

Think Local Logo Usage Guidelines

The logo

The Think Local logo consists of two proprietary design options. The elements of this design have a fixed relationship that should not be altered, except for the "O" in Local. The "O" may only be recreated to reflect a participating companies' specific brand, product or service.

Logo color and black & white versions

The consistent use of the color makes the logo more memorable and reinforces the personality and image. The color version is acceptable on white backgrounds. For black-and-white applications, use the logo in 100% black only.

Do NOT reverse the logo out over dark backgrounds.

Do NOT place the logo over photographs or colored backgrounds

Logo full color version

Pantone 648

(Process: 100% C, 49% M, 0% Y, 70% K)

Pantone 368

(Process: 58% C, 0% M, 100% Y, 0% K)

Pantones: 362 & 584

(Process: 30.2% C, 0% M, 94.9% Y, 0% K)

(Process: 85.1% C, 9.8% M, 100% Y, 9.8% K)

Standard Think Local logo



Company specific Think Local logo



Tagline usage

The Think Local tagline is “Discover the Local Advantage.” The tagline should always be set in a single line of type, as provided. It should always be used as a unit with the logo, scaled together to maintain the proper portions.

Proper tagline usage



Improper tagline usage



Typography

The Think Local logo uses two font families in the design of its logo and tagline. These fonts must always be used when incorporating the Think Local logo on all promotional materials.

Logo

Think – Century Gothic Regular
Local – Century Gothic Bold

Tagline

Discover/Advantage – Futura Bold
The – Futura Light

Contact us

If you have any questions regarding the usage of the Think Local logo, contact Audrey Fiske-Esbenshade of The Lancaster Chamber at 717.397.3531 or thinklocal@lcci.com.

