Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of PA Route 6. It is important to consult with and follow the following guidelines to maintain the integrity of the brand. If you need any additional information or guidance, or to request use of PA Route 6 graphics, please contact the PA Route 6 Alliance office at 814-435-7706, paroute6@verizon.net or by mail at:
 P.O. Box 180, Galeton, PA 16922.

The production of the artwork for, and the printing of, publications and advertisements using the PA Route 6 logo/signature must be coordinated through the PA Route 6 Alliance office at 814-435-7706 or paroute6@verizon.net. All items where the PA Route 6 "DO 6" logo is used are the be provided in copy to the PA Route 6 office for record keeping.

The "DO 6" logo is a registered trademark of the PA Route 6 Alliance. In order to protect the PA Route 6 Alliance brand, we have a distinguishable logo that can be used to mark under a PA Route 6 Approved License. When displaying the "DO 6" logo, please follow our standard guidelines. The use and visual identity requirements will help our associate organizations use the logo effectively to show their connection with the PA Route 6 Alliance and the PA Route 6 Heritage Corridor.

The PA Route 6 Alliance's "DO 6" logo is part of an established brand that many people recognize. Convention and Visitor Bureaus, Tourist Associations, State Agencies, Chambers of Commerce, businesses, event coordinators, and other stake-holders are encouraged to request authorization for the use of the logo on non-saleable items such as posters, websites, banners, publications, etc. The more often we use the brand, the stronger it becomes-helping businesses and communities across the PA Route 6 Corridor.

Logo use is free to partner Convention and Visitor Bureaus and their members. Please follow the guidelines below and on the following pages.

For logo use on saleable items, please contact the PA Route 6 Alliance directly. Non-members must request permission to use the logo through the Alliance. The Executive Director reserves all right to deny use of the logo at his/her sole discretion.

Guidelines for use:

1. The entire logo/seal must be used as one graphic element.
2. The 'TM' trademark symbol must always be used, visible and readable with the logo.
3. Do not manipulate, distort or alter the logo.
4. Do not superimpose text over the logo.
5. Do not colorize the logo.
6. The logo should be sized appropriately to the media in which it is being used and be visible and readable in the context of size.
7. Do not copy the logo from any source other than those provided to you by the PA Route 6 Alliance.
8. Do not provide the logo to a third party without authorization from the PA Route 6 Alliance.
9. The logo is available in black and white, color, in grayscale and with a transparent back ground.
10. All incident of use of the logo should be sent, either electronically or hard-copy to the PA Route 6 Alliance within five (5) days of use.
11. Anticipated duration of use should be indicated when copy is sent. i.e.-annual publication (1 year); website (on-going); banner (2 weeks); event poster (2 months).

PA Route 6 Logo

The following guidelines illustrate the proper use of the PA Route 6 logo.

Full color logo

The logo may be represented in full color using either spot color or 4color process printing techniques.

One color logo

The logo may be represented in a single color using PMS 349 or Black in either spot color or 4color process printing techniques. It may also be reproduced in grayscale.

Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.

Additional PA Route 6 Graphic Standards

The following guidelines illustrate the proper use of the PA Route 6 logo.

Recommended PA Route 6 Color Palette

The color palette provides a guide for keeping a consistent color scheme within the area's communications.

Primary Color Palette

PMS 349
C/94 M/11 Y/84 K/43
R/0 G/105 B/60

PMS 1235
C/0 M/30 Y/95 K/0
R/255 G/182 B/18

PMS 485
C/0 M/93 Y/95 K/0
R/213 G/43 B/30

PMS 463
C/17 M/52 Y/87 K/63
R/108 G/77 B/35

PMS Black
C/0 M/0 Y/0 K/100
R/30 G/30 B/30

Recommended PA Route 6 Typeface

The following typeface family should be used on all PA Route 6 materials.

Minion Pro Medium AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU
(Any of the Minion Pro family may be used)

Helvetica Neue LT Std 57 Condensed AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
(Any of theHelvetica Neue LT Std family may be used)

Recommended PA Route 6 Spacing

No other object should be placed within the safe area around the logo as specified below.

(Logo Spacing Example)

The safe area is an area identified by the height of the "o" in the logo. (See example)

Unacceptable Logo Applications

The following are examples of improper modifications of the PA Route 6 logo that may violate the integrity of the PA Route 6 Brand.

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

DO NOT add unofficial copy or graphics covering any part of the logo.

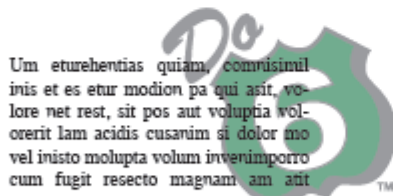**DO NOT** delete, add or adjust any element of the logo.

DO NOT change the proportions of the logo.

DO NOT rotate or flip the logo.

Um eturehentias quiam, comisinil inis et es etur modion pa qui asit, volore net rest, sit pos aut voluptia volorerit lam acidis cusanim si dolor mo vel inisto molupta volum invenimporro cum fugit resecto magnam am atit

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

DO NOT screen the logo or use the logo behind text.

DO NOT alter the logo for any other entity.

DO NOT print the logo on a background or image that makes it difficult to read.