

Tuacahn Logo Style Guide

Usage Guidelines

To ensure brand consistency across all uses of the Tuacahn identity, it is important that the logo is used correctly. Shown to the right are the approved logo variations. The logo may appear in any solid color and can be placed on any background that does not interfere with its readability.

The logo consists of the canyon graphic on top, the word "Tuacahn" with a dot in the "C," and the title in the correct font below. These elements should not be broken up, rearranged, or have any graphics or text placed between them. Additionally, whenever the canyon graphic portion of the logo is used, it must include a service mark (®), as we are currently in the process of registering the logo as a trademark.

These guidelines apply only when using the Tuacahn font and the canyon graphic together as a full logo. If you are using just the word "Tuacahn" or the phrase "Tuacahn Amphitheatre" without the official logo elements, you may do so freely, provided that "Amphitheatre" is spelled with an "re" at the end.

Tuacahn has several registered trademarked phrases, including Broadway in the Desert® and Broadway in the Canyon®. The word Tuacahn® is also a registered trademark. Broadway in the Desert® is our legacy phrase and is gradually being phased out. Moving forward, we are adopting Broadway in the Canyon® as the preferred phrase for all branding and promotional use.

Tuacahn®

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.