



Lodging Tax Logo Usage Guidelines

All recipients are required to note on any advertising material that your event is supported by the City of Washougal hotel/motel tax funds. If you choose to use one of the approved Lodging Tax Logos, the usage guidelines are on the following pages. (Note: You may also choose to apply the text *"Tourism support provided by City of Washougal hotel/motel tax funds."* in lieu of the logo.)

Advertising material that fails to include this information WILL NOT be funded.

Do not recreate or modify these logos in any way. Always use the approved electronic files provided at:

<https://www.cityofwashougal.us/finance/page/lodging-tax-media>.

If you have any questions on logo usage, please contact Michele Loftus, Communications Specialist.

There are three options to choose from that are dependent on what is appropriate for the background of your materials.

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FULL COLOR LOGO

Primarily, this logo should be used on white or light colored backgrounds for maximum impact and clarity.

Make sure the logo is readable over background images. The logo should not be placed over images, artwork or backgrounds that negatively affect legibility.

In cases where the full color logo is not appropriate, the following versions are available for use.



WHITE LOGO

Use the solid white logo on dark-colored backgrounds or photos.

In grayscale reproduction, use this version of the logo if the background is dark.

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BLACK LOGO

Use the solid black logo on white or light colored backgrounds or photos.

In grayscale reproduction, use this version of the logo if the background is light.

Improper Usage

To maintain brand integrity, the logo must always be presented clearly and accurately in all applications. The logo should never be distorted, manipulated or altered in any way. You may resize as needed but must retain all proportions.

Please do not:



elongate the logo



change the proportions of any of the design elements or the design itself



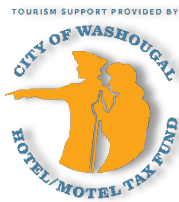
use the logo in partial form



apply any texture or transparency effects



change the color



apply shadows



rotate the logo