



Visual Standards Guide



Table of Contents

Logo	3-4
Logo Usage	5-7
Approved Colors	8
Approved Fonts	9
Example Materials	10-13

Primary Logo



Logomark



Logo Usage: Size and Spacing

Minimum Clear Space

In order to maximize visibility and impact, the logo should have adequate space between itself and other visual elements or lines of text.

The recommended minimum clear space for the primary logo is equivalent to the height of the top portion of the center cattail.



Minimum Size

In order to preserve legibility — avoid displaying the primary logo at a size smaller than 0.5” high.



If a smaller logo is needed, the logomark may be used. Avoid displaying the logomark at a size smaller than 0.25” high.



Logo Usage: Color Variations

To maintain consistency, only these color variations should be used.



Full Color

To be used on solid white and light colored backgrounds.



One Color Blue

To be used only for one-color printing projects such as screen-printing or cut vinyl.



One Color Black

To be used only for one-color, gray-scale, printing projects such as newspapers.



One Color White

To be used on dark colored backgrounds.

Examples of Unapproved Logo Usage



Do Not use unapproved color variations



Do Not add effects, such as bevel & emboss



Do Not stretch or distort



Do Not Display at an angle



Do Not display on photo or textured backgrounds.

Approved Colors



PMS, 7691
CMYK: 100, 62, 18, 3
RGB: 0, 97, 151
HEX: #006197



PMS, 7689
CMYK: 79, 33, 7, 0
RGB: 36, 141, 193
HEX: #248dc1



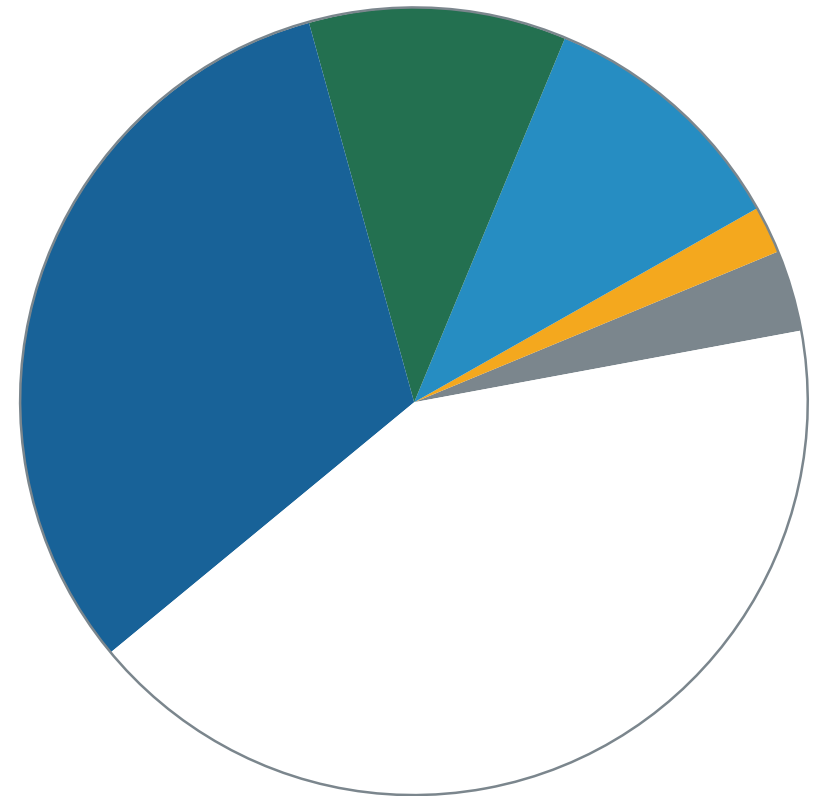
PMS, 130
CMYK: 2, 38, 100, 0
RGB: 244, 168, 29
HEX: #f4a460



PMS, 555
CMYK: 83, 33, 77, 21
RGB: 43, 113, 81
HEX: #2b7151



PMS, 430
CMYK: 55, 41, 38, 4
RGB: 123, 134, 140
HEX: #7b868c



Suggested color usage ratio

Approved Fonts

Capitolium News 2, Bold

Capitolium News 2 Bold is intended to be used for headlines, sub-heads, and for drawing attention to small pieces of type.

Capitolium 2

The Capitolium 2 font family is intended to be the primary choice for Block House MUD materials.

Acceptable Weights:

Bold / ***Bold Italic*** / *Italic* / Regular

Gill Sans Nova

The Gill Sans Nova font family is intended to be an alternate type choice for Block House MUD materials when a san-serif font is needed (such as for on screen). All font weights are acceptable

Acceptable Weights:

Semi-Bold / ***Semi-Bold Italic*** / *Book-Italic* / Book

Note:

The fonts listed on this page are available with Adobe Fonts.

<https://fonts.adobe.com>

Example Materials



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Nullam ut turpis vel dui luctus.



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Fusce mattis convallis elit et luctus. Vestibulum viverra lorem a tempus accumsan. Cras varius ipsum ac malesuada feugiat. *Quisque et ornare elit, non gravida lacus. Integer ac dictum urna. Fusce pulvinar luctus sem, quis dapibus nunc pharetra eu. Suspendisse molestie eget turpis nec auctor.* Etiam non malesuada sapien, eu varius massa. Nam nec ex ullamcorper odio placerat vulputate eu et metus. Sed id viverra nulla. Curabitur nec egestas eros.

Donec ut nisl id lacus egestas elementum. Curabitur nec elit non leo sodales fermentum nec at arcu. Phasellus pulvinar, lectus non sodales viverra, turpis odio facilisis est, efficitur posuere urna nulla nec leo. In convallis tincidunt lobortis. Vestibulum fermentum, lorem eget auctor maximus, ex leo placerat ante, consectetur consectetur arcu velit eu ex. Proin turpis urna, eleifend a ante ut, tincidunt egestas eros. Praesent lorem dolor, suscipit non libero id, tincidunt bibendum velit. Integer nec euismod mi, a dapibus quam. *Praesent consectetur efficitur scelerisque. Aenean sapien quam, vehicula vitae justo at, vestibulum pellentesque tortor.* Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Sincerely,
Cecilia Roberts



CRoberts@CrossroadsUS.com

(512) 555-1763

BlockHouseMUD.com

Example Materials



Block House
MUNICIPAL UTILITY DISTRICT

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BlockHouseMUD.com





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Roberts

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Block House
MUNICIPAL UTILITY DISTRICT

Example Materials

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**Donec ut nisl egestas
elementum congue eget.**

*Aenean sapien quam, vehicula vitae
vestibulum pellentesque tortor himenaeos.*

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Example Materials

