How to use this document

This document provides a detailed anatomy of the Move With The Mayor logo and guidelines for its usage.

Reference this guide for explanations of where to use the 3 available color variations and how to create localized city variations.
Localized Versions
City name should not extend beyond this width or height with maximum 67pt font in the editable logo document.

City names should not be split onto two lines. Text size should be reduced to accommodate longer city names.
Localized Versions

City Names should be presented in all caps.

Slogans or copy other than city names should not be presented as part of the logo. Campaign copy should be presented as distinct from the logo itself.
Logo Anatomy

MOVE
WITH THE
MAYOR™

Font

AZO SANS BOLD
ABCDEFHIGKLMN
OPQSTUVWXYZ
1234567890?!$&

Trademark symbol

-2.6° sheer with vertical distortion
Color

The primary colors for Move With The Mayor are the same as the National Forum brand colors. The secondary colors are not used in the logo itself but are recommended colors for background and other elements for use in collateral designs. Similar colors and tones are suitable.
Placement

Allow at least 1 “step” worth of space between the logo and other elements on all sides.
Placement

Always provide sufficient contrast with background color, images, and patterns. Try not to use the blue and red color version with other bright and bold colors. Use shades of blue or neutral tones or instead use the black and white versions to prevent color confusion. Do not place complex patterns behind or around the logo.
Placement

Do not distort or rotate the logo

Do not allow logo to be displayed at so small a size as to reduce legibility.