



BartowCRA.com

## LOGO



## ICON



## PRIMARY FONT Titles

Font: **Raleway Sans-Serif**

Font Size: **42**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 10

## SECONDARY FONT Subtitle

Font: **Raleway Sans-Serif**

Font Size: **18**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 10

## Paragraph

Font: **Raleway Sans-Serif**

Font Size: **12**

## COLOR PALLET



#bb5c44

#e5ac50

#59416c

#112d51

# DESCRIPTION OF THE BRANDMARK

Bartow brandmark consists of the symbol and the word mark. These two elements must not be altered. Read the following pages for usage and exceptions.

Bartow registered brandmark is always on a single line. The brandmark is vectorized and therefore scalable to any size.



Brandmark: Size 0.75in.



Minimum brandmark height 0.5in.

When implementing the tagline with the brandmark, the preferred height of the tagline is 46% of the banner mark height. The tagline name is horizontally centered below the banner mark, with a distance of 44% of the banner mark height. With the tagline width of the brandmark at the preferred height, scale it to 50% of the Bartow banner mark height. The tagline font is *Raleway Sans-Serif*. The maximum height of Bartow brandmark.



The Brandmark consist of the symbol and the word mark.



Brandmark with implemented positioning line.

# COLOR ALTERNATIVES TO THE **BRANDMARK**

The color single line banner mark is the primary brandmark. It should be placed on a white background whenever possible. However, there are circumstances where alternative brandmark versions are permitted due to limited print colors:

(A) A blue brandmark version is to be used on white or solid color backgrounds when color printing is not possible. It can be used on faxes, but not on letterheads, business cards and other corporate elements. The color references is 100% black for the corporate blue.

(B) A white brandmark version. Only to be used on a solid backgrounds such as a website.



Alternative Blue brandmark version (A). Only to be used on solid colored or white background, if color printing is not possible.



Alternative White brandmark version (A). Only to be used on solid colored or white background.