



GREATER TACOMA
CONVENTION CENTER

LOGO USAGE (HORIZONTAL)

Logo story

The logo combines a “T” for Tacoma with a greater-than (>) symbol, which speaks to our broader region. Shades of sea-glass blue and green, the logo celebrates the glass art for which Tacoma is famous. It also gestures toward the growth and momentum we’re experiencing in Tacoma and the greater region.



PRIMARY (full-color logo on white background)



One-Color (black logo on white background)



One-Color (white logo on color background)



One-Color (white logo on black background)



GREATER TACOMA
CONVENTION CENTER

LOGO USAGE (VERTICAL)



GREATER TACOMA
CONVENTION CENTER

PRIMARY (full-color logo on white background)



GREATER TACOMA
CONVENTION CENTER

One-Color (black logo on white background)



GREATER TACOMA
CONVENTION CENTER

One-Color (white logo on color background)



GREATER TACOMA
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One-Color (white logo on black background)

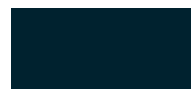


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LOGO STANDARDS

Brand colors

The brand colors have been chosen intentionally and should not be altered from the specifications provided here. Full-color, Pantone, screen and web color models are provided.



CMYK: 100,35,35,82
PMS: 7546-C
RGB: 0,37,49
HEX: #002531



CMYK: 78,30,42,4
PMS: 2213-C
RGB: 54,137,142
HEX: #36898E



CMYK: 57,0,18,0
PMS: 2219-C
RGB: 101,192,203
HEX: #65C0CB



CMYK: 17,3,8,0
PMS: 5523-C
RGB: 208,228,229
HEX: #D0E4E5



CMYK: 63,74,31,11
PMS: 7676-C
RGB: 109,82,120
HEX: #6D5278



CMYK: 36,0,100,0
PMS: 390-C
RGB: 175,209,54
HEX: #AFD136



CMYK: 60,56,63,36
PMS: Gray 11-C
RGB: 86,81,73
HEX: #565149

Clear space

Maintain a “clear space” around the entire logo should be used. No other graphic elements or textures should appear within this space.



Unacceptable uses

The examples to the right are improper usages of the logo that must be avoided at all times.

- DO NOT stretch or squeeze the logo.
- DO NOT put the logo in a shape.
- DO NOT insert different colors.
- DO NOT rearrange the logo elements.
- DO NOT change the fonts or typefaces.

