

## FONDREN GRAPHIC STANDARDS

Fondren Renaissance Foundation encourages the use of the “f” logo. Please feel free to use it on your ads, direct mailers, take-out boxes, or any of your marketing materials.

In Fondren, there’s a lot of overlap between Living, Playing, Working, Shopping and Dining, so there’s no wrong logo. Just choose the one most appropriate to your project.

Graphic Standards are important to establish a clear and consistent image for the Fondren brand. Each individual usage – whether on a sign, a letter, an ad, or even a business card – reinforces and amplifies our brand message to the world.

Fondren Renaissance Foundation is the sole owner of this graphic and logo package, but grants a non-exclusive right for other neighborhood organizations, merchants, and individuals to use the logos to help support Fondren’s mission. Downloading these logos and graphics constitutes your agreement to abide by the graphic standards.



This is the primary logo for the Fondren Renaissance Foundation and is reserved for them.

Pantone  
7522  
CMYK  
6/58/53/18  
RGB  
182/115/92



This is the primary logo for residential use and neighborhood groups in the Fondren area.

Pantone  
7472  
CMYK  
62/0/26/0  
RGB  
91/187/183



This is the primary logo for special events in the Fondren area. Anyone can use this logo.

Pantone  
530  
CMYK  
13/28/0/0  
RGB  
211/184/226



This is the primary logo for retail businesses in the Fondren area.

Pantone  
611  
CMYK  
5/3/76/11  
RGB  
213/200/51



This is the primary logo for non-retail businesses in the Fondren area.

Pantone  
624  
CMYK  
47/6/28/18  
RGB  
124/162/149



This is the primary logo for restaurants in the Fondren area.

Pantone  
7411  
CMYK  
0/42/69/0  
RGB  
225/163/88



The logos may not be redrawn, altered disproportionately, or used in any color other than the approved Fondren color palette, black or white.



The minimum size to use the logo is .625" or 5/8" high.



Logos in the Fondren color palette must appear on a white or light-colored background so that the appropriate contrast is achieved for readability. On dark backgrounds, the white version of the logo should be used.

### File Types 101

Here are some general guidelines. Always consult your designer or vendor to make sure you’re providing the appropriate file.

CMYK files are for printing. They should be at 300 dpi. This can be a .tif or .jpg file.

RGB files are for the web. They should be at 72 dpi. This can be a .tif or .jpg file.

Files that end in .eps are vector graphics. They can be used at any size and should always be used when creating large graphics or signage.