



## LOGO STANDARDS AND GUIDELINES

The Citynet logotype is a typographical and graphical symbol that is a powerful visual representation of the company and forms the basis of its corporate identity.

Please take time to review these logo and identity standards before beginning any new project involving the Citynet name and logos. This guide helps resolve some conflicts that may arise when using the identity in different applications.

If you have questions or need assistance with a specific file format, please contact Deneen Rogers at 304.848.5400 ext.6131 or at [deneen.rogers@citynet.net](mailto:deneen.rogers@citynet.net).

**Option 1:**



Logo option 1 should be the primary logo used on most applications. It should not appear smaller than 0.50" inches in width. RGB colors: #7FA4CE (light blue) and #2F3660 (dark blue). CMYK colors: PMS7452 and PMS2757.

**Option 2:**



Logo option 2 should be used only when a dark background requires the use of this white logo. It should not appear smaller than 0.50" inches in width. RGB colors: #7FA4CE (light blue), #FFFFFF (white) and #000000 (black). CMYK colors: PMS7452 and Process black 100%.

**Option 3:**



Logo option 3 should be used only when the absence of color requires the use of this halftone logo. It should not appear smaller than 0.50" inches in width. RGB colors: #9C9C9C (grey) and #000000 (black). CMYK colors: Process black 100% and Process black 30%.

## Rules of Use:

1. Use of the Citynet logo without the prior written consent of Citynet is prohibited.
2. No text or graphics should appear within the immediate vicinity of the logo.



The only exception is the Citynet URL which may appear as in the example above. NOTE: Do not use this example logo as the colors are not correct. This presents the next rule and it is written in stone;

3. Do not change the logo colors.

## Examples of what NOT to do:

4. Do not stretch or skew the logo.



5. Do not place screened text behind the logo.



6. Do not place the logo over an image.



As with all rules, there are exceptions. If you think you have a valid reason to break the rules of use, contact Deneen Rogers.