

WORDMARK
PRIMARY & SECONDARY

The wordmark is set in a mix of the heavy and regular sans serif font Avenir Next. The wordmark is both friendly and confident, while also setting a modern, sophisticated tone.

The wordmark should always appear in the dark green of the color palette, though it can be reversed out of any of the palette colors.

The primary construct of the wordmark is stacked on four lines. “Lewis Ginter” should always be given the heavy font treatment, as the name of the garden takes prominence over the secondary, “Botanical Garden.”

The secondary construct of the wordmark is “Lewis Ginter” by itself. This should be used only when space is limited, the wordmark is needed at small sizes or the wordmark is used in digital applications.

PRIMARY WORDMARK

**LEWIS
GINTER**
BOTANICAL
GARDEN

PRIMARY WORDMARK—REVERSED

**LEWIS
GINTER**
BOTANICAL
GARDEN

SECONDARY WORDMARK

**LEWIS
GINTER**

SECONDARY WORDMARK—REVERSED

**LEWIS
GINTER**

WORDMARK
MINIMUM SIZE

Rules are set for minimum sizes of the wordmark for both print and digital applications. When the primary wordmark is smaller than 0.75" wide for print or 50 pixels wide for digital, the secondary mark should be used.

MINIMUM SIZE / PRINT

**LEWIS
GINTER**
BOTANICAL
GARDEN 1" W

**LEWIS
GINTER**
BOTANICAL
GARDEN 0.75" W

**LEWIS
GINTER** < 0.75" W, USE SECONDARY MARK

MINIMUM SIZE / DIGITAL

**LEWIS
GINTER**
BOTANICAL
GARDEN 70PX W

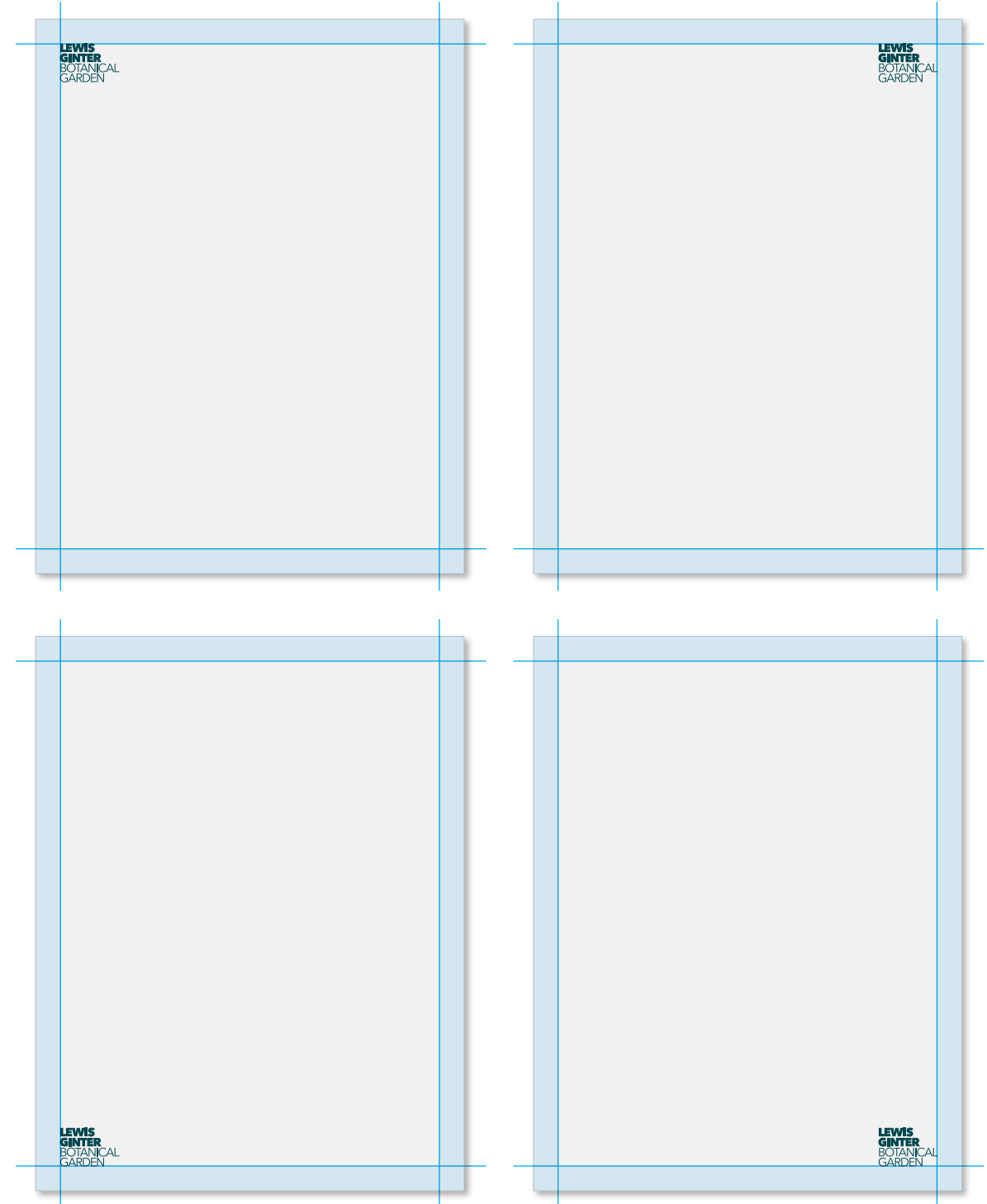
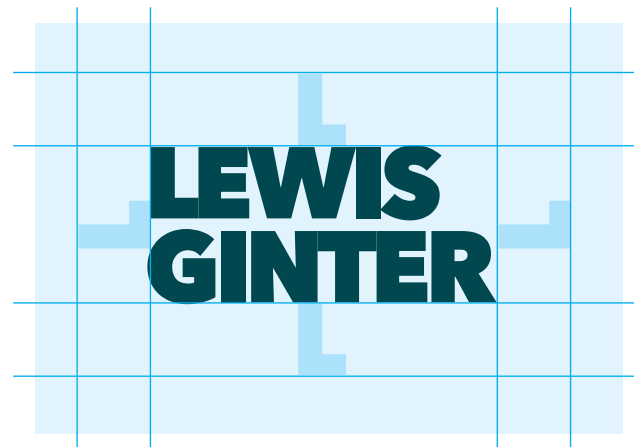
**LEWIS
GINTER**
BOTANICAL
GARDEN 50PX W

**LEWIS
GINTER** < 50PX W, USE SECONDARY MARK

WORDMARK
CLEAR SPACE & PLACEMENT

To maintain the integrity of the wordmark, it is important that nothing infringes on its space. The clear space is measured by the height of the "L" within the Lewis Ginter wordmark.

The wordmark is easier to recognize when it's placed in a fixed, designated position. The location for wordmark placement is dependent on the application and space, though it should be anchored in one of the four corners. A minimum of 0.5" margin should be used.



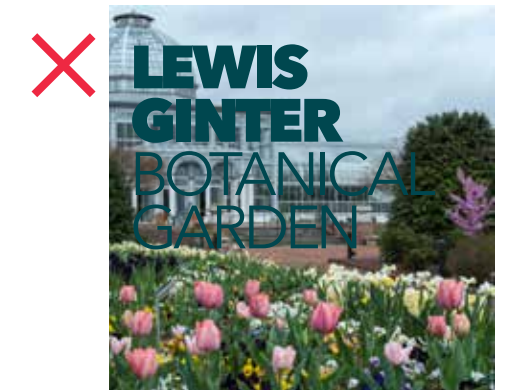
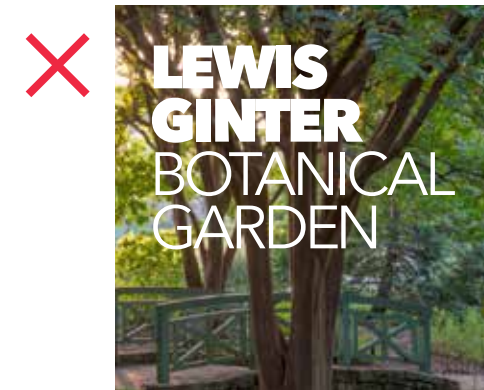
MINIMUM 0.5" MARGIN ON ALL PAGE BORDERS

WORDMARK
RULES

The wordmark should be treated with respect, to maintain the integrity of the brand.

The wordmark can be used in dark green or black & white. Other than the dark green, it should never appear in one of the other palette colors. It should be used only on white or reversed out of one of the colors from the palette.

Do not use the wordmark (standard or reversed) on top of colors outside the palette; do not alter the text color or weights of the font; and do not stretch or offset the wordmark at any angle.



COLOR
PRIMARY & SECONDARY PALETTE

The primary color is the dark green (Pantone 7476) . The secondary colors are a range of lighter greens, as well as a blue, red, orange, yellow, pink, salmon and violet.

Black and white can be used in cases of one-color printing or when large amounts of small copy are needed.



PANTONE 7476C
CMYK 89 22 34 65
RGB 13 82 87
HEX/HTML 0D5257



PANTONE 356C
CMYK 91 4 100 25
RGB 0 122 51
HEX/HTML 007A33



PANTONE 361C
CMYK 77 0 100 0
RGB 67 176 42
HEX/HTML 43B02A



PANTONE 375C
CMYK 46 0 90 0
RGB 151 215 0
HEX/HTML 97D700



PANTONE 346C
CMYK 53 0 51 0
RGB 113 204 152
HEX/HTML 71CC98



PANTONE 7704C
CMYK 93 4 8 24
RGB 0 133 173
HEX/HTML 0085AD



PANTONE 711C
CMYK 0 97 75 0
RGB 203 44 48
HEX/HTML CB2C30



PANTONE 151C
CMYK 0 60 100 0
RGB 255 130 0
HEX/HTML FF8200



PANTONE 7408C
CMYK 0 29 100 0
RGB 246 190 0
HEX/HTML F6BE00



PANTONE 230C
CMYK 1 41 0 0
RGB 244 166 215
HEX/HTML F4A6D7



PANTONE 702C
CMYK 4 78 30 2
RGB 210 91 115
HEX/HTML D25B73



PANTONE 246C
CMYK 31 88 0 0
RGB 199 36 177
HEX/HTML C724B1

COLOR
REVERSED COLOR VARIATIONS
PRIMARY WORDMARK

The primary wordmark can be reversed out (white) of any of the colors from the palette.

