

# CHARLIE'S LOGO USAGE GUIDELINES

## FOR PROMOTIONAL MATERIALS BY EXTERNAL AGENCIES

- When using the Charlie's logo on any materials, the ® symbol must always be included.
- The location name should be clearly visible, with only minor obstructions allowed.
- The logo must always be smooth, clean, and crisp with no visual pixelation. Vector files are been provided in the marketing kit.
- The logo may not be disproportionately stretched or skewed in any way.
- The logo may not be rotated.
- Preferred logo colors are Black, Charlie's Blue (C 70, M 0, Y 0, K 0) or White depending on the background. A rainbow gradient may be applied for certain Pride event branding. Other colors may be used with authorization.
- Minimal effects should be applied to the logo, and all text should still be clearly readable. Approved effects are strokes, glows, drop shadows, and bevels.
- Random or outdated logos found on Google image search should never be used.

### CORRECT USAGE:



### INCORRECT USAGE:



All materials using the Charlie's logo must be approved by either Michael Weidmann (corporate@charliesnightclub.com), or the Marketing Manager (marketing@charliesnightclub.com)