

# BILOXI

## Logo Usage Guidelines

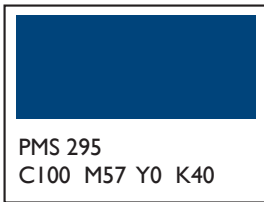
### ACCEPTABLE LOGO VERSION



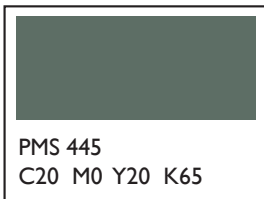
- Always maintain the proportions of the logo. Do not stretch or distort in any way.  
\*Note: To maintain the logo's proportions, press and hold SHIFT while you drag the sizing handle in Microsoft Word and other programs.



### LOGO COLOR



- When printing professionally, the PMS version of the logo should be used to achieve the true "Biloxi Blue."
- Do not change the color of the logo, except for when printing black & white, in which case the black version of the logo may be used.



#### Complementary Color

- When printing professionally, use PMS 445 for the text on business cards and letterhead.

### FONTS

**Biloxi** *Georgia Bold*

*established 1699* *Marion Italic*

Complementary Font *Helvetica*

#### Complementary Font

- For letterhead and business cards, the complementary font used is Helvetica. This is the suggested font for all collateral items.

### FILE FORMATS

These file formats have been provided and should be used as follows:

- eps - should be used when printing professionally and for large scale printing; eps files can be scaled infinitely without affecting the quality of the logo; eps file provided is PMS, but can be converted to CMYK by printer if needed for digital printing
- png - for online use - website, Facebook, etc; also when a transparent background is needed and the eps file cannot be used
- pdf - useful for a variety of applications including in-house printing and placement in documents; good for sharing
- jpg - can be used for print and online use, but quality will be diminished if scaled too large