



Fort Worth Inc.

logo guidelines

08.01.2018

FORT WORTH INC.

logo guidelines

in writing:

Fort Worth Inc.

NOTES:

- *always italicize*
- *always have period after "Inc."*

fortworth
Inc.
MAGAZINE

*Contact ahaynes@fwtexas.com with any questions about usage.

FORT WORTH INC.

logo guidelines

color:



FULL COLOR

FW: PMS 485 & 75% black
INC: PMS cool gray 7



ONE COLOR

FW: registration black & 75% black
INC: 50% black



FULL COLOR REVERSED

FW: PMS 485 & 30% black
INC: PMS cool gray 7



ONE COLOR REVERSED

FW: white & 30% black
INC: 50% black

NOTES:

- red is always PMS 485
- Inc. gray is PMS cool gray 7
- use 50% gray for "Inc." on one-color versions
- use reversed logo on dark backgrounds



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FORT WORTH INC.

logo guidelines

size:

3"
width



1.75"
width



1.25"
width



NOTES:

- Preferred logo size is 1.75" in width
- Logo may **never be used smaller** than 1" in width



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FORT WORTH INC.

logo guidelines

white space:



NOTES:

- *always leave space around the logo.*
- *minimum spacing should match the width of the "C" in logo.*



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FORT WORTH INC.

logo guidelines

usage:



NOTES:

- do not stretch, squeeze, or rotate the logo
- do not place logo on busy backgrounds



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