

Imagine Downtown Style Guide

LOGO

Color



Black and White



LOGO ON BLACK BACKGROUND

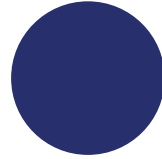


CO-BRANDING

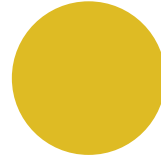


**Downtown
Duluth**
Greater Downtown Council

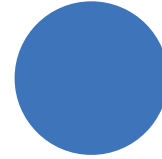
COLOR PALETTE



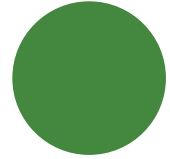
Dark Blue
pms: Blue 072 C
cmyk: 100/95/27/15
rgb: 39/48/109
#27306D



Gold
pms: 110 C
cmyk: 15/23/100/0
rgb: 222/187/37
#DEBB25



Blue Gray
pms 2727 C:
cmyk: 79/53/0/0
rgb: 63/116/186
#3F74BA



Green
pms: 2421 C
cmyk: 77/25/100/10
rgb: 68/135/63
#44873F

TYPOGRAPHY

Outfit Regular

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Outfit is a Google Font and can be downloaded for free at fonts.google.com/specimen/Outfit

Outfit Medium

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Outfit Bold

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Outfit Black

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

DESIGN ELEMENTS

North Star



Horizon

