

# Logo & Identity Guidelines for the RiNo Art District

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## Usage

The RiNo Art District is a registered Non-Profit organization.  
RiNo is the trademarked name for the RiNo Art District.  
RiNo includes creative businesses in River North, Upper Larimer & Globeville.

**Logo usage is allowed for active paid members and sponsors of the RiNo Art District only.**

Any manifestation of the RiNo logo & identity in the built environment (i.e. signage, banners, etc.) must be approved by the RiNo Creative Director.  
Creative Director: Tracy Weil [tracy@rinoartdistrict.org](mailto:tracy@rinoartdistrict.org) or 303.913.7508

- 1.0 Logo Standards



Minimum logo size is 1" wide



Use approved Orange RiNo logo in section 4.0 for sizes below 1".

### Logo Clear Space



The lettering for RiNo is a custom drawing and not a usable font.



The logo is approved to use on solid colored backgrounds with strong contrast.

# Logo & Identity Guidelines for the RiNo Art District

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## 2.0 Color Specifications

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### Primary Colors



**Pantone** Black C  
**C** 0 **M** 0 **Y** 0 **K** 100  
**R** 35 **G** 31 **B** 32  
**HTML** #231F20



**White**  
**C** 0 **M** 0 **Y** 0 **K** 0  
**R** 255 **G** 255 **B** 255  
**HTML** #FFFFFF



**Pantone** Orange 021 C  
**C** 0 **M** 83 **Y** 100 **K** 0  
**R** 255 **G** 80 **B** 0  
**HTML** #FF5000

### Secondary Colors



**Pantone** 382 C  
**C** 29 **M** 1 **Y** 100 **K** 0  
**R** 195 **G** 213 **B** 0  
**HTML** #C3D500



**Pantone** 807 C  
**C** 0 **M** 100 **Y** 0 **K** 0  
**R** 236 **G** 0 **B** 139  
**HTML** #EC008B



**Pantone** 631 C  
**C** 69 **M** 10 **Y** 18 **K** 0  
**R** 58 **G** 176 **B** 200  
**HTML** #3AB0C8



**Pantone** 274 C  
**C** 100 **M** 100 **Y** 34 **K** 36  
**R** 33 **G** 22 **B** 80  
**HTML** #211650



**Pantone** 130 C  
**C** 2 **M** 38 **Y** 100 **K** 0  
**R** 247 **G** 167 **B** 0  
**HTML** #F7A700



**Pantone** Warm Grey 9 C  
**C** 47 **M** 47 **Y** 51 **K** 12  
**R** 133 **G** 119 **B** 111  
**HTML** #85776F

## 3.0 Typeface Details and Use

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Futura Medium

**ABC0123**

Futura Bold is the primary typeface used for the logotype/logo wording. It is used for the words ART DISTRICT, which always must remain under the RiNo image.

abc0123

Futura Medium is the secondary typeface used for district **text** and presentations.

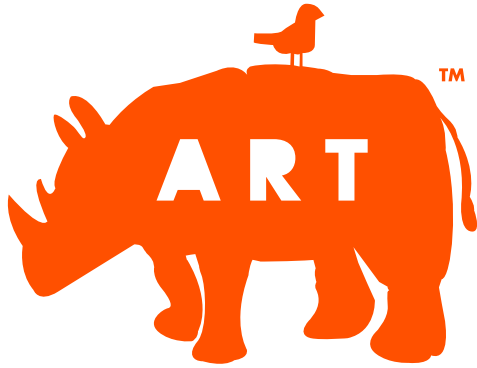
# Logo & Identity Guidelines for the RiNo Art District

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## 4.0 Approved Logo Variations

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Logo can be used in the following variations by RiNo Art District Members and Sponsors only:



Orange RiNo with the word ART is to be used **only** for art district location signage and general district promotion.



As part of our new RiNo Made promotion, RiNo Members can use the RiNo Made logo to promote products created in the RiNo Art District. Use the logo in black or white placed on one of the specified colors.



The RiNo Member image can be used by members to promote their association with the art district. This image can be used on all marketing materials. Window stickers are also available.

# Logo & Identity Guidelines for the RiNo Art District

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## 5.0 Acceptable Logo Usage

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Logo can be used in the following manner by RiNo Art District Members and Sponsors only.  
**There is no public use permitted.**



## 5.1 Unapproved Logo Usage

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### Logo-mark

The general rule to abide by is:  
do not change, alter, modify any part  
of the logo-mark or typography.

**The logo MUST ALWAYS  
HAVE the text ART DISTRICT  
below the RiNo image.**

### Do Not Alter Typeface

Do not use any other typeface.

### Do Not Change the Sizing

Do not stretch or alter proportions of the  
logo. Any resizing must be in proportion.  
Always “constrain proportions” when  
scaling the logo.

### Do Not Stray from the Color Guidelines

Use the official color specifications  
detailed in these guidelines.

Some examples of unacceptable logo usage are shown here.

