

Conway County Bicentennial Logo Standards

1825–2025 | Celebrating 200 Years of Conway County



1. Purpose of the Logo

The Conway County Bicentennial logo serves as the **official visual identifier** for the county's 200th anniversary celebration (1825–2025). It is intended to unify all Bicentennial-related events, marketing, publications, signage, merchandise, and digital communications under a single, consistent brand.

Consistent and proper use of the logo protects its integrity and ensures strong public recognition throughout the Bicentennial period.

2. Official Logo Configuration

The primary logo consists of:

- A circular seal format
- "Conway County, AR" arched at the top
- "Bicentennial Celebration" arched at the bottom
- The central "200" numeral
- An Arkansas silhouette beneath the numerals
- The dates "1825 – 2025"

This configuration is the **preferred and default version** and should be used whenever possible.

3. Approved Logo Versions

The following logo versions are approved:

- **Primary Full-Color Logo** (preferred)
- **One-Color Logo** (heritage blue or white only)
- **Grayscale Logo** (limited-use applications)

No other versions, colors, or treatments are permitted.

4. Color Palette

The Bicentennial logo uses a heritage-inspired palette reflecting Conway County's history and Arkansas roots.

- **Bicentennial Red** – primary numeral color
- **Heritage Blue** – typography, seal, and Arkansas icon

Backgrounds should be white or solid dark colors that provide strong contrast. Colors may not be altered.

5. Clear Space

To preserve legibility and visual impact, a minimum clear space must surround the logo.

Clear space = the height of the “0” in “200.”

No text, imagery, or graphic elements may enter this space.

6. Minimum Size

To ensure readability:

- **Print:** Minimum width of 1.5 inches
- **Digital:** Minimum width of 150 pixels

The logo may not be reproduced smaller than these sizes.

7. Background Control

The logo should only be placed on backgrounds that maintain strong contrast and legibility.

Acceptable:

- White backgrounds
- Solid dark backgrounds (with white logo)
- Simple, low-contrast photography

Unacceptable:

- Busy or high-detail imagery
- Patterns or gradients
- Placing the logo over faces or detailed focal points

8. Unacceptable Uses

The logo may **not** be altered in any way. This includes:

- Stretching or compressing
- Changing colors
- Adding shadows, outlines, or effects
- Rotating or tilting
- Recreating or retyping elements
- Separating individual elements (e.g., using “200” alone)

9. Co-Branding & Partner Usage

When used with partner or sponsor logos:

- Maintain equal visual weight
- Do not overlap logos
- Respect clear space requirements
- Do not modify or subordinate the Bicentennial logo

The logo should always reinforce the Bicentennial as a **countywide celebration**.

10. Commercial & For-Profit Use Policy

The **Conway County Bicentennial logo and its likeness are protected marks**.

The logo may not be used for any for-profit, commercial, or revenue-generating purpose without prior written approval.

This restriction includes, but is not limited to:

- Merchandise offered for sale (apparel, souvenirs, promotional items)
- Commercial advertising or marketing
- Product packaging
- Ticketed events operated by for-profit entities
- Promotional materials for private businesses

Any for-profit use of the logo, or any element of its design, requires prior written approval from the Morrilton Area Chamber of Commerce.

Unauthorized commercial use is strictly prohibited.

11. Approved Non-Profit & Community Use

Non-profit organizations, governmental entities, schools, and community groups may use the logo **only for non-commercial Bicentennial-related purposes**, provided:

- The logo is not altered
- All logo standards are followed
- The use does not imply endorsement of a for-profit activity

12. Approval Process & Logo Files

Requests for commercial or special-use approval must include:

- Intended use description
- Duration of use
- Distribution method
- Mockups or samples (if applicable)

Approval may be granted, denied, or conditioned at the discretion of the Morrilton Area Chamber of Commerce.

Official logo files should be distributed only in approved formats:

- PNG (transparent background)
- JPG
- Vector formats (AI / EPS / PDF)