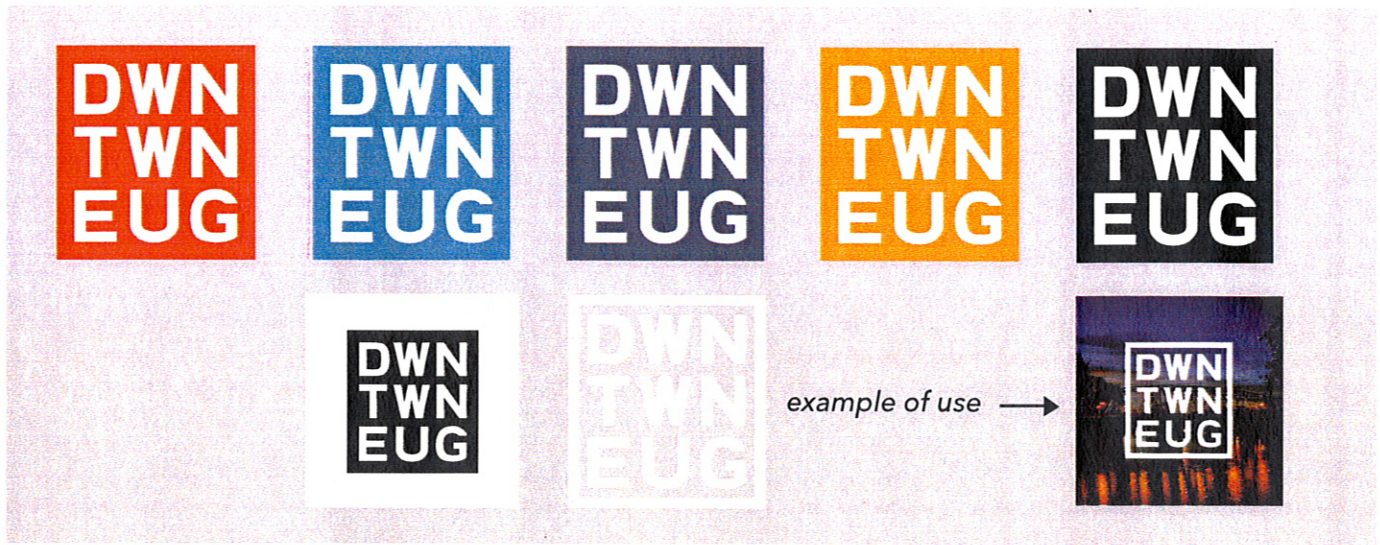


DOWNTOWN EUGENE LOGO



The DWN TWN EUG logo is offered in:

3 file formats

PDF (300 dpi for print, is vector and scalable to any size)
PNG (300 dpi for Word and 72 dpi for screen)
TIF (72 dpi for video)





2 resolutions

300 dpi (dots per inch) for print
72 dpi for screen viewing such as email, web, ppt

5 color format

CMYK for 4-C Process printing (cyan, magenta, yellow, black)
Pantone colors for Spot PMS color printing
BW for black ink only use
White or Reverse for placing on a dark background
RGB or html hex color for use with 72 dpi screen versions

4 colors plus black and white

	Pantone: Bright Red U cmyk: 0 / 79 / 68 / 0 rgb: 255 / 84 / 63 html: ff533f		Pantone: 3115 U cmyk: 64 / 0 / 14 / 0 rgb: 0 / 189 / 212 html: 00bdd4		Pantone: 302 U cmyk: 82 / 52 / 31 / 9 rgb: 57 / 93 / 118 html: 395d76		Pantone: 122 U cmyk: 0 / 22 / 80 / 0 rgb: 255 / 192 / 59 html: ffc03a
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bell+funk

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