

**MOVE**

**WITH THE**

**MAYOR™**

**MOVE WITH THE MAYOR  
BRAND GUIDLINES  
v1.0**

## **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.

Primary Logo



Black and White Secondary 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



Font

Trademark symbol

**AZO SANS BOLD**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890?!\$&

-2.6° sheer with vertical distortion

## Color

They 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.

**PANTONE 185C**  
**HEX #e81d2c**

**PANTONE 2728C**  
**HEX #2a51a3**

**HEX #939598**

**HEX #6ba8de**

**HEX #524b48**

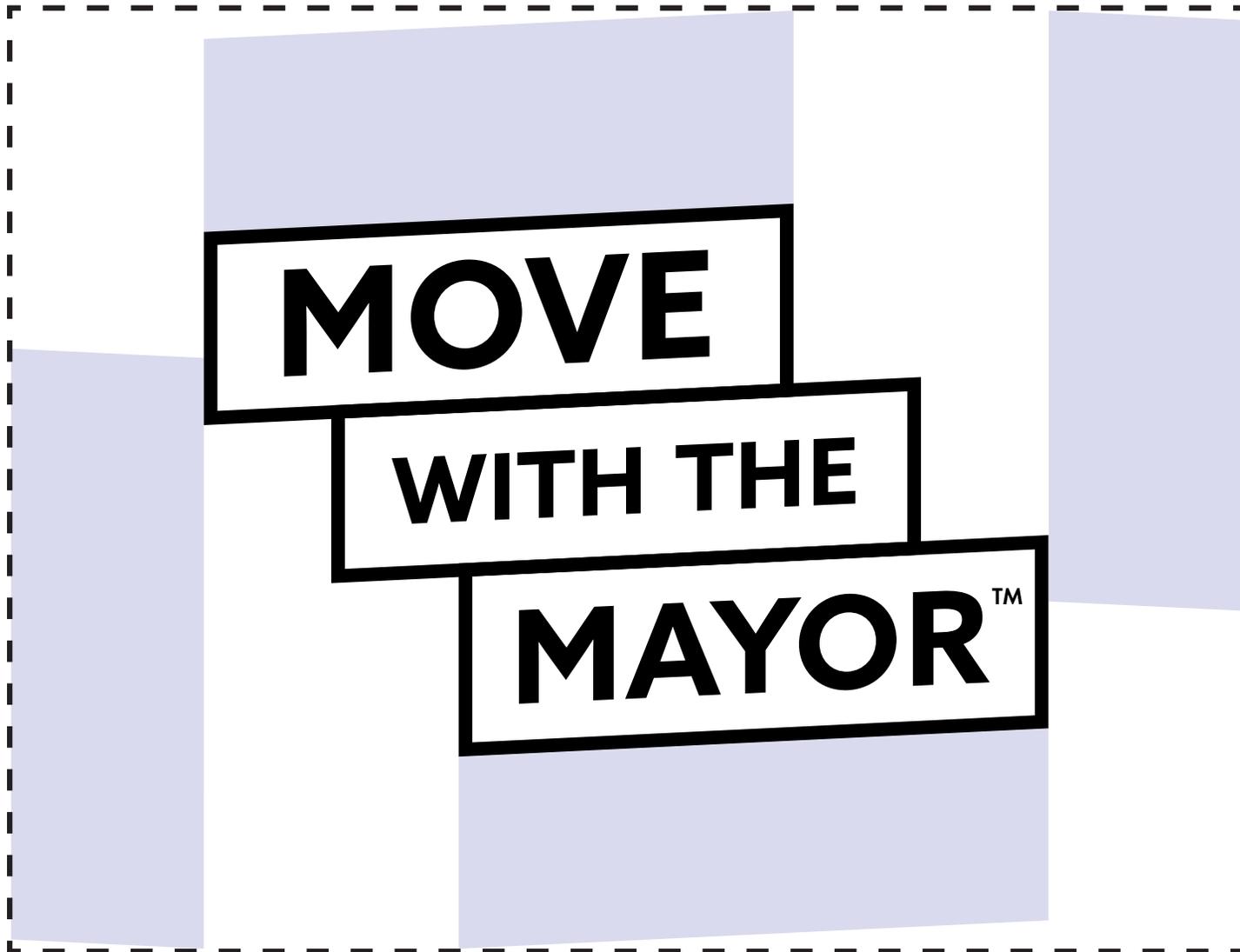
**HEX #4070a1**

Primary

Secondary

## 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.

