GO Durham

LOGO

4-color logo

The 4-color Logo is made up of 8 colors, including the gray "GO" font color.

The reversed 4-color Logo is made up of 7 colors, and uses white as the font color.

The logo icon (or "arrow") should always have a white stroke around it when used on a darker background.

Single-color logo

The single-color logo is made up of black and percentages of black.

Stacked logo

The stacked logo is available, though not the preferable option. It should be used only when horizontal space is at an absolute minimum.

LOGO

Restricted space

The empty space around the logo must be the height of one triangle in the "arrow" mark.

Using logo in background

The 4-color logo should only appear on white or light backgrounds where the value of the background color is less than the lightest value in the logo. Do not use the 4-color logo on backgrounds that are too similar to any one color in the logo, such as shades of gray, red, or orange. When using the logo over a background image, ensure that the logo is easily readable.

DO

DO NOT
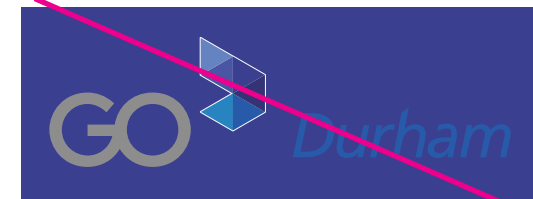
Scaling the logo

The logo must always be used in 100% of its proportion. Never stretch the logo horizontally or vertically. Scaling the logo out of proportion changes the appearance of the logo and decreases readability.

The logo should never appear smaller than 1.5 inches wide. Any smaller will compromise readability and cause the colors in the "arrow" to lose their distinct values.

DO NOT

COLORS

Primary colors

These are the CMYK builds and corresponding PMS colors for each element of the logo.

The "GO" element can be printed either as a flat or metallic in its PMS form.

Because the logo has so many distinct colors, there is no secondary color palette. White is the preferable choice when a secondary color is needed and should be used primarily as the background color for the logo.

GO

CMYK

47 39 39 3
PMS 877

Durham

CMYK	PMS
64 46 0 0	7453
82 75 1 0	2726
93 91 8 0	2756
100 100 30 0	2685
91 71 0 0	7455
80 40 3 0	279

CMYK	PMS
91 71 0 0	7455

FONTS

Font usage

These are the appropriate fonts to use in support of the brand. Please use these fonts when creating everything from business cards and uniforms to bus numbers, route maps, and other print collateral.

Display and headlines

Gotham Book

Headers and subheaders

Gotham Book

Body copy

Gotham Light

Web font (Google Fonts)

Open Sans Regular
Open Sans Bold

BRAND USAGE

When creating apparel, accessories, or giveaway and promotional items, the primary colors of these items should be blue or white. If possible, match the item color as closely as possible to PMS 7455 when choosing blue items. If an item is not available in blue or white, light gray would be the next best option. In this instance, use the reversed 4-color logo (white type with full-color arrow).