



Logomark with Tagline - Color



Logomark with Tagline - Black



Logomark with Tagline - Reversed Out of PMS 526



Logomark with Tagline - Reversed Out of PMS Cool Gray 8

Pittsburgh Recovery Walk Identity Standards

The basis of Pittsburgh Recovery Walk's branding system is its unique logomark, seamlessly interweaving the symbolic recovery ribbon into the typeface of the event name. The logotype is Gotham Black, a geometric sans-serif typeface designed by Tobias Frere-Jones in 2000. The supporting tagline font is Bradley Hand. The logomark and tagline are the most identifiable representations of the event and every effort must be made to use it consistently in its the approved forms.

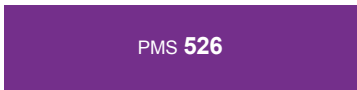
Always use approved, supplied artwork for any usage. NEVER recreate the logo or logotype.

COLORS

The printed color of the word "PITTSBURGH", the ribbon and the tagline "Celebrating Roads to Recovery" is PMS 526. The printed color of "RECOVERY WALK" (minus the letters formed by the ribbon) is PMS Cool Gray 8.

Whenever possible, the logo should appear on a white background in the color version.

For single color applications, the entire logomark/tagline combination may either be printed in black, or reversed white out of a solid color.



LOGO TYPEFACE

Gotham Black | **PITTSBURGH RECOVERY WALK**
Bradley Hand | *Celebrating Roads to Recovery*

PLACEMENT GUIDELINES

The logo and logotype should always stand on their own, unconnected to any other visual elements (i.e.: rules, boxes etc).

The logo/logotype should never be stretched, skewed, or angled in any way. The logo/logotype should never be reproduced smaller than 1.5" wide.



← 1.5" w →

Questions? Please contact Boom Creative
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