


**KOKOMO**



This guide is for anyone who communicates on behalf of Kokomo—whether they're speaking to locals, visitors, business owners, or anyone else who interacts with the city.

# USAGE GUIDE



**OUR  
LOGO**

THE CITY OF

**KOKOMO**

IND  USA

VISIT

**KOKOMO**

IND  USA



ABBREVIATED PRIMARY WITH STATE LOGO



ABBREVIATED PRIMARY WITHOUT STATE LOGO



TYPOGRAPHIC WORD MARK



SIMPLE TYPOGRAPHIC WORD MARK

There will be occasions for using the Kokomo logo that will not call for the full logo. These marks can be used in substitution of the full mark.

The Kokomo brand contains several brand elements that can be used in addition to the Kokomo logo to further express the Kokomo brand.



LETTER K ICON



K ICON IN SHAPE



CONTAINING SHAPE



STACKED WORD MARK

# TYPOGRAPHY

Typography is an important component of the Kokomo visual identity. The consistent use of type is essential in creating a recognizable look throughout all communications.

Gotham is the official typeface of the Kokomo brand. It should be used for headlines, subheads, and body copy.

## HEADLINE TYPE

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### **GOTHAM BLACK**

**AaBbCcDdEeFfGgHhIiJjKkLlMm**

**NnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

## SUBHEAD TYPE

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### **GOTHAM MEDIUM**

**AaBbCcDdEeFfGgHhIiJjKkLlMm**

**NnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

## BODY TYPE

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### **GOTHAM BOOK**

**AaBbCcDdEeFfGgHhIiJjKkLlMm**

**NnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

# COLOR PALETTE

Spot-color printing using the Pantone Matching System (PMS) is preferred. When 4-color printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of Pantone colors. RGB and hexadecimal values are provided for on-screen usage.

Note: Pantone colors generally print darker than they appear on screen.



## INDUSTRY BLACK

PANTONE	532 C
CMYK	90 70 60 65
RGB	08 36 46
WEB	#08242E



## SUSTAINABLE GREEN

PANTONE	376 C
CMYK	55 15 100 00
RGB	130 171 64
WEB	#82AB40



## GAS FLAME BLUE

PANTONE	300 C
CMYK	100 70 15 15
RGB	0 78 134
WEB	#004E86



## PROGRESS GRAY

PANTONE	663 C
CMYK	10 09 07 00
RGB	224 222 224
WEB	#E0DEE0

# LOGO CLEARANCE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears alongside other visual elements, a clear space should be maintained on all sides of the logo. For the primary logo, the minimum clear space is defined by the height and width of the K icon in the Kokomo logo.

THE CITY OF  
**KOKOMO**





# IMPROPER USAGE

The Kokomo logomarks have been carefully designed to reflect the brand personality of Kokomo and should always appear in their original form. To ensure the impact and preserve the integrity of the visual brand, any deviation from the established standard usage should be avoided. The examples on this page are provided to demonstrate improper usage.



DO NOT USE UNAPPROVED COLORS



DO NOT ROTATE OR TILT



DO NOT DISTORT



DO NOT APPLY EFFECTS



DO NOT OUTLINE



DO NOT SUBSTITUTE TYPEFACES



DO NOT REARRANGE ELEMENTS



DO NOT USE ON BUSY BACKGROUNDS

# FILE STRUCTURE

The Kokomo logomarks have been provided in a variety of file types to accommodate both print and digital applications. The information on this page is provided to help identify the correct logo file based on use.

## **EPS: HIGH QUALITY, VECTOR-BASED FILE**

A vector-based file type that allows for infinite scaling without loss of resolution, maintaining the best possible reproduction quality. Use this file type whenever possible, including for all commercial printing applications.

## **PNG: PIXEL-BASED FILE WITH TRANSPARENT BACKGROUND**

A pixel-based file type with a transparent background and RGB color build. These work best for websites, emails, and eNewsletters and can also be placed in Microsoft® Word and PowerPoint documents. It may be scaled down, but should not be scaled up as it will cause pixelation.

## **FILE NAMING CONVENTION**

Logo files have been named using the following naming convention:

Organization\_LogoType\_Color.ext

For example, an EPS file of the primary logomark would be named:

KOK\_Logo\_Primary\_Color.eps