



mount snow®
VERMONT

USE FULL COLOR LOGO WHEN POSSIBLE

Ideally, place logo on white



Light background



Image background



Light color/texture in area with negative space

USE BLACK/WHITE LOGO WHEN NECESSARY

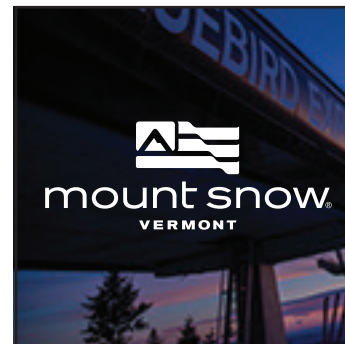
White on dark background



Black on light background



Image background



Only on extremely dark sections of an image



DO NOT
change colors in the logo



DO NOT
stretch or distort the logo



DO NOT
add a stroke or dropshadow or any
special effects to the logo



DO NOT
rearrange elements in the logo



DO NOT
place the logo over a dark colored background



DO NOT
place the logo over a busy background image