Journey to Juneteenth Logo Use Guidelines
for local governments or organizations

While Juneteenth (June 19) is the oldest nationally celebrated commemoration of emancipation, freedom was proclaimed in Florida on May 20, 1865, nearly two-years after President Abraham Lincoln issued the proclamation. One month later, on June 19, 1865, Union soldiers finally arrived in Galveston, Texas with news that the war had ended and the enslaved were free.

The City of Gainesville started a month-long "Journey to Juneteenth" celebration, from Florida Emancipation Day (May 20) through the widely recognized Juneteenth holiday (June 19), honors the long and turbulent journey to freedom while staying true to our history of Florida Emancipation on May 20.

We are sharing the logo that we developed to be used by other cities and local organizations throughout the state of Florida. Please edit the logo templates to include your city or organization's name. This will help us to create a statewide branding, while differentiating between programming in different cities and areas.

For questions or additional files/guidelines, please email **gainesvillepio@gainesvillefl.gov**.

Logo with tagline	Logo without tagline	Horizontal logo

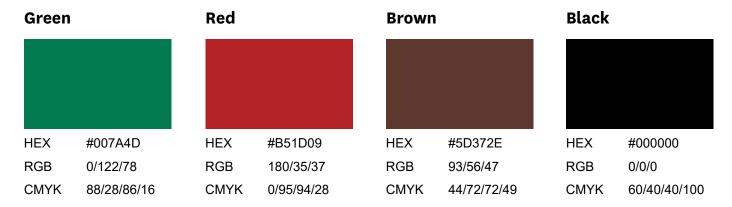| Logo with tagline outlined	Logo without tagline outlined	Horizontal logo outlined

The Juneteenth logo may be re-sized to fit printing requirements but the elements of the graphic, their colors, and their placement within the logo may not be altered. The logo should not be modified. Do not change the colors, move or remove individual pieces of the logo, rotate, stretch, skew or add effects such as a drop shadow.

To customize your Juneteenth logo:
1. Open image in Adobe Acrobat (Reader is free to download). It is also editable in Adobe Illustrator.
2. Add the full city/campus name in the section that says "City/Organization Name."
3. Save file.
4. Save as image file: File>Export to>Image>JPEG or File>Export to>Image>PNG

Logo Colors

Green

HEX   #007A4D
RGB   0/122/78
CMYK   88/28/86/16

Red

HEX   #B51D09
RGB   180/35/37
CMYK   0/95/94/28

Brown

HEX   #5D372E
RGB   93/56/47
CMYK   44/72/72/49

Black

HEX   #000000
RGB   0/0/0
CMYK   60/40/40/100

Logo Typefaces

LTCSquareFace
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

National Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

National Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The typefaces within the logo are already outlined, so you will not need the above font files. However, if you would like to maintain consistency with the fonts within the logo in flyers, graphics and publications, you may use the above font files. If you do not have "National" you may use a similar sans-serif as an alternative.

The Juneteenth arms, broken chains and state of Florida may be used by itself on promotional materials such as t-shirts, stickers, hats, etc. The individual elements should not be modified. Do not change the colors, rotate, stretch, skew or add effects such as a drop shadow.