



Business & Vendor Logo Guidelines

2020 Roaring Pumpkins an All That Jazz

Effective Date: July 8, 2020

The above logos are available for use on merchandise and/or promotional items (except excluded items below). These logos can be used in conjunction with any other non trade marked items.

Fonts:

MORTON – AVENIR MEDIUM (40 pt)

ILLINOIS – AVENIR MEDIUM (20 pt)

PUMPKIN – IRISH PENNY (52 pt)

FESTIVAL – POCKET MONK (120 pt)

Colors:

Generic Pantone:

GREEN PMS 369

ORANGE PMS 158

Themed Pantone:

GOLD PMS 117

BLACK PMS 6

Cost per logo:

Generic

\$100 – Morton Chamber of Commerce members

\$150 – non Morton Chamber of Commerce members

Themed

No cost

Exclusion of use of logo on the following merchandise/promotional items:

keychains, mugs, lapel pins, can coolers, and pet collars

Set up fees for these logos will be paid for by the Morton Chamber of Commerce at the following locations:

1. Grimms, Inc. – 140 S. Main St., Morton, IL - (309) 266-7092
2. Modern Methods - 2613 N Knoxville Ave., Peoria, IL - (309) 439-9217
3. A Perfect Promotion – 113 N. Main St., Morton, IL - (309) 263-7832

Available formats: PNG, EPS

For questions or to purchase a logo please call or email the Morton Chamber of Commerce at 309-263-2491 or csewell@mortonillinois.org.