

# **OREGON'S MT. HOOD TERRITORY LOGO GUIDELINES**

# WHITE LOGO

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FOR USE WITH SOLID COLOR OR PHOTO BACKGROUND.  
NOT TO BE USED ON WHITE BACKGROUND.

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# WHITE LOGO ON PHOTOGRAPHY

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# COLOR LOGO

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PRIMARY LOGO FOR USE ON WHITE BACKGROUND.  
NOT TO BE PLACED ON PHOTO OR COLORED BACKGROUND.

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PRIMARY COLOR FOR USE IN COLOR LOGO

PMS- 322-U  
CMYK- 87-40-47-13

# COLOR LOGO

5

PRIMARY LOGO WITHOUT TAGLINE FOR VERY LIMITED USE.  
EXAMPLES- SOME DIGITAL USE, SMALL LOGO PLACEMENT, ETC.

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PRIMARY COLOR FOR USE IN COLOR LOGO

PMS- 322-U  
CMYK- 87-40-47-13

# B&W PRINT LOGO

FOR USE IN BLACK AND WHITE PRINTING ONLY.  
DO NOT USE ON PHOTOS.

6



# LOGO USAGE

## GENERAL GUIDELINES FOR LOGO USE

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7



*DO NOT ALTER OR STRETCH*



*DO NOT USE UNAPPROVED COLORS*



*DO NOT USE COLOR LOGO  
OVER PHOTOS*



*DO NOT ALTER FONTS*



*DO NOT ADD "EFFECTS"*



*DO NOT MAKE NEW  
BACKGROUNDS FOR WHITE  
LOGO*