



PRIMARY STACKED LOGO

This is the primary logo. Use to introduce the brand and place in the top lefthand corner whenever possible (see festival poster examples).



SECONDARY HORIZONTAL LOGO

This is the secondary horizontal logo. Use when the format of the application requires a more horizontal application.

EVERGREEN LOGOS



STACKED FESTIVAL LOGO

Use the Stacked Festival Logo the same as you would use the Primary Stacked Logo, but for applications intended to be used for multiple years.



HORIZONTAL FESTIVAL LOGO

Use the Horizontal Festival Logo the same as you would use the Secondary Horizontal logo, but for applications intended to be used for multiple years.

**Logos should only be used in Dark Green, Black, or White. Place only on backgrounds that maintain logo visibility, i.e. contrasting solid colors.*

TYPOGRAPHY

PRIMARY TITLE

CODEC PRO VARIABLE

All Caps

This is a subtitle

CODEC PRO VARIABLE

Sentence Case

This is body copy

NUNITO

Sentence Case

WHICH FILE FORMAT SHOULD I USE?

*EPS–Highest quality vector file meant for printing

Tiff–Printing

JPG–Medium quality web images w/ white background

PNG–High quality web images w/ transparent background

WHICH COLOR FORMAT SHOULD I USE?

RGB files for web

*Pantone (PMS) files for print

CMYK files for print

**recommended whenever possible*

BRAND COLORS



Dark Green

PMS (Pantone) 342 C / U
 CMYK: 96 7 80 33
 RGB: 31 84 57
 Hex: #1f5439



Earth Green

PMS (Pantone) 575 C / 384 U
 CMYK: 27 6 95 26
 RGB: 126 144 66
 Hex: #7e9042



Spring Green

PMS (Pantone) 346 C / 345 U
 CMYK: 46 0 40 0
 RGB: 118 196 141
 Hex: #76c48d



Fresh Green

PMS (Pantone) 2254 C / U
 CMYK: 32 0 35 0
 RGB: 174 215 159
 Hex: #aed79f



Black

PMS (Pantone) Black 6 C / U
 CMYK: 86 69 43 55
 RGB: 0 0 0
 Hex: #000000