

# *Logo*

*Use, color and clear space*

# Logo

The ELC logo family was developed to ensure flexibility. The decision as to which logo should be used depends heavily on context. The primary logo is preferred but the others should be applied as needed.

When scaling the logo be sure to retain the original proportions, never stretch or squish the logo. The logo should always be presented in the ELC color palette.

Never alter the original artwork. Although the compass needle seems like it could be utilized for a playful directional device it should NEVER be rotated, skewed or otherwise changed.

For a complete list of all logo variations see the ELC\_logo\_family.ai file.

Primary



Var 1



Var 2



INCORRECT  
(Horizontal distortion)



INCORRECT  
(Vertical distortion)



INCORRECT  
(Altered logo: Compass rotated)



Clear space and color

Logo

In addition to the fore-mentioned guidelines the ELC logo should always be allotted ample clear space

Utilize the relative size of the “N” as a unit of measurement for the minimum clear space.

The logo should be presented in the brand colors only. Preferably dark grey white or red. NEVER off brand colors (Green, purple, etc...). When presented on a color background, always choose an appropriately contrasting color. Try to avoid the placing the logo on large color fields as it works best on a photo or on white.



# *Color*

*Elements and guidelines*

# Heritage

We draw inspiration from one of the most important aspects of Licking County history. The bright colors of the rainbow flint have been attracting visitors for 10,000 years.

You can see examples of how color is used throughout this document. As a general standard, color is used as a emphasis and rarely as a background.



Formulas

