



keep
Indianapolis
beautiful INC.

_logo option 1

Logo Usage



**KEEP
INDIANAPOLIS
BEAUTIFUL** INC.

_logo option 2



_logo option 3

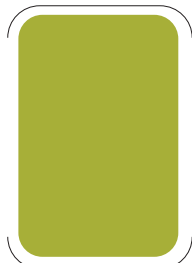
Support Elements

Fonts

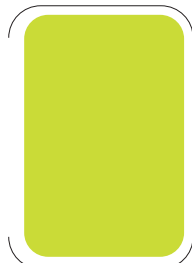
Mrs. Eaves Roman
MRS. EAVES SMALL CAPS
Bodoni Oldface BE Italic
ENGRAVER'S GOTHIC

Main Colors

Uncoated



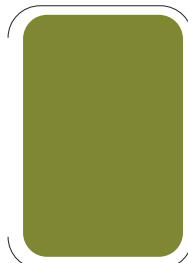
PMS 397



PMS 388

Support Color

Uncoated



PMS 384

Process Colors Coated



C : 40
M : 20
Y : 100
K : 0



C : 25
M : 0
Y : 95
K : 0



C : 50
M : 30
Y : 100
K : 15

Process Colors Uncoated



C : 10
M : 0
Y : 100
K : 15



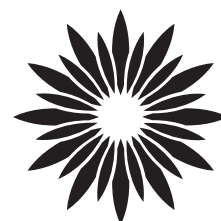
C : 15
M : 0
Y : 75
K : 0



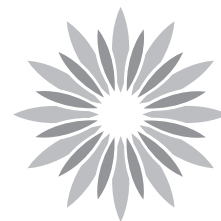
C : 20
M : 0
Y : 100
K : 40



_two color
PMS 397 / PMS 388



_b&w



_gray : 50% / 30%



_one color : PMS 397



_one color : PMS 388



_one color : PMS 397
100% / 50%

Improper Use

Do not substitute a typeface in place of the logotype or theme line.



Do not rearrange the elements of the logo or change the proportions.



Do not expand or condense the logo.



Do not place on a background with too little contrast, competing elements or conflicting colors.



Do not place type or graphics too close to the logo.



Do not print the logo in any color or tints other than the colors outlined on page 1.

