

LOGO

Our logo includes a minimalistic, open emblem representing the initials of our organization, as well as our role in connecting Philadelphia to the world.



Primary horizontal



Monocolor horizontal



Black horizontal



Reversed horizontal



White horizontal



Primary stacked



Monocolor stacked



Black stacked



Reversed stacked



White stacked

LOGO

(CONTINUED)

Clear space

Keep other elements outside the area marked by the solid line.



Minimum sizes

To keep our logo readable and our brand recognizable, never portray the logo at sizes smaller than these dimensions.



File type applications

EPS - 300 dpi (CMYK)

- For print materials
- Transparent background

PNG - 72 ppi (RGB)

- For web applications
- Transparent background

JPEG - 300 dpi (CMYK)

- For print materials
- Solid background

JPEG - 72 ppi (RGB)

- For web applications
- Solid background

LOGO USAGE

Follow these guidelines to display our logo consistently and legibly on all business materials.



Always scale proportionally.



Don't create alternative or derivative logos.



Don't place the logo on busy photos. Only use simple, spacious photo areas for logo placement.



Don't add effects.



Don't rotate the logo.



Don't place the logo on backgrounds that do not contrast well or where the logo is not easily readable.



Use only provided color variations.



Only display the logo over approved patterns.