Cleveland®

Cleveland Script Logo Licensing Usage Guide

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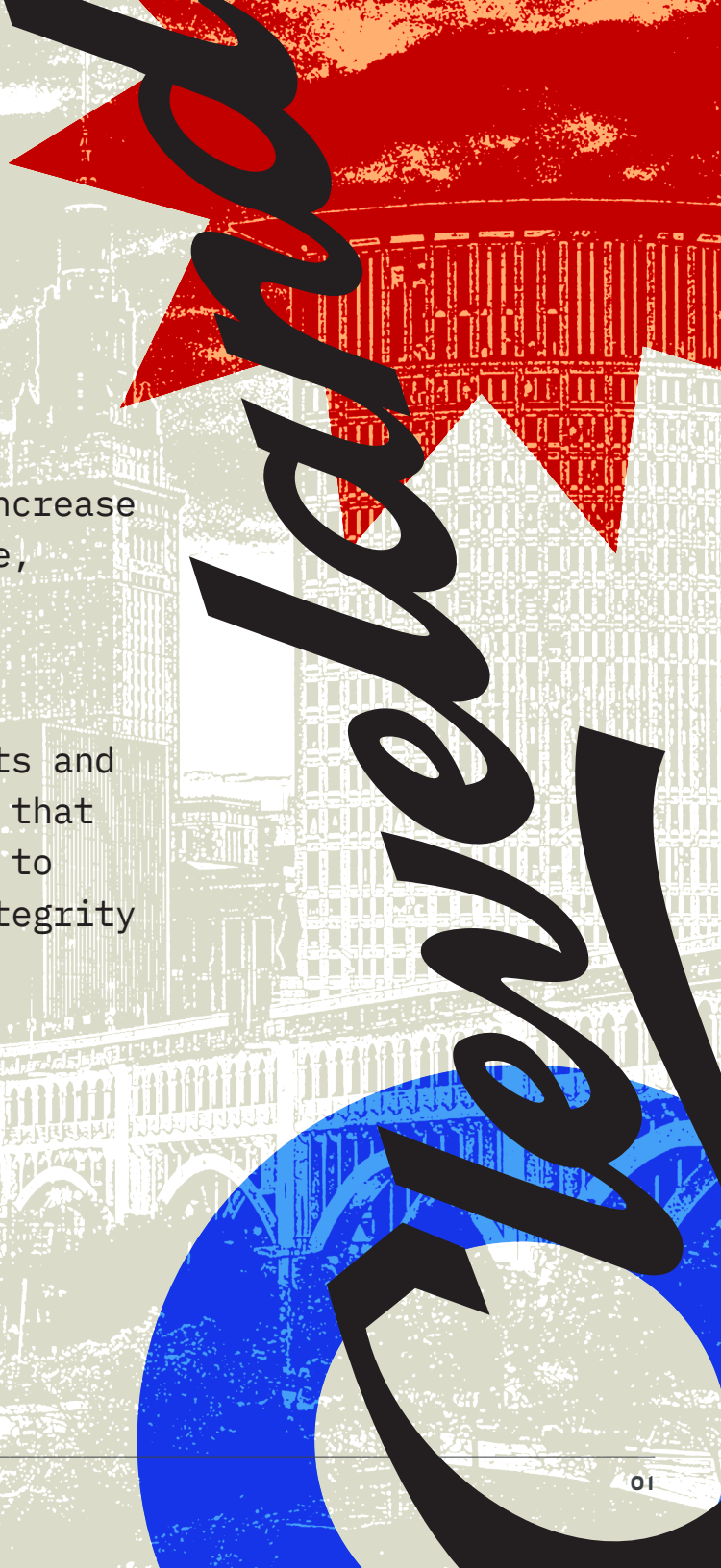
INTRODUCTION

THE STORY BEHIND THE BRAND:

Destination Cleveland is a team of unapologetic Cleveland promoters. As the official steward of Cleveland's brand, we developed the Cleveland Script trademark (The Script) to increase the visibility of our city and celebrate the amazing people, natural beauty and creative spirit that define our region.

The Script is a symbol of civic pride, and we're proud it resonates so strongly with the community. Artists, residents and local businesses have embraced it as their own—and we want that to continue. This guide is a resource for anyone who wants to share their love for The Land while helping protect the integrity of a trademark that represents all our city has to offer.

We're so glad you're here.



LOGO ARCHITECTURE

THE CONSTRUCTION OF THE SCRIPT:

LOGO MISUSE

WHEN HANDLING THE SCRIPT INDEPENDENTLY:

Do **NOT** condense or stretch logo

Do **NOT** add filters, shadows or texture to logo

Do **NOT** use the logo mark as an outline or mask

Do **NOT** alter the color of the logo

Do **NOT** adjust the angle of the logo

Do **NOT** adjust the spacing or proportions of the logo

Do **NOT** use the logo on an unbranded color/gradient

Do **NOT** use the logo on a misleading image or texture

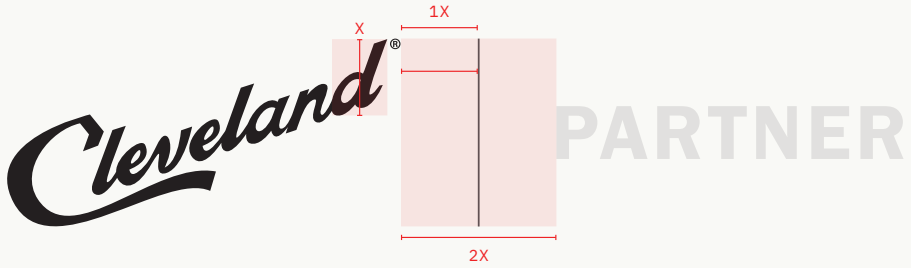
Do **NOT** shorten or crop the lettering of the logo

LOGO SPACING

MINIMUM CLEAR SPACE FOR LOCKUPS AND APPLICATION:

Though the more breathing room the better, we have defined the minimum clear space for The Script. This space can be referenced by the height of the "d" character and should clear all points of the logo as referenced aboved.

For standard lockups pairing The Script with another logo, the same space reference is to be used between the pipe and accompanying logo.



LOGO LOCKUPS

APPROPRIATE LAYOUTS FOR PARTNERSHIP WITH THE SCRIPT:

Destination Cleveland works alongside economic development partners to create a thriving economy in our region. Occasionally, our partnerships and collaborations are represented visually. Use of The Script in this manner is at the sole discretion of Destination Cleveland and only receives authorization when deemed appropriate by Destination Cleveland.

LOGO SIZING

MINIMUM SIZING FOR DIGITAL VS. PRINT APPLICATION:

DIGITAL

The Script must remain crisp and recognizable across various screen sizes and resolutions in digital contexts, such as websites, social media and online advertisements. Adhering to minimum size guidelines helps avoid pixelation and ensures our brand is consistently represented, even on smaller devices like smartphones and tablets.

0.75″ or 54px

PRINT

For print materials, such as apparel, signage, brochures and print advertisements, maintaining the minimum size of The Script is crucial to ensure they remain sharp and legible. Print mediums require careful consideration of The Script size to prevent any loss of detail that could occur during the printing process.

1.5″ or 108px

PROHIBITED USE

MISTREATMENT OF THE SCRIPT WILL NOT BE TOLERATED.

- **X** You may not incorporate The Script into your own product features, product names, service names, trademarks, logos, company names, domain names or social media accounts unless otherwise permitted by us.

- **X** The Script may not be used in any way that will or may tarnish or bring into disrepute the reputation of or goodwill of the City of Cleveland and its surrounding region, or of Destination Cleveland, or which will or may invalidate or jeopardize any registration of The Script.

- **X** The Script may not be used with any product, or in connection with any product or service not expressly authorized by Destination Cleveland.

- **X** You may not use any symbol, word, or mark that is substantially similar to, based on, or identical to, arguably similar to, or likely to be confused with The Script, except as expressly authorized by Destination Cleveland.

- ✱ *Anything that may divert from the appropriate usage of the Cleveland logo must have approval from the Destination Cleveland marketing team. Licenses are valid for one year. You are responsible for reapplying each year.*

TRADEMARK USE REQUIREMENT

WEBSITES, GRAPHIC REPRESENTATIONS AND WRITTEN MATERIALS

Your website cannot use a Destination Cleveland trademark (or misspellings, or any other variations) in a way that causes confusion with our website. If you do, upon Destination Cleveland's request, you need to immediately change your website to comply with our trademark and brand guidelines to our satisfaction.

Any approved use of The Script on websites, graphic representations or written materials must contain the following verbiage unless otherwise specifically agreed to by Destination Cleveland:

> *The Cleveland Script logo is the trademark of the Conventions and Visitors Bureau of Greater Cleveland and is used with permission.*

EXAMPLES OF APPROPRIATE USE

SO, WHAT ARE WE LOOKING FOR EXACTLY?

Clevelanders never stop impressing us with their creativity. We've seen amazing examples of how locals have channeled their passion for the city by incorporating the Script into their work—and the results speak for themselves.

These uses radiate hometown pride and serve as inspiration for how to use The Script respectfully and meaningfully.

Consider these examples as a starting point for celebrating The Land the right way.

3D Inspiration Designs

Ollie's Gift Shop

thunder::tech X DC mural

Cleveland®

thunder::tech
making brands boom.

Cleveland®

AND FOR THAT

YOU'RE WELCOME!