



MAGNITUDE



Indiana Bicentennial  
**TORCH RELAY**

## Indiana Bicentennial Torch Relay

Logo Guide

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PREPARED FOR:  
Indiana Bicentennial Torch Relay Committee

PREPARED BY:  
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811 West Main Street  
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**The logo** for the Indiana Bicentennial Torch Relay draws inspiration from the state's bicentennial logo as well as the Indiana State Flag. The color palette is complementary to the state flag and the color scheme used by the bicentennial commission. The centerpiece of the torch relay logo, a torch, was inspired by the Indiana State Flag where it represents liberty and enlightenment. The use of the torch on this logo continues that symbolism while also representing the relay's torch that will cover 2,300 miles across all 92 Indiana counties during the event.

The years 1816-2016 are the first two hundred years of Indiana statehood. The star is also borrowed from the state flag and is a reference to Indiana as the nineteenth state. The ribbon denotes the unifying effect that the bicentennial torch relay will have throughout the state, symbolically tying Hoosiers together during this monumental year. It was also inspired by the use of ribbons at the start/finish of a race, signifying the conclusion of the torch relay — and the beginning of Indiana's next 200 years. The typeset follows that of the Indiana Bicentennial Commission.

**WHAT THIS GUIDE IS.**

This guide is a resource for creating collateral and other materials that display the Indiana Bicentennial Torch Relay logo. This guide will show the user how to use the logo and colors associated with the Indiana Bicentennial Torch Relay campaign.

## THE LOGO : PRIMARY MARK

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The primary mark should be used on all collateral in all instances.



Indiana Bicentennial  
**TORCH RELAY**



PANTONE  
281 C



PANTONE  
116 C



PANTONE  
118 C

**THE LOGO : PRIMARY MARK : ONE COLOR**

The one color primary mark should only be used when a one color logo is requested for printing.



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# LOGO DON'TS

Ensure the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.



Do not remove elements.



Do not distort.



Do not adjust color.



Do not rotate.



Do not outline.

## LOGO SAFE AREA

The logo safe area is the minimum “breathing room” maintained around the primary mark. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the lock-up and the edge of a printed piece.



The safe area is represented by the red box shown above. The safe area should be 20% of the total length and width of the primary mark.

To determine the safe area, draw a straight box around the mark as shown is grey. In this case, the logo is 1.41" wide and 2.47" tall, equaling 3.88" total; 20% of 3.88" is 0.776. Add 0.776" to the width and the height of the grey box to get the dimensions of your safe area — 2.186" x 3.246."