

Introduction

The establishment and use of consistent, uniform graphic standards are an important asset in the management and promotion of the corporate identity for Southern Oregon Holiday Market. Management has adopted the following standards as firm guidelines for staff, graphic designers, printers, sign-makers, specialty item suppliers and anyone authorized to reproduce or employ Southern Oregon Holiday Market's identity.

The corporate identity of Southern Oregon Holiday Market is trademarked and may not be reproduced or employed in any manner without the express written consent of Southern Oregon Holiday Market or its designate. When permission to reproduce the identity is extended, it remains contingent upon implementation of the identity in a manner consistent with these guidelines.

Corporate Signatures

Southern Oregon Holiday Market Signatures

Southern Oregon Holiday Market signatures consist of the logo mark and the logo type. The field referred to as the "signature zone" is the minimum space required surrounding the logo mark and the type. It is one of the key elements of the signature. This will enhance legibility. Use the height of the letter "o" in the word "Holiday" as the minimum space required.



Corporate Typography

Southern Oregon Holiday Market identity relies on clean and readable typography. The following font options should be used when creating content or materials for Southern Oregon Holiday Market:

- **Sans-serif**
 - **Primary**—Neutraface Family
 - **Alternative**—Clean Sans-serif fonts such as: Helvetica, Myriad, or Arial
- **Serif**
 - **Primary**—Adobe Garamond Pro Family
 - **Alternative**—Clean Serif fonts such as: Georgia or Adobe Caslon



PMS 1815
CMYK: 31/92/82/35



100% BLACK
CMYK: 0/0/0/100



PMS 7500
CMYK: 11/14/38/0



PMS 7688
CMYK: 70/28/4/0



Southern Oregon Holiday Market logo available with or without ornaments

Unacceptable Logo Use

These are some of the most common misuses and do not represent all possible cases of unacceptable logo usage. **DO NOT** alter or distort the logo artwork in any way. **DO NOT** incorporate the logo into any other artwork or design. The logo is intended to stand alone.



DO NOT embellish or alter the logo in any way.



DO NOT angle the logo.



DO NOT use a background that is incompatible.



DO NOT stroke the logo.



DO NOT use unauthorized colors.



DO NOT distort in any way.



DO NOT place on a "busy" background.



For more information visit attheexpo.com

DO NOT place text too close to the logo.



DO NOT add any effects to the logo.



DO NOT use the logo smaller than 5/8" in height.

File Type Usage

Southern Oregon Holiday Market logo is available in EPS, PDF, or PNG file types. It is important to use the correct file type for the application. Follow the guidelines below in order to select the correct file type to use:

- **EPS** files are used mainly for professional purposes and can be scaled larger or smaller without losing original image quality.
- **PDF** files are recognized by most software and can be scaled larger or smaller without losing original image quality.
- **PNG** files are to be used for web purposes because of the small file size and transparent background. **DO NOT** scale PNG files larger than the original file size.

Policy

Southern Oregon Holiday Market Management or its designate reserves the right to reject or modify improper use of the logo at any time.

Question/Contact

For questions about use of Southern Oregon Holiday Market logo not found in this document, please contact: expoinfo@attheexpo.com