If room allows, **main logo** should be used on first reference (horizontal/vertical based on space available).

Alternate logo is for square "applications" and where the logo needs to appear smaller than 1.5" (i.e. Facebook.) or on further references.

Type only should be last resort, perferrable when used in conjuction with other logos (as in sponsorship materials.)

For one color printing, please reference "black" logos. There should be no two-color printing of the logo.

MAIN LOGO - HORIZONTAL

MAIN LOGO - VERTICAL

ALTERNATIVE LOGO

TYPE ONLY
LOGO

MAIN LOGO - HORIZONTAL
BLACK

MAIN LOGO - VERTICAL
BLACK

ALTERNATIVE LOGO
BLACK

TYPE ONLY
LOGO BLACK

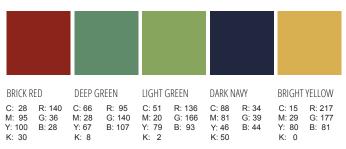FONT SELECTION

Hipster Script - *for headline emphasis*

Avant Garde Demi (tracked out) - *for subheads and paragraphs*

Arial Narrow - *for body copy*

NOTE FOR COPY :
Use the darkest colors of the palatte or 100% black for legibility purposes.

COLOR PALATTE

BRICK RED	DEEP GREEN	LIGHT GREEN	DARK NAVY	BRIGHT YELLOW
C: 28 R: 140	C: 66 R: 95	C: 51 R: 136	C: 88 R: 34	C: 15 R: 217
M: 95 G: 36	M: 28 G: 140	M: 20 G: 166	M: 81 G: 39	M: 29 G: 177
Y: 100 B: 28	Y: 67 B: 107	Y: 79 B: 93	Y: 46 B: 44	Y: 80 B: 81
K: 30	K: 8	K: 2	K: 50	K: 0

TYPE EXAMPLE

UPCOMING *events*

AGELESS INTERACTIONS

Lorem ipsum dolor sit amet, nec an ipsum exerci. Nam ullum nonumy ex, et meis aliquip disputando vix. Has id rebum soleat democritum, sed molestie vituperata philosophia id. Et dolores imperdiet vel, et pri solet tantas option.

No has cibo porro. Minim sensibus id est, ius ei delenit qualisque, eam ei possit vocibus scriptorem. Cu impetus tibique pri. Nominavi persecuti disputando usu ne, illud vivendo nec eu, his at error nonumy praesent. Pro affert virtute verterem id.