

LOGO & IDENTITY GUIDELINES

NEW YORK STATE SUMMER READING AT NEW YORK LIBRARIES

PRIMARY LOGO



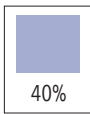
COLORS



PANTONE 7687 C
RGB 29 66 137
HEX/HTML 1D4289
CMYK 100 80 0 4



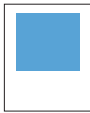
PANTONE 4010 C
RGB 229 105 16
HEX/HTML E56910
CMYK 0 67 100 0



PANTONE 7687 C
RGB 29 66 137
HEX/HTML 1D4289
CMYK 100 80 0 4



PANTONE 2013 C
RGB 255 152 0
HEX/HTML FF9800
CMYK 0 39 100 0



PANTONE 2170 C
RGB 95 155 198
HEX/HTML 5F9BC6
CMYK 62 22 1 1



PANTONE 7549 C
RGB 255 182 0
HEX/HTML FFB600
CMYK 0 22 100 0

SIZE



minimum width for the logotype is 1 1/2"

AVAILABLE LOGO FORMATS

eps: vector file, resized without loss in sharpness. Transparent background.

pdf: easily viewed, resized without loss in sharpness. Transparent background.

jpeg: often preferred for Windows and Web. Solid background.

png: often preferred for Windows and Web. Transparent background.

FONTS

Gotham Bold

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z**

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = +

Gotham Medium

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z**

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = +

ALTERNATIVE COLOR VERSIONS

Black



Grayscale



White

