LOGO GUIDELINES

Official Logo
This is the official City of Moorhead logo for used to identify the City of Moorhead for all internal and external communication purposes.
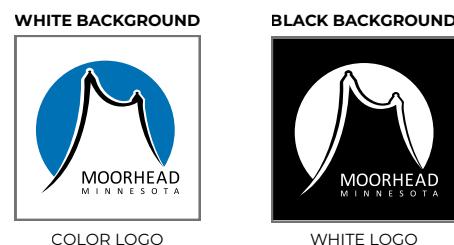
Color Standards
The City of Moorhead logo may use only the colors and font specified here. It is important to use the correct colors and font of the logo to preserve identity.

City of Moorhead Blue
C: 100 M: 50 Y: 5 K: 0
R: 0 G: 113 B: 180
Hexadecimal: #0071b4

Black
C: 0 M: 0 Y: 0 K: 0
R: 0 G: 0 B: 0
Hexadecimal: #000000

Acceptable Use
The examples here show the correct ways in which to use the City of Moorhead Logo in various circumstances. The logo must be large enough to be readable.
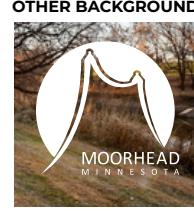
WHITE BACKGROUND

COLOR LOGO

BLACK BACKGROUND

WHITE LOGO

White Background | When working with a white background and color, use the Standard City of Moorhead logo. When working with a white background and no color, use the All Black logo.

BLACK LOGO

Black Background | When working with a black background and color, use the white logo. When working with a black background without color, use the white logo.
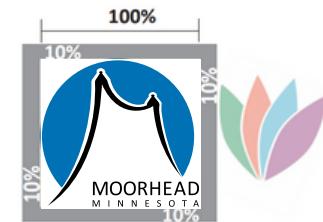
OTHER BACKGROUND

Other Background | When working with a color, gray, or photo background, the City of Moorhead logo may be used only if the format chosen is entirely readable in that circumstance.

WHITE LOGO

Spacing
In order to preserve identity and clarity, there must be a clean space surrounding the City of Moorhead Logo. Text and other graphics may not intrude this space.

100%
10%
10%
10%
10%

Special Circumstances
The City of Moorhead may grant explicit permission to use the City logo in a manner other than identified in this Usage Guide. All special circumstances must be requested in advance and approval is not guaranteed. Requests may be directed to 218.299.5369. Please allow 5 business days notice. Approval to use the logo in a manner similar to any of the unacceptable uses identified in the Usage Guide will be denied.