

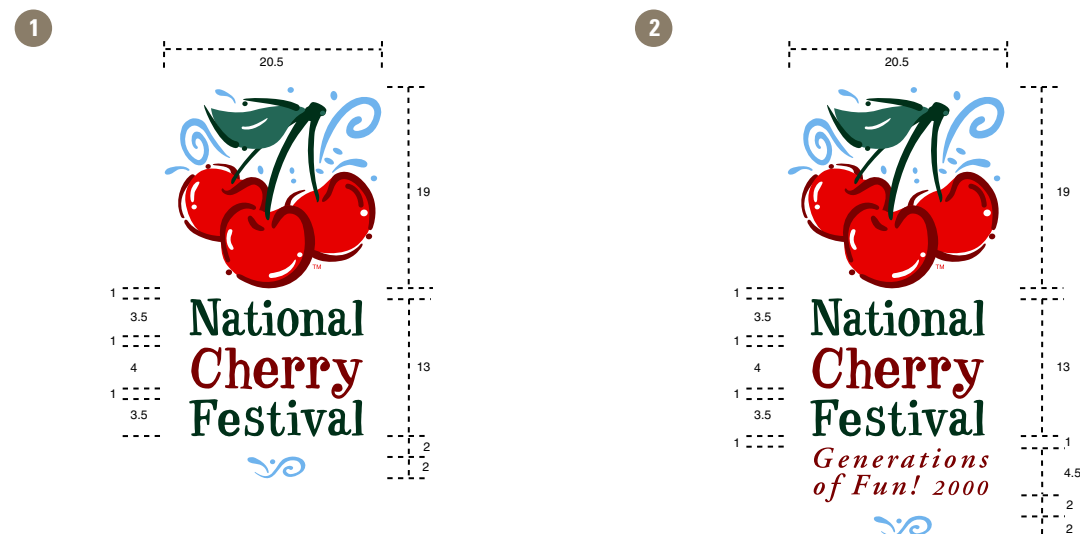
Logo Configuration

The following logos are the preferred combinations of the symbol with typography. Several versions are offered to allow maximum flexibility to our sponsors and vendors.

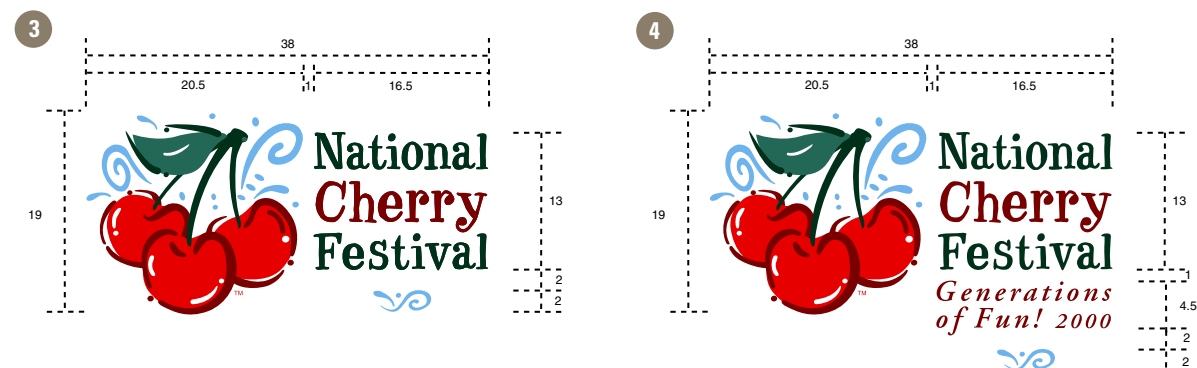
- Elements in the logo are unique. Using standard fonts will not accurately reproduce the typography. Please use original, camera ready artwork or an electronic file when reproducing the logo.
- The logo with tagline and date can be used when appropriate. The tagline should be set in Adobe Garamond Semi-bold Italic and sized and placed according to the specifications shown below.
- Please maintain the proper proportion of all identity elements, including the spacing between them.
- *Proportions are shown in units to facilitate large-scale reproduction.*

NOTE: Written permission for usage and application of the registered National Cherry Festival logo and marks must be obtained from the National Cherry Festival office, both for these logo configurations and any other applications of the logo that fall outside of these guidelines.

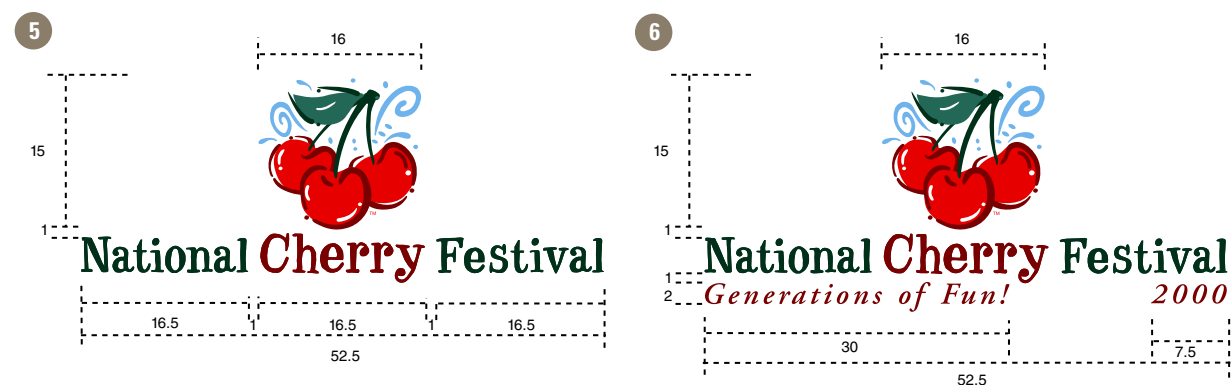
Vertical Logo



Block Logo



Centered Logo

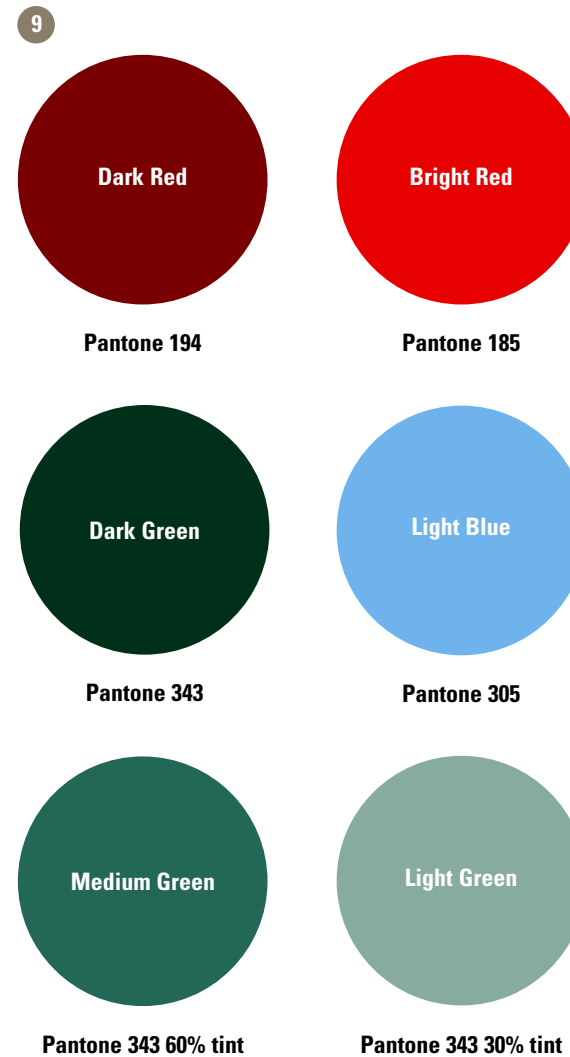


Horizontal Logo



Color Usage

The following colors have been approved for use in all National Cherry Festival applications. Four-color reproduction is preferred whenever possible. Refer to the color chart when specifying colors for reproduction.



10 Four-color logo application See (11) below

Coated spot color	Pantone 185 Pantone 343	Pantone 194 Pantone 305
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Uncoated spot color	Pantone 185 Pantone 343	Pantone 194 Pantone 305
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Two-color application See (12) below

Coated spot color	Pantone 343	Pantone 194
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Uncoated spot color	Pantone 343	Pantone 194
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Four-color process application See (11) below

Bright Red	C = 0 M = 100	Y = 100 K = 0
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Dark Red	C = 20 M = 100	Y = 70 K = 20
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Dark Green	C = 100 M = 0	Y = 70 K = 50
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Medium Green	C = 60 M = 0	Y = 42 K = 36
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Light Green	NA	
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Light Blue	C = 50 M = 0	Y = 0 K = 0
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Vinyl application (3M opaque color)

Bright Red	Tomato Red	7725-13
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Dark Red	Deep Red	3650-23
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Dark Green	Forest Green	7725-66
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Medium Green	Bright Green	7725-186
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Light Blue	Peacock Blue	7725-77
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Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials. © Pantone, Inc.

Color Application

The preferred color application is to reproduce the logo as a four-color process or in four spot ink colors. When appropriate, the logo can be reproduced in two spot ink colors or as a one-color logo.



Four-color logo application is four-color process or four-color spot Pantone inks.



Two-color logo is a variation to be used with Pantone 194 and Pantone 343 as the spot color choices.



One-color logo positive is to be used only in black and white newspaper advertisements. The approved colors are Pantone 194, Pantone 343 or black.



One-color logo negative should be all white if the background is a dark color or photograph that will allow adequate contrast. Preferred background colors are Pantone 194, Pantone 343, or black.