

Logo Usage

DO:

Use the Official Logo – Always use the correct, approved version of the city or organization’s logo. You can download and save the Mo Local Government Week logo at mocities.com.

Using the logo on a flyer, social media graphic or other materials with a colored background? Be sure to use the “.png” file. This allows the logo to display with a transparent background instead of a white background or box behind it.

Maintain Proper Proportions – Scale the logo proportionally without stretching or distorting its shape.

Keep sufficient space around the logo to ensure visibility and avoid cluttered designs. Ensure the logo is placed on a background that maintains its readability and contrast.

Use high-resolution formats (PNG, SVG, EPS) for digital and print materials.

DON'T:

Don’t copy and paste the logos from the League website or other online sources. Be sure to download the file(s) at atmocities.com. This step ensures a high-resolution logo that displays nicely on all materials.

Only use approved brand colors; do not modify or add gradients, textures, or new colors.

Avoid placing the logo over complex images or patterns that reduce readability.

Do not apply drop shadows, outlines, bevels, or other graphic effects.

Use Outdated Versions –Do not use outdated logos. Always ensure you are using the most current version of the logo.

Please do not edit, manipulate or otherwise change the logo(s). This includes, but is not limited to, removing or cropping out parts of the logo, adding or replacing elements or names on the logo and changing the logo’s colors. Do not stretch, squash, rotate, or distort the logo.

