

The Red Oak, IA name, logo, and slogan are valuable trademarks and should be used to reflect the quality and service and environment we are known for. Our logo is a seal of approval that communicates our image. Any use of the "Red Oak, IA" logo that violates the below stated guidelines is prohibited.

The Red Oak, IA graphics and slogan The Heart of Southwest Iowa are to be used to in a positive manner always enhancing our city, and never detracting.

The Red Oak, IA graphics and slogan may NOT be used to show Red Oak in negative light. They also may NOT be used on any official documents, by anyone but the City of Red Oak, IA or without their express permission. The logo and/or slogan may not be used as part of any document that infers it coming from the City of Red Oak or any Board or Commission associated thereof.

The Red Oak, IA graphics and slogan must adhere to the following guidelines unless otherwise stated by the City of Red Oak, IA.



1. APPROVED STANDARD  
COLOR LOGO

The full color logo is recommended whenever possible. Do not distort, crop, or otherwise manipulate the logo from its original proportions.



THE *Heart* OF SOUTHWEST IOWA



2. APPROVED STANDARD  
BLACK LOGO VERSION

Black and white logo versions are approved when color use is restricted.



THE *Heart* OF SOUTHWEST IOWA



### 1. APPROVED SKYLINE COLOR LOGO

The full color logo is recommended whenever possible. Do not distort, crop, or otherwise manipulate the logo from its original proportions.



THE *Heart* OF SOUTHWEST IOWA

### 2. NO SKYLINE BLACK LOGO VERSION

Black and white logo versions are not approved for the Skyline version of the logo

### 3. SKYLINE LOGO VERSION

The Skyline Logo version is created as a secondary logo option. This option is ideally not used on lettering, business cards, or anything where the image would be too small as it will be difficult to make out skyline details.



1. APPROVED STANDARD REVERSE + COLOR LOGO

When needing to reverse the logo out of a dark color, or use it over a texture, use the reverse + color logo whenever possible.



2. APPROVED STANDARD REVERSE LOGO

When using full color is not possible or needing to use the logo over another image, the standard reversed logo is the best option. This logo should be limited in use.



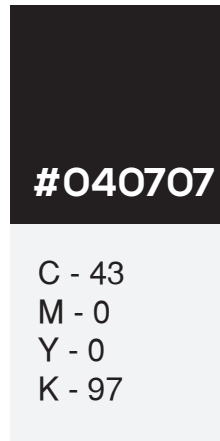
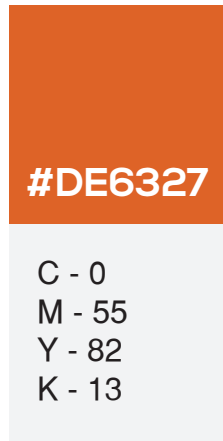
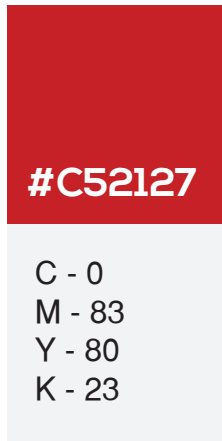
1. APPROVED SKYLINE  
REVERSE + COLOR LOGO

When needing to reverse the logo out of a dark color or use it over a texture, use the reverse + color logo whenever possible.

2. APPROVED SKYLINE REVERSE  
LOGO - NO COLOR

Not available for this logo option.

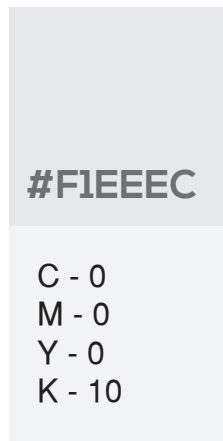
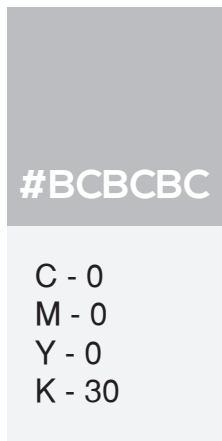
## PRIMARY COLORS



## 1. THE APPROVED COLORS

These CMYK and web hexadecimal colors should always be used when printing, reproducing and designing with the Red Oak Iowa logo or slogan.

## SECONDARY COLORS



## 2. AREA OF NONINTERFERENCE

The area of noninterference is equal to height of the center of the A in the Red Oak logo.



## 3. MINIMUM SIZE

Red Oak logo should not be used smaller than a .75" width.

## UNACCEPTABLE LOGO FORMATS



## DO...

-- contact the City of Red Oak for assistance or guidance on the appropriate use of the logo.

-- include the logo on the front and/or the back of all publications.

-- maintain the integrity of Red Oak, IA logo. Refer to the acceptable and unacceptable requirements previously listed in this document.

-- prominently display the logo on all publications, ads, videos, films and web sites.

-- print the logo in the approved colors and configurations at least at their minimum sizes.

-- typeset only with the approved typefaces.

-- give the logo prominent placement on the page when using it in combination with a vendor or partner logo.

-- place the logo in the area of noninterference when using the logo in combination with photography.

## DON'T...

-- substitute fonts or images for the approved graphic elements.

-- stretch, skew or alter the proportions of the logo.

-- crowd or overprint the logo.

-- reverse the logo in any way other than as illustrated in this manual.