New Glarus

LOGOS

Circular logo
for Profiles

Primary Logo

Black and
White

Horizontal

Alternate Logos

Alternate Text
Placement

Secondary
Color

Horizontal Logo
without Icon Box

COLORS
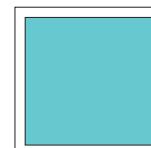
Blue	
Hex	#66C9D0
RGB	102, 201, 208
HSB	184, 51%, 82%
CMYK	56, 0, 20, 0
Ink Type	Process
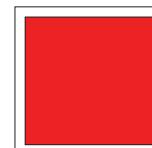
Red	
Hex	#ED2024
RGB	237, 32, 36
HSB	359, 86%, 93%
CMYK	0, 99, 100, 0
Ink Type	Process
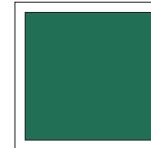
Green	
Hex	#227055
RGB	34, 112, 85
HSB	159, 70%, 44%
CMYK	85, 34, 74, 21
Ink Type	Process
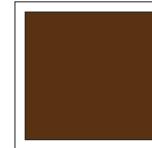
Brown	
Hex	#593311
RGB	89, 51, 17
HSB	28, 81%, 35%
CMYK	42, 72, 99, 54
Ink Type	Process

White	
Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0
Ink Type	Process

Helvetica — This is the primary font. It is in the Logo and can be used for Headers, Captions, or short body pieces.

Georgia — This is a secondary font. It should be used as the main body text.

FUTURA — This is a secondary font also used in the logo. It should be used for Headlines, or big bold splash text.

Apple Chancery — This is a tertiary font. This text should only be used as one or two words on a graphic for splash.

Identity

The branding is supposed to create a fresh and inviting feel. It aims to tie together the history and heritage of New Glarus, while reflecting the growth and vibrance of New Glarus currently. The brand should promote a warm and welcoming feeling, creating more of a personal experience from the town.