



# Measure U Style Guide

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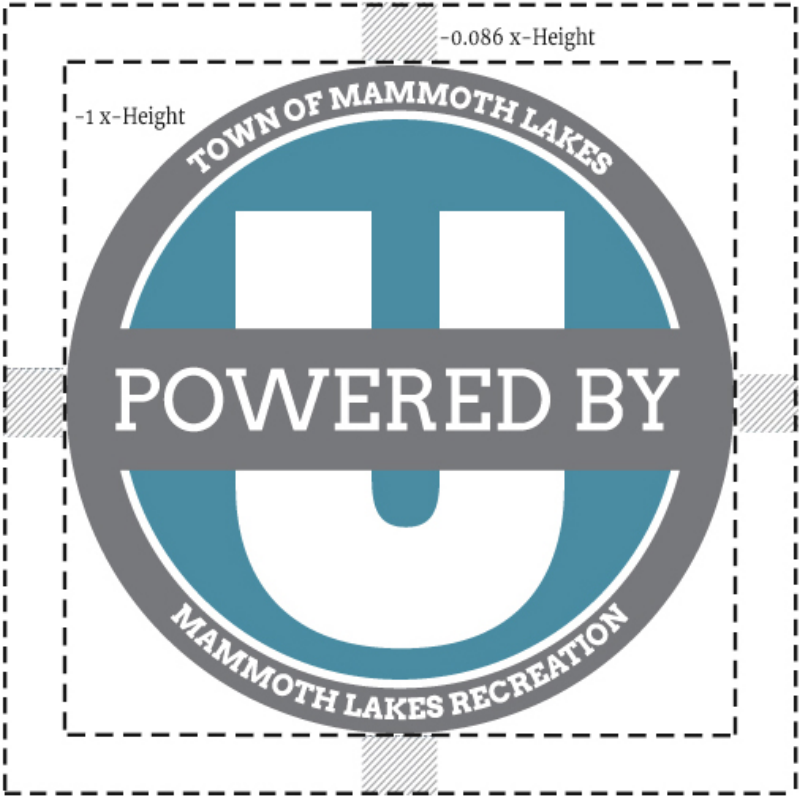
## Logo



For the integrity of the brand and logo, please do not deviate from the following standards:

The logo should be made no bigger than 6.67in x 6.67in (500x500 pixels) and no smaller than 1.6in x 1.6in (120x120 pixels). The preferred size is 3in x 3in (216x216 pixels) in order to preserve its clarity. This includes a non-infringement zone.

The non- infringement zone is a clear space around the logo so that its prominence is not compromised. This space is automatically included in the .jpeg file on the logo. The graphic below provides a visual guide for providing clear space around the logo.



## Color

Pantone 7697 U



C:58 M:11 Y:11 K:30



Pantone 424 U



C:56 M:48 Y:48 K:14



The color chosen are the same the Town of Mammoth Lakes logo. No alternative colors should be used, unless the logo needs to be in black and white or grey scale.

## Typography

**Kefa Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**no**pqrstuvwxyz  
0123456789

Arvo Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**no**pqrstuvwxyz  
0123456789

*Arvo Italic*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**no**pqrstuvwxyz*  
*0123456789*

**Arvo Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklm**no**pqrstuvwxyz**  
**0123456789**

***Arvo Bold Italic***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***  
***abcdefghijklm**no**pqrstuvwxyz***  
***0123456789***

The fonts chosen are the same as those used by Mammoth Lakes Recreation. This is to show the relationship between the Town and MLR in properly handling and allocating Measure U funds.

It is preferred that **Kefa**, which is a heavier typeface, is used as a title or headline font, while **Arvo**, that has more finesse, is used for body copy.