

UMBARGER

SHOW FEEDS | EST. 1939

BRAND GUIDELINES

FEBRUARY 2024

LOGO

COLORS

TYPOGRAPHY

FILE FORMATS

QUESTIONS

The Umbarger Show Feeds Logo is constructed with the Gotham font family



UMBARGER
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LOGO SIZE

Do not reproduce the logo below the specified sizes:

PRINT



UMBARGER
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1 INCH

DIGITAL



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SHOW FEEDS | EST. 1939

150 PIXELS

Secondary logo to be used to represent
Umbarger Show Feeds



LOGO SIZE

Do not reproduce the logo below the
specified sizes:

PRINT



DIGITAL



The Umbarger Show Feeds wordmark and icon can both be used separately, but please note this should be done on a limited basis.

WORDMARK

UMBARGER
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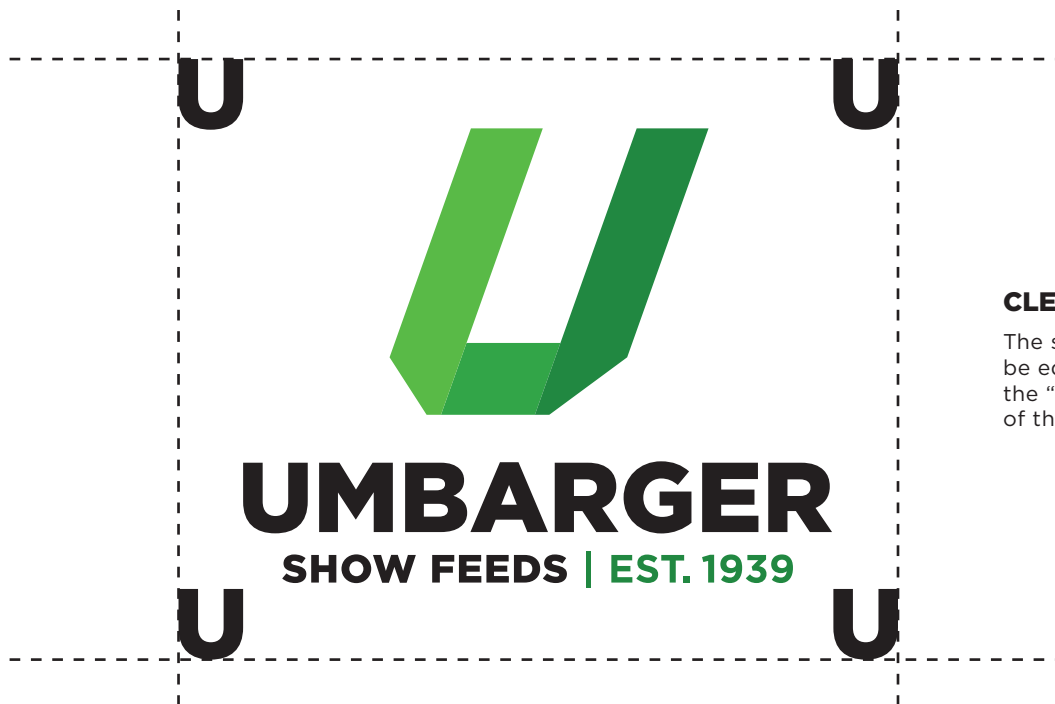
4-COLOR ICON



1-COLOR ICON



The safe zone of the logo is the space around that logo that must always be used as clear space. This ensures the logo can be easily and clearly read.



CLEAR SPACE

The size of the clear space should be equivalent to the dimensions of the "U" in the wordmark portion of the logo.

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LOGO USAGE

BRAND GUIDELINES - 7

It is permissible to use the logo in the specified Umbarger Show Feeds color palette.



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Color is one of the main elements of the Umbarger Show Feeds brand.

PMS 802

HEX# **5BBA47**

R **90**
G **186**
B **71**

C **67**
M **0**
Y **100**
K **0**

PMS 7738

HEX# **39A549**

R **54**
G **164**
B **72**

C **78**
M **9**
Y **100**
K **1**

PMS 7740

HEX# **2A8842**

R **43**
G **136**
B **66**

C **83**
M **23**
Y **100**
K **9**

RICH BLACK

HEX# **090A0F**

R **9**
G **10**
B **15**

C **30**
M **20**
Y **20**
K **100**

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The Umbarger Show Feeds brand utilizes various font weights from the Gotham font family.

GOTHAM ULTRA

**A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z**

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

GOTHAM FONT FAMILY

Gotham Ultra should be utilized for all header text and/or for information that needs to be highlighted.

It is permissible to utilize any of the following font weights from the Gotham family for subtext/detailed content. Please use your discretion when choosing an appropriate font weight. For instance, background design, colors, etc. should all be taken into consideration. The ultimate goal when representing the Umbarger brand is overall recognition and readability of information presented.

Gotham Light // Gotham Book // **Gotham Medium**

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The Umbarger Show Feeds logo is available in multiple file formats. Please utilize this guide to determine which file type meets the needs of your usage.

.eps As a vector file, this means that it has scalability and can be used everywhere from business cards to billboards while maintaining the highest quality. Great for all print design needs. It can easily be converted to .png, .jpg, or .gif for web use.

SEND THIS FILE TO - Printers and designers.

.pdf PDFs are the most common way to share documents without losing design quality. Vector elements, such as logos and graphics, can be pulled from .pdf files and edited.

SEND THIS FILE TO - Printers and designers.

.jpg The most common file format for images and logos. It can be saved at both high resolution (300dpi) and low resolution (72dpi). A .jpg will lose quality if scaled up in size, you will see some pixelization if you do. This file does not support transparency and will always show up with a white or colored background.

SEND THIS FILE TO - Custom decorators for apparel embroidery.

.png Designed for graphics, logos, and images to be used only for digital or web application. This file type supports transparency. Used best for text, charts, and detailed illustrations for online use. It cannot be scaled over its pixel width without experiencing pixelation.

SEND THIS FILE TO - Web designers and social media managers.

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Be sure to contact Umbarger Show Feeds with any questions on utilizing the brand in marketing pieces.

CONTACT US WITH ANY OF YOUR MARKETING QUESTIONS

Our goal at Umbarger Show Feeds is to ensure a high quality, consistent representation of the Umbarger Show Feeds logo and brand. Please do not hesitate to reach out with requests for design and/or to have us proof the designs you or other graphic artists have put together for your dealership, event, show, etc.

Abbie Cribbs

Marketing Brand Manager

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**DRIVE IT.
LEAD IT.
BRACE IT.**

