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