

Identity

Horizontal



Stacked



Icon



Fullcolor Reverse



Reverse



Black



Color Types

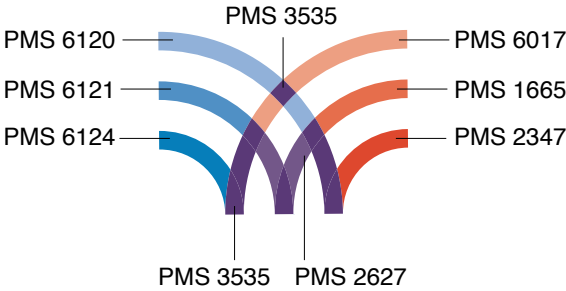
**PMS:** "Pantone Matching System." Use when printing a spot color (a single ink color)

**CMYK:** Process colors used when printing ink on a substrate

**RGB:** Use in a digital environment

**HEX:** Use on a website

Extended PMS Colors



Logo Art Files



.eps (vector file)



.jpg / .png (raster files)

Usage

Minimum Size

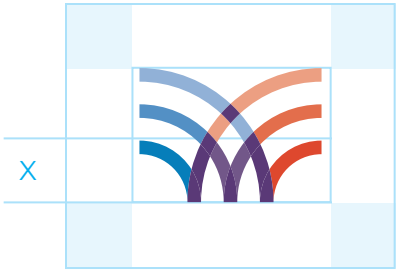
The Main Street Party logo can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised. To ensure that each configuration of the logo is always legible, it should never be reproduced smaller than as shown.



Clear Space

The Main Street Party logo should always be surrounded by a generous field of clear space to ensure its legibility and impact.

The minimum amount of clear space that surrounds the logo in any application is equal to a factor of X, with X being equal to half of the height of the icon.



Primary Color Palette

Black



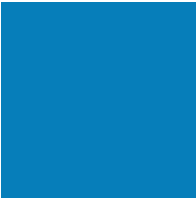
**Black**  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
#000000

Purple



**PMS 3535**  
C 77 M 91 Y 23 K 9  
R 90 G 57 B 119  
#5a3977

Blue



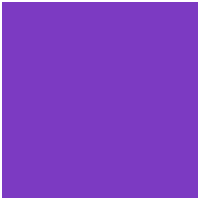
**PMS 6124**  
C 85 M 43 Y 5 K 0  
R 6 G 126 B 186  
#067eba

Red



**PMS 2347**  
C 7 M 87 Y 93 K 1  
R 222 G 72 B 46  
#de482e

Accent Purple



**PMS 267 XGC**  
C 62 M 83 Y 0 K 0  
R 134 G 47 B 201  
#862fc9

Typeface

Nunito Sans ([Adobe Font](#))

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Styles:

**Black**  
**Bold**  
**Regular**

File Types

The Logo Suite contains a variety of electronic formats, depending on the usage and end production techniques.

**EPS:** A vector file that can be scaled up infinitely. Used for print and other tactical, physical mediums.

**JPG:** A rasterized file type with a solid background. Can be used in print and digital mediums, but not scaled beyond 100%. Typically used in digital spaces.

**PNG:** A rasterized file type, that is outlined on a **transparent background**. Can be used in print and digital mediums, but not scaled beyond 100%. Typically used in digital spaces.