

BLUE MILE LOGO GUIDELINES



The Statesboro Blue Mile logo consists of an eagle head with Statesboro's skyline above. The words "Statesboro Blue Mile" are set to the right of the eagle and skyline. Always include the trademark symbol - TM.

DIFFERENT ORIENTATIONS

The Statesboro Blue Mile logo has three different orientations to use.



Square



Vertical



Horizontal

OFFICIAL COLOR

PRINT

Pantone Match:
534-c

CMYK Build:
95, 74, 7, 44

DIGITAL/WEB

Web Hex:
#1b365d

RGB Build:
27, 54, 93

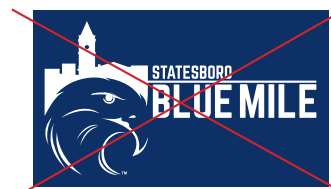
FONTS

Futura is a good complementary font.

DO'S AND DON'T'S



DO keep the logo in proportion at all times.



DO NOT use logo on a dark background.



DO NOT use only the eagle and skyline.



DO NOT change the typeface.