



Housing  
Opportunities  
Commission  
OF MONTGOMERY COUNTY





Primary Logo. Please see following page for color details.

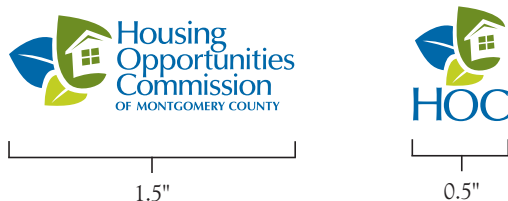


Single-color black logo application.



Alternative abbreviated square logo application.




### Sizing the Logo



In order to maintain legibility, the logos should not be reproduced smaller than the measurements indicated above.

If you have any questions or comments about the logo or this guide,  
please contact Tracy Gosson at [tkg@sagesseinc.com](mailto:tkg@sagesseinc.com)

The logo has been designed to be reproduced primarily in four-color process, however suitable matches are shown below for spot color or digital applications. In order to complement the logo, the formulae shown below are to be used when printing in 4-color process CMYK (cyan/magenta/yellow/black), or when used as a mix of RGB (red/green/blue) for digital applications, such as web or e-mail.

	CMYK (for PRINT reproduction)	RGB Match (for DIGITAL reproduction)	Spot Colors: Pantone® Coated & Uncoated (for PRINT reproduction)
	C: 100 M: 45 Y: 0 K: 14	R: 0 G: 105 B: 170	Pantone 2945
	C: 22 M: 0 Y: 100 K: 8	R: 193 G: 205 B: 35	Pantone 390
	C: 40 M: 0 Y: 100 K: 38	R: 109 G: 141 B: 36	Pantone 7496

The typeface Optima has been used within the logo. Should you wish to complement the logo in communications materials by using other weights or styles from this family, they are shown below.

Fonts are available from various sources—and can also differ between Mac and PC platforms—consequently minor differences may be seen. Generally, the goal could be to use the closest match available to the typefaces shown below.

Although the type used in the logo has been specified, it has been provided for reference only. Please do not recreate the logo, but use final approved artwork provided.

Optima Roman

*Optima Italic*

*Optima Oblique*

Optima Medium

*Optima Medium Italic*

Optima Demi

*Optima Demi Italic*

**Optima Bold**

***Optima Bold Oblique***

**Optima Black**

***Optima Black Italic***

***Optima Extra Black Italic***

**Optima Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890?!&\$%**