How to Create your Logo

Open or Download Acrobat Pro

- If you don't ready have Adobe Acrobat Pro, you can download a free 7 day trial at: https://acrobat.adobe.com/us/en/free-trial-download.html
- If your city's name is **less than 16 characters**, please use the default logo suite. If your city's name is **17 characters or more**, please use the smaller title logo suite to create your city's logo.
- To open the file you would like to edit, right click the file name and select 'Open With' then 'Adobe Acrobat' **OR** double click on the file.



Editing the Logo

- Once the file is open, click on the blue bounding box and type your city's name in ALL CAPS.
- Be sure the text is centered and is not touching any other elements of the logo (Arial bold is the default font and should be used for all city names).
- **Do not**: change the color of the font, tilt the logo in any way, or change the fonts used.



Exporting the Logo

To save as a pdf:

- Got to File > Save As > and select 'Adobe PDF File' in the format drop down and the save the file.
- · PDFs are best used for any printed materials or graphics.

To save as a jpg:

- Go to File > Save As > and select 'JPEG' in the format drop down.
- Select the 'Settings' button, then select the following settings listed in the image on the right.
- If you need a larger JPEG file, you can increase the resolution to '600 pixels/inch.'
- JPGs are recommended for web use.

Repeat this process for all logo colors:

- Black (Bkgd + Fill)
- Green (Bkgd + Fill)
- Blue (Bkgd + Fill)
- Orange (Bkgd + Fill)
- Gray (Bkgd + Fill)
- Reversed White (Bkgd)

Save As JPEG Settings	
Pages that have only a single JPEG image covering the whole page will be left unchanged.	
File Settings	
Grayscale:	JPEG (Quality : Maximum)
Color:	JPEG (Quality : Maximum)
Format:	Baseline (Standard)
Color Management	
RGB:	Embed profile
СМҮК:	Off
Grayscale:	Off
Other:	Not applicable 💠
Conversion	
Colorspace:	Color: RGB
Resolution:	300 pixels/inch
Defaults	Cancel