

# Dane County Regional Airport

## Logo Usage

The following treatments represent variations of the Dane County Regional Airport logo. Color, black and a reversed to white files have been created. Pantone and 1 color versions have been created for use with special applications such as merchandise.

	Horizontal	Vertical
Primary Treatments		

The primary treatment consists of the full color logo with tagline and without and should be used for all marketing collateral when using 4 color digital or offset printing. Tagline versions should only be used when logo is 2" wide or larger for best legibility.

Secondary Treatments		
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The secondary treatment consists of the full color logo featuring reverse white type and icon. Reversed white type logos can be used when appearing on a contrasting dark background.

Special Treatments		

Special treatments for the logo have been created for additional use which include: black, one-color (PMS 316), and reverse white. Black and one-color logos can be used in black and white printing and one-color jobs. Black logos can be used for 1 color internal documents, forms or where color is limited due to cost constraints such as on banners, signage, or other promotional materials.

# Dane County Regional Airport Logo Library



Please note: The following logo files include a variety of formats for various applications including print (CMYK) and digital/on-screen (RGB).

## EPS

Use EPS logos in press quality, 1, 2 or 4 color jobs. Vector EPS logos are a preferred file format because it is resolution independent and can be set to any size without losing quality.

DCRA_Logo_Horizontal.eps	4 color process logo = CMYK
DCRA_Logo_Vertical.eps	4 color process logo = CMYK
DCRA_Logo_Horizontal_Reversed.eps	4 color process logo = CMYK
DCRA_Logo_Vertical_Reversed.eps	4 color process logo = CMYK
DCRA_Logo_Horizontal_1c_PMS-316.eps	1 color (PMS 316)
DCRA_Logo_Vertical_1c_PMS-316.eps	1 color (PMS 316)
DCRA_Logo_Horizontal_1c_Black.eps	1 color (Black)
DCRA_Logo_Vertical_1c_Black.eps	1 color (Black)
DCRA_Logo_Horizontal_White.eps	1 color (White)
DCRA_Logo_Vertical_White.eps	1 color (White)

## PNG

RGB files for use in web / email / Microsoft Office applications.

DCRA_Logo_Horizontal.png
DCRA_Logo_Vertical.png
DCRA_Logo_Horizontal_Reversed.png
DCRA_Logo_Vertical_Reversed.png
DCRA_Logo_Horizontal_1c_PMS-316.png
DCRA_Logo_Vertical_1c_PMS-316.png
DCRA_Logo_Horizontal_1c_Black.png
DCRA_Logo_Vertical_1c_Black.png
DCRA_Logo_Horizontal_White.png
DCRA_Logo_Vertical_White.png