

USAGE GUIDELINES

**VISIT
IDAHO
IDAHO TRAVEL
COUNCIL**



+ Visit Idaho Logo / Colors / Sizing / Usage

Color



Black
CMYK 0-0-0-100
RGB 51-51-51
HEX 333333



Pantone 3025C - 3025U
CMYK 97-61-40-22
RGB 0-82-106
HEX 00526a



Pantone 116C - 116U
CMYK 0-19-89-22
RGB 255-204-51
HEX FFCC33



Pantone 476C - 476U
CMYK 41-78-67-45
RGB 102-51-51
HEX 663333

Sizing



Correct Logo Design



Pantone 3025C - 3025U



Black



40% Gray



Reversed

Incorrect Logo Usage



Don't use outdated versions of the logo.

Don't add effects to the logo.

Don't place the logo on a busy photograph or pattern.

Don't mix the logo colors.

Don't change the size or placement of any of the logo elements.

Don't place the logo on similarly-colored backgrounds.

Don't outline the logo in any color.

Don't stretch or squeeze the logo.