

Logo Usage



Frostival_Logo_NEW_PMS.ai or .png
 Frostival_Logo_REV_light blue snowflake.eps
 Frostival_Logo_REV_dark blue snowflake.eps
 Frostival_Logo_NEW_PMS_REV.eps

Logo must be placed without alteration of its original ratio or color. Convert to greyscale for use in greyscale publications. It may be adjusted in size proportionally while maintaining legibility.



Snowflake_blue.eps
 Snowflake_dark blue.eps
 Snowflake_REV.eps or .ai

The snowflake is an element from the official logo, but is not used as a replacement for the logo. It may be used solely as a design element.

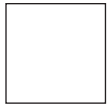
Primary Color Palette (Logo)



C100 M83 Y14 K2
 R25 G71 B140
 #19478C



C81 M19 Y0 K0
 R0 G160 B223
 #00A0DF



C0 M0 Y0 K0
 R255 G255 B255
 #ffffff

Secondary Color Palette



C75 M68 Y68 K90
 R0 G0 B0
 #000000



C30 M20 Y19 K58
 R120 G123 B126
 #787B7E

Headline Typeface

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
qrstuvwxyz
0123456789

Eagle Bold

Sub-Headline Typeface

ABCDEFGHIJKLMNO
QRSTUVWXYZ
abcdefghijklmno
qrstuvwxyz
0123456789

Eagle Book

For use in the creation of text headlines.

For use in the creation of text sub-headlines. May also be used as the headline within a list, however, not the headline of the list.

Secondary Typeface

ABCDEFGHIJKLMNOP
 QRSUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 0123456789

Avenir Medium

ABCDEFGHIJKLMNOP
QRSUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Avenir Medium Oblique

For use in the creation of body copy or when text is not being used as a headline.