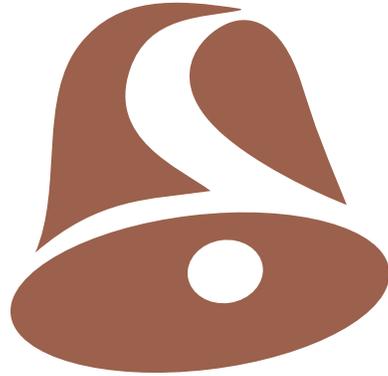




Iron Belle Logo versions



first (primary) version.
Should be used most often.



Non-text version.
Should only be used in cases where
text is not an option, or added space
or simplicity is required.

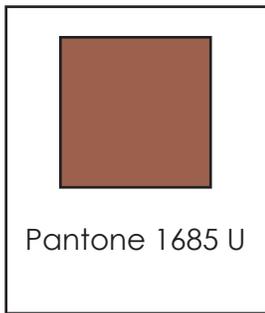


Iron Belle Logo Specifications

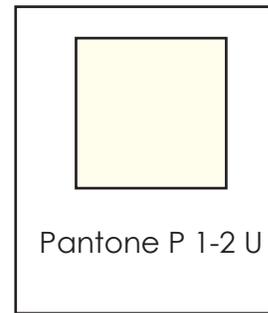
Colors

Primary color palette-

The Iron Belle Trail logo may be used only in the following Pantone spot colors-



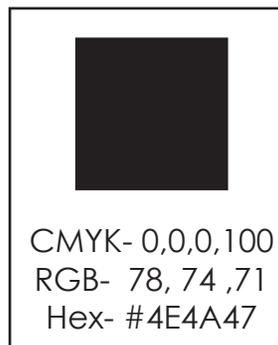
CMYK- 15, 58, 87, 23
RGB- 149, 97, 77
Hex- #9561d



CMYK- 0,0,9,0
RGB- 253, 248, 225
Hex- #FDF8E1

This should be the primary color used of both color options. This is the original logo color and should be used against a light background.

This is a secondary color used when a full color logo is required in cases where the background is a darker shade.



CMYK- 0,0,0,100
RGB- 78, 74 ,71
Hex- #4E4A47

Solid black is an option in cases where black and white printing are needed.

Complementary background colors have been identified to assist in achieving a high quality output. Please refer to page 6 of this booklet to find these color swatches.



Iron Belle Logo Specifications

Typeface

Serifed Font used-

Goudy Old Style, Goudy Old Style Bold

Sans-Serifed font used-

MoolBoran

Type that is used around the logo should stay in one of the three selected colors to match the logo itself. Consideration must be made to ensure that if a logo is used with text that it remain readable. If the artwork is either too small or the colors from the logo to the background do not contrast enough, then the version without the text should be used.



Iron Belle Logo Specifications

DNR Permission and Use of the MIBT Logo

Nonprofit entities and State of Michigan agencies:

The DNR makes Michigan's Iron Belle Trail logo available to nonprofit entities and State of Michigan agencies for use in accordance with these guidelines. Trail associations, hiking groups, bicycling groups, convention and visitors bureaus, chambers of commerce, local governments, for example, are encouraged to use the MIBT logo. Questions regarding usage may be directed to dnr-parksandrecreation@michigan.gov.

All other businesses or individuals:

All other businesses or individuals wishing to use the MIBT logo for commercial purposes must submit a request to use the mark. Please contact dnr-parksandrecreation@michigan.gov. Include your complete contact information, organization website if applicable, and a brief description of the proposed use of the logo.

Prohibited Logo Manipulations

The logo with text was designed to roughly maintain a 2.5 to 3 ratio, and without text it should be around 2 to 1.8. The logo is not intended to be stretched, squashed or expanded in size at all. When in doubt, please consult a DNR graphic designer.

Do not alter the logotype spacing in any way

Never use a different font other than the ones specified.

Don't use any unspecified colors.

Logotype is meant to have capital letters at the beginning of each word and lower case for the rest. Do not change capitals and lowercase letters.

Do not place the logo on a background that is either too busy or does not allow enough contrast from the background to the logo. For suggested colors please view page 6 of this booklet.

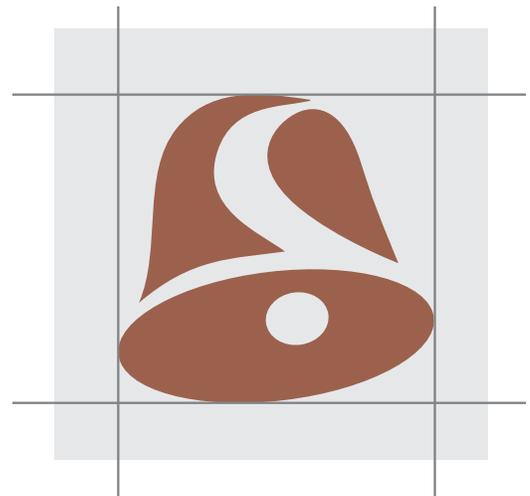
Do not try to alter or re-create the logo in any way.



Iron Belle Logo Specifications

Logo Clear Space

Grey padding indicates the logos clear space; an area where other elements must not encroach into.



Accent colors for the Iron Belle logo and materials



Mid-tones



Pantone P 168-4U
 CMYK-7, 0, 61, 30
 RGB- 178, 178, 100
 Hex- #A6B346



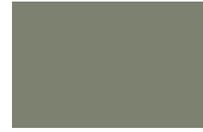
Pantone P 103-11U
 CMYK- 37, 35, 0, 22
 RGB- 132, 131, 170
 Hex- #8483AA



Pantone P 111-3U
 CMYK- 41, 14, 0, 20
 RGB- 121, 160, 193
 Hex- #78AFCC



Pantone P 108-12U
 CMYK- 48, 25, 0, 29
 RGB- 48, 130, 167
 Hex- #6481A6



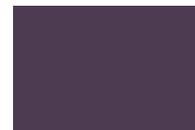
Pantone P 178-9U
 CMYK- 54, 42, 57, 8
 RGB- 124, 128, 112
 Hex- #7C7F6F



Pantone P 26-12U
 CMYK- 0, 33, 58, 35
 RGB- 176, 128, 84
 Hex- #AF8054



Pantone P 4-4 U
 CMYK- 0,4,50,0
 RGB- 255, 237, 150
 Hex- #FFED96



Pantone P 26-12U
 CMYK- 53, 62, 29, 52
 RGB- 77, 61, 82
 Hex- #4D3C51

Earth tone colors appear to work best with the logo color.

Lights for backgrounds



Pantone 8-3 U
 CMYK- 0,7,39,10
 RGB- 233, 212, 155
 Hex- #E8D39B



Pantone P 7-9 U
 CMYK- 0,3,16,2
 RGB- 249, 238, 211
 Hex- #F9EDD3



Pantone P 168-9 U
 CMYK- 0,0,12,7
 RGB- 239, 236, 214
 Hex- #EEEBD5



Pantone P 14-11
 CMYK- 0, 16, 44, 6
 RGB- 239, 203, 145
 Hex- #EFCA91



Pantone 106-1
 CMYK- 6, 3, 0, 0
 RGB- 236, 240, 249
 Hex- #EBEFF8



CMYK- 0, 0, 0, 0
 RGB- 255, 255, 255
 Hex- #FFFFFF



CMYK- 0, 0, 9, 0
 RGB- 255, 253, 235
 Hex- #FFFDEA

For the color of the actual background of the logo (the color that the logo will be placed on top of) the key is to keep it light, no matter what. The background color should be as light as possible, to allow the logo to pop and to still allow for contrast. Colors should generally stay on the warm side, but earth tone blues and can be used only if they are very pale in color. I don't recommend greens behind the logo. When they are light, they tend to get "minty" and that doesn't work with the rich brown tone. White and off-white will also work well with this logo.