Rural Futures Word Mark: Usage Guidelines

The **Rural Futures Word Mark** must always be used in its entirety, without modifications. There are two variations of the logo; horizontal and stacked. Each variation can be used with the "INSTITUTE" or "CONFERENCE" identifier.

Regardless of the use, the word mark should never be recreated, modified or altered.

The Rural Futures Word Mark was created using three colors: PMS 370 Green, PMS 618 Gold and 40% Black or their equivalent CMYK, RGB or hexadecimal color builds, as defined in the RFI Color Guide.

PLEASE NOTE: Regardless of how the word mark is applied, readability is of the utmost importance. The guidelines presented are just that – guidelines. These guidelines may not be relevant in all situations and circumstances, however, should be adhered to whenever possible.

Word Mark Usage Guidelines

The **Rural Futures Word Mark** is comprised of four key elements:
1) The "rural futures" word mark.
2) The Rural Futures "infinity" graphic icon
3) The identifier "INSTITUTE" or "CONFERENCE" below right justified and baseline to the "f", to the word "futures."

To maintain the integrity and readability of the Rural Futures Word Mark, it should never be used smaller than 1.75" in width (horizontal), and 1.375" in width (stacked).

If the Word Mark is being printed one-color on a 40% gray or lighter background, it should be all black. If the Word Mark is being used on a white background, the identifier "INSTITUTE" can be used at 40% black. If it is being printed on a 40% or darker background, it should be all white.

Primary/Secondary Colors & Usage

Color is a critical component of the **Rural Futures Word Mark**. The exclusive color combinations: PMS 370, PMS 618 and 40% Black should be whenever possible. The use of Pantone color matching is preferred. However, depending on usage, the primary colors can be converted to CMYK, RGB or Hexidecimal as specified.

Use of the three primary colors as accents is both acceptable and encouraged.

Pantone PMS 370	cmyk = 64c 5m 100y 24k	RGB = 91r 143g 34b	Hexadecimal 669933
Pantone PMS 618	cmyk = 11c 10m 68y 25k	RGB = 174r 164g 68b	Hexadecimal ada344
40% Black			