha Lakeshore Business Improvement District (BID) and adopted by Downtown Kenosha, Inc. – is the cornerstone of our district’s identity. This image is the most visible and recognizable symbol of our brand; of who and what we are. It represents all of us within Downtown Kenosha – business owners, property owners, residents – and conveys unity and a collective spirit of working together for the benefit of our district. The logo represents Downtown Kenosha’s most recognizable features including the Lake Michigan shoreline, authentic Electric Streetcar System, and renowned flower basket displays. Its design exemplifies the Downtown Kenosha of today coupled with a traditional flair, paying homage to the area’s historical nature.

The logo image provides a unified and consistent image for Downtown marketing and promotional efforts, and will help grow awareness of Downtown Kenosha’s unique offerings including dining, shopping, attractions, arts and culture, recreation, and personal services. It embodies Downtown Kenosha Inc.’s mission of building and promoting a vibrant and valuable destination, one that exudes a positive community image and brings economic impact to the district and its members through local and tourist spending. Downtown businesses and partners are encouraged to use the Downtown Kenosha logo in their own marketing and promotional efforts to further the effort toward a unified image for Downtown Kenosha.

Through the use of this manual, we begin our journey to a strong brand identity for Downtown Kenosha. The following guidelines will help us use the elements of our brand correctly and consistently in a variety of situations.

This is an exciting time for Downtown Kenosha. By working together as “brand ambassadors” we can project a consistently strong image of our district that showcases our value to local residents and visitors to our community.

LOGO FORMS

PRIMARY LOGO

The Primary Downtown Kenosha brand logo is defined by the circle graphic mark encapsulating the elements of the wave, streetcar, sailboat and flower connected to banner mark containing the Downtown Kenosha text. The relationship between the circle mark and banner mark is fixed and should not be altered in any way. The colors and typeface are also fixed and should not be modified in any way under any circumstances. These logo marks must be used following the guidelines of this manual in all printed and online communications.



Color



Black & White



Color w/Web Address



Black & White w/Web Address

SECONDARY LOGO

The Secondary Downtown Kenosha brand logo is defined by only the banner mark containing the Downtown Kenosha text. This image should not be altered in any way. The colors and typeface are also fixed and should not be modified in any way under any circumstances. These logo marks must be used following the guidelines of this manual in all printed and online communications.



Color



Black & White



Color w/Web Address

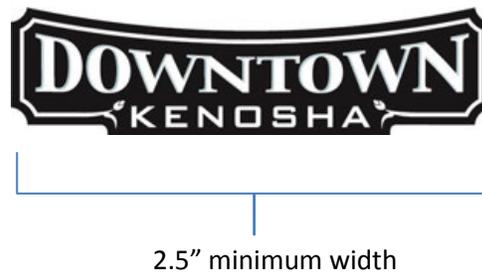
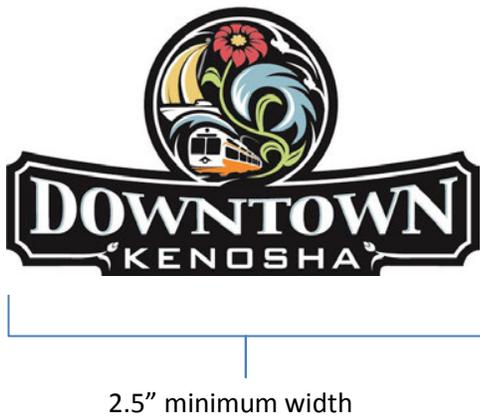


Black & White w/Web Address

LAYOUT & SIZING GUIDELINES

To protect the integrity and legibility of the Downtown Kenosha logo, please follow these layout guidelines:

1. Allow for ample white space (free of text or graphics) around the image.
2. Do not reproduce the logo image at smaller than the recommended minimum size of 2.5" wide.
3. Sizing adjustments must maintain the original proportions; do not stretch or condense the mark.



TYPOGRAPHY

The fonts featured in the Downtown Kenosha logo are recommended to complement or accompany the logo to provide a cohesive delivery of the brand image. The font type styles used in the Downtown logo are as follows:

DOWNTOWN FONT: Capitals Regular

KENOSHA FONT: Bank Gothic Medium

COLOR PALETTE

Each color featured in the Downtown Kenosha logo has been selected for its ability to visually reinforce specific attributes of our brand identity and the logo mark itself. By using this color palette consistently, a recognizable look and feel for the Downtown Kenosha brand is established.

Always use the approved CMYK or RGB formulas indicated in this manual for reproduction of the logo, and complementary design elements whenever possible. Never alter the assigned colors or values for any reason in the use of the logo. Please note that color samples shown in this document are for reference only and should not be matched for final artwork.

	CMYK	RGB
 Blue	C=46 M=9 Y=11 K=0	R=134 G=194 B=214
 Red	C=5 M=83 Y=57 K=0	R=229 G=82 B=94
 Yellow	C=7 M=14 Y=64 K=0	R=238 G=210 B=119
 Orange	C=5 M=52 Y=99 K=0	R=235 G=142 B=36
 Green	C=28 M=0 Y=68 K=0	R=192 G=219 B=121
 White	C=0 M=0 Y=0 K=0	R=255 G=255 B=255
 Black	C=0 M=0 Y=0 K=100	R=35 G=31 B=32



LOGO DO's and DON'TS

- The Downtown Kenosha logo can be used for promotional use only. It CAN be used in member business advertising, in-store marketing, and in conjunction with member business logos on staff uniforms and/or promotional wear.
- The Downtown Kenosha logo CANNOT be used on any materials whatsoever that are created for the purpose of selling or otherwise presenting to non-member employees or the general public.
- Never use the logo on a background color that interferes with the legibility of the logo; always use the logo on a white background or background with sufficient color contrast.
- Do not alter the logo in size, shape, proportions or content in any way.
- Use the proper file type for the application to ensure the best reproduction and quality of the finished image.
- Use the logo palette colors in adjacent text or graphics to complement the Downtown Kenosha logo when possible.
- Use the logo font typefaces in adjacent text or graphics to complement the Downtown Kenosha logo when possible.

ACCESS TO LOGO IMAGES

All Downtown Kenosha logos and fonts are available in various file formats and color variations. To obtain the Downtown logo, please email your request, including logo version and preferred file type, to info@downtownkenosha.org. Files will be sent to you via email.

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