



# LOGO & TYPOGRAPHY GUIDELINES

## Logo Usage

While each project may be unique, the logo should remain consistent. Keep it simple. Clean. And resist the impulse to change it up. Even small changes can devalue the strength of the City's logo.

### COLOR



### BLACK



### REVERSED



### B&W



### MINIMUM CLEAR SPACE

Surround the logo with space. The minimum amount of space surrounding the logo must be equal to the height (x) of the "o." The diagram below illustrates the area of minimum clear space required.



## Logo Taglines

The "Far More" tagline communicates the promise and position of the City and brand. It also differentiates the City of Fargo from other regional cities.



The "Far More" tagline is used on all marketing materials that pertain to the City. It will also be included on all content that is an extension of the City, such as printed materials, the City of Fargo website and social media.

The FargoND.gov URL lockup is used with content that is considered non-marketing-related, such as legal documents.

## Color System

The City of Fargo logo consists of two primary colors, blue and black. The full-color version is the preferred usage for all printed material or promotional items. However, do not print the full-color version over unacceptable background colors. For four-color offset printing, use the four-color Pantone equivalents. RGB values are provided for on-screen usage ONLY.

The secondary color can be used when creating layouts. It is a brand extension to the primary blue and black.

### PRIMARY



**PANTONE**  
3005 UP

**CMYK**  
99 22 0 1

**RGB**  
0 125 213



**PANTONE**  
Process Black

**CMYK**  
0 0 0 100

**RGB**  
35 31 32

### SECONDARY



**PANTONE**  
295 UP

**CMYK**  
99 51 8 36

**RGB**  
0 78 125

## Typography

The font Gotham is used for all printed materials. Gotham is a clean, modern sans serif. Using one typeface ensures all visual communications are consistent. By incorporating different weights and treatments, a wide range of effects can be achieved while maintaining consistency across all communication and materials.

Gotham Light  
*Gotham Light Italic*

**Gotham Bold**  
***Gotham Bold Italic***

Gotham Book  
*Gotham Book Italic*

**Gotham Black**  
***Gotham Black Italic***

**Gotham Medium**  
***Gotham Medium Italic***

The font Calibri is used for digital materials when Gotham is unavailable.

Calibri Light  
Calibri Regular

**Calibri Bold**  
***Calibri Bold Italic***

## Questions?

If there are questions regarding the City of Fargo logo usage, please contact Public Affairs.

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