1.0 Logo Standards

The RiNo Art District is a registered Non-Profit organization. RiNo is the trademarked name for the RiNo Art District. RiNo includes creative businesses in River North, Upper Larimer & Globeville.

**Logo usage is allowed for active paid members and sponsors of the RiNo Art District only.**

Any manifestation of the RiNo logo & identity in the built environment (i.e. signage, banners, etc.) must be approved by the RiNo Creative Director. Creative Director: Tracy Weil tracy@rinoartdistrict.org or 303.913.7508

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**Logo Clear Space**

Minimum logo size is 1” wide

Use approved Orange RiNo logo in section 4.0 for sizes below 1”.

![Logo Clear Space Diagram](image-url)
Logo & Identity Guidelines for the RiNo Art District

2.0 Color Specifications

Primary Colors

- Pantone Black C
  - C 0
  - M 0
  - Y 0
  - K 100
  - R 35 G 31 B 32
  - HTML #231F20

- White
  - C 0
  - M 0
  - Y 0
  - K 0
  - R 255 G 255 B 255
  - HTML #FFFFFF

- Pantone Orange 021 C
  - C 0
  - M 83
  - Y 100
  - K 0
  - R 255 G 80 B 0
  - HTML #FF5000

- Pantone 807 C
  - C 0
  - M 100
  - Y 0
  - K 0
  - R 236 G 0 B 139
  - HTML #EC008B

- Pantone Warm Grey 9 C
  - C 47
  - M 47
  - Y 51
  - K 12
  - R 133 G 119 B 111
  - HTML #85776F

Secondary Colors

- Pantone 382 C
  - C 29
  - M 1
  - Y 100
  - K 0
  - R 195 G 213 B 0
  - HTML #C3D500

- Pantone 274 C
  - C 100
  - M 100
  - Y 34
  - K 36
  - R 33 G 22 B 80
  - HTML #211650

- Pantone 130 C
  - C 2
  - M 38
  - Y 100
  - K 0
  - R 247 G 167 B 0
  - HTML #F7A700

3.0 Typeface Details and Use

**Futura Bold**

ABCDEFGHIJKLmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Bold is the primary typeface used for the logotype/logo wording. It is used for the words ART DISTRICT, which always must remain under the RiNo image.

**Futura Medium**

ABCDEFGHIJKLmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Medium is the secondary typeface used for district text and presentations.
4.0  Approved Logo Variations

Logo can be used in the following variations by RiNo Art District Members and Sponsors only:

Orange RiNo with the word ART is to be used only for art district location signage and general district promotion.

As part of our new RiNo Made promotion, RiNo Members can use the RiNo Made logo to promote products created in the RiNo Art District. Use the logo in black or white placed on one of the specified colors.

The RiNo Member image can be used by members to promote their association with the art district. This image can be used on all marketing materials. Window stickers are also available.
5.0 Acceptable Logo Usage

Logo can be used in the following manner by RiNo Art District Members and Sponsors only. **There is no public use permitted.**

![Logo-mark example](image1)

**Logo-mark**
The general rule to abide by is: do not change, alter, modify any part of the logo-mark or typography.

**The logo MUST ALWAYS HAVE the text ART DISTRICT below the RiNo image.**

**Do Not Alter Typeface**
Do not use any other typeface.

**Do Not Change the Sizing**
Do not stretch or alter proportions of the logo. Any resizing must be in proportion. Always “constrain proportions” when scaling the logo.

**Do Not Stray from the Color Guidelines**
Use the official color specifications detailed in these guidelines.

5.1 Unapproved Logo Usage

Some examples of unacceptable logo usage are shown here.

![Unapproved examples](image2)