



**LYON COUNTY**

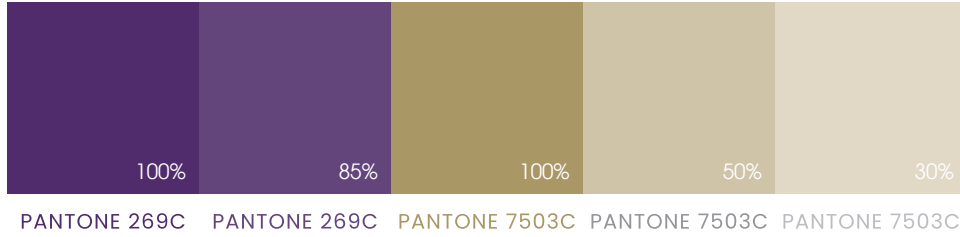


**RIVERBOAT  
FOUNDATION**

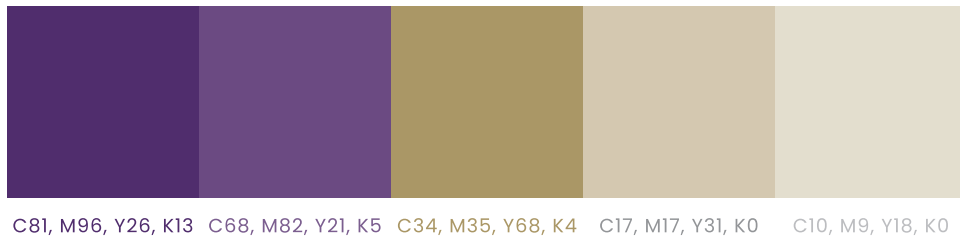
Brand Standards  
September 28, 2023

## COLOR PALETTES

### Spot Color Printing



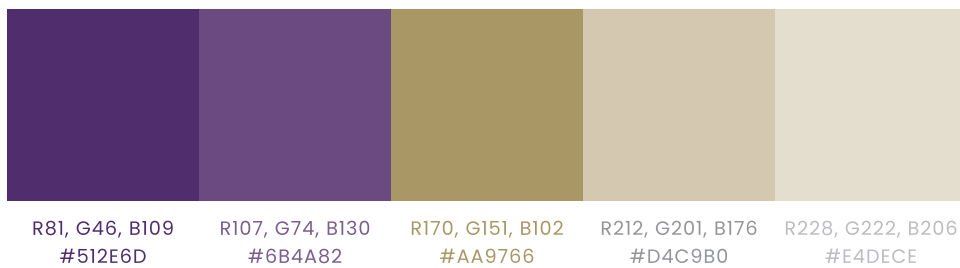
### CMYK Color Printing



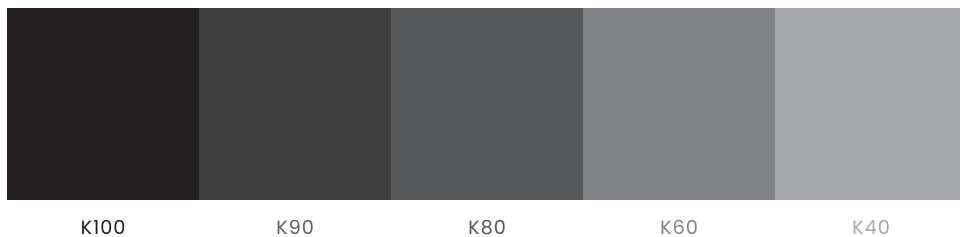
### Spot Color Embroidery



### Online/Web Use - RGB



### Grayscale Use



## FONTS

The Poppins font family are the preferred fonts for Lyon County Riverboat Foundation. These classic, clean, sans serif fonts are intended to draw attention to the message, not the font.

When the Poppins font family is not available, Arial is an approved font alternative.

### APPROVED HEADLINE FONTS

Poppins Extra Light

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9

Poppins SemiBold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9

### APPROVED BODY FONTS

Poppins Extra Light

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9

*Poppins Extra Light Italic - Emphasis*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9*

Poppins Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9

*Poppins Italic - Emphasis*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9*

### APPROVED DISCLAIMER FONTS

Poppins Extra Light

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9

**DECOHEAD - LOWERCASE LETTERS -  
LOOK LIKE CAPITALS**

**ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9**

**ALLER BOLD - CAPITAL LETTERS**

**ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9**

**Poppins SemiBold**

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9**

***Poppins SemiBold Italic - Emphasis***

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9***

**Poppins ExtraBold**

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9**

***Poppins ExtraBold Italic - Emphasis***

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9***

*Poppins Extra Light Italic - Emphasis*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0 1 2 3 4 5 6 7 8 9*

## LOGO USE AND WHAT NOT TO DO

### DO NOT ALTER THE LOGO IN ANY WAY

Do not skew, flip, or distort logo in any way.



Do not attempt to recreate, change color or add words.



### PROTECTED SPACE AROUND THE LOGO

To avoid crowding the logo, leave protected space around the logo. The protected space should be equal to the size of two "O's" from "Lyon County" in the logo.



## PREFERRED LOGOS FOR DIFFERENT BACKGROUNDS



When possible, the Lyon County Riverboat Foundation logo should appear on a flat, white background.



When the logo is used on a colored background, make sure there is sufficient contrast with the background color. If necessary, you may change the color of "Lyon County" and "Riverboat Foundation" to the lightest gold color.



When the logo is used on a black background, make sure there is sufficient contrast.



When the logo is used on a photo background, make sure there is sufficient contrast with the background color. If necessary, you may change the color of "Lyon County" and "Riverboat Foundation" to the lightest gold color.



## PREFERRED LOGOS FOR DIFFERENT USES



**PREFERRED LOGO FOR SPOT COLOR PRINTING IN PMS 269 AND 7503:**  
Lyon County Riverboat Foundation\_Logo\_VFIN\_PMS\_Scaled\_Vector.eps



**PREFERRED LOGO FOR COLOR PRINTING IN CMYK:**  
Lyon County Riverboat Foundation\_Logo\_VFIN\_CMYK\_Vector.eps



**PREFERRED LOGO FOR EMBROIDERY IN PMS 269, 7677, 7503, 7529, 7531:**  
Lyon County Riverboat Foundation\_Logo\_VFIN\_PMS\_Solids\_Vector.eps



**PREFERRED LOGO FOR WEBSITE/ONLINE USE IN RGB:**  
Lyon County Riverboat Foundation\_Logo\_VFIN\_RGB.png



**PREFERRED LOGO FOR BLACK AND WHITE PRINTING IN SHADES OF BLACK:**  
Lyon County Riverboat Foundation\_Logo\_VFIN\_Grayscale\_Vector.eps