

# Tuacahn Logo Style Guide

## Usage Guidelines

We need to keep a consistent logo branding across all Tuacahn departments. The correct logo usages are shown to the right. The logo can be used in any solid color and can be displayed on any background that does not conflict with the readability of the logo.

The logo consists of the canyon graphic on top, Tuacahn with the dot in the C, and the title in the correct font. The elements should not be broken up or anything placed in between them.

These guidelines apply only when you are using the tuacahn font and the canyon graphic above the logo. If you are just using the word Tuacahn or Tuacahn Amphitheatre without the logo elements you can use it as you would like as long as Amphitheatre is spelled with an RE at the end.

In addition to our logo we have two trademarked phrases and one in the process of being trademarked. Broadway in the Desert is the old phrase but we are moving towards using Broadway in the Canyon.

**Expect the Unforgettable®**

**Broadway in the Desert®**

**Broadway in the Canyon**  
(preferred phrase)

## Correct Usage Examples:



## Incorrect Usage Examples:



The C must have a dot in the middle.



Old logo we don't use. Our logo no longer has the bubble around it.



Wrong font for Amphitheatre.



Logo without the canyon, all elements need to be present.



Don't distort and stretch the logo.



We don't use the bubble, there is no dot in the C, and Tuacahn is in the wrong font.