

MONONA TERRACE LOGO

The stylized building profile, utilizing Wright's color palette combined with the logotype, create the official logo for Monona Terrace Community and Convention Center.

APPROVED COLORS



PMS	CMYK	HTML
PMS 485	0 100 95 0	DA291C
PMS 138	0 57 100 0	DE7C00
PMS 432	68 49 54 60	333F48



Black



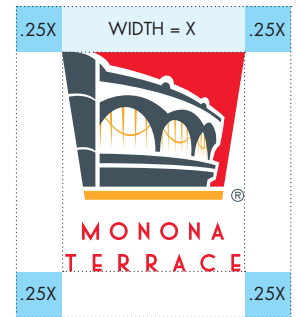
White reversed out of a black or colored background.

LOGO GUIDELINES

It's important to leave open space around the logo so that it retains its visual impact. To this end, there should always be at least .25 the width of the logo space between all sides of the main logo/logotype and other design elements.

The logo may not be printed in any colors other than those depicted above. If a piece you are producing can not be printed in full color it should appear in black or reversed from a solid color. If black is not available, legibility is the main objective. The value of the background color should be equal in shade to a 50% tint of black or darker.

The logo should never appear without the logotype. The logo should not be scaled so that its proportions are altered in any way. The logo should never appear without the registered trademark symbol (®). The logo and the logotype should not be scaled independently so as to change the proportional relationship between the two.



Acceptable



Acceptable



Preferred

If you have questions about the Monona Terrace logo, or its use, please contact Todd Brei at 608.261.4007 or tbrei@mononaterrace.com