

Inn at Riverwalk Logo Standards

Actual logo graphic should be used in all cases. Do not typeset, alter, stretch, distort, rotate or add to the logo.



COLOR PALETTE

 **Spot Colors:**
PMS 371 Coated

CMYK Build:
C: 50, M: 9, Y: 98, K: 61

RGB Build:
R: 84, G: 98, B: 35

HEX:
#546223

 **Spot Colors:**
PMS Black 4 Coated

CMYK Build:
C: 41, M: 57, Y: 72, K: 90

RGB Build:
R: 49, G: 38, B: 29

HEX:
#31261D



CORRECT BLACK & WHITE APPLICATION

For the purpose of newspaper ads, low-budget printing, and originals for photocopying, you may be restricted to the use of black and white or grayscale. In these conditions, the preferred treatment of the logo is black against white, because that provides for maximum contrast.



LOGO SCALING

Logo Minimum Size: 1 Inch (by width)



LOGO WHITE SPACE

The logo must have a "buffer" space around to maintain legibility and visual impact. No other graphic elements, such as typography, pictures, taglines, etc., should infringe on this space. The minimum freespace is given in relation to the height of the letter N in 'INN' of the logo.