



Town of

Lake Lure

est. 1927

North Carolina

Guidelines For Using the Town of Lake Lure Brand Logos & Other Logos Within the Lake Lure-Chimney Rock Village Brand Scheme

The Town of Lake Lure Brand Logos & Other Logos Within the Lake Lure-Chimney Rock Village Brand are the property of the Town of Lake Lure and may be used only in accordance with authorization provided by the Town of Lake Lure.

Appropriate Use of the Logos:

The logos may be used on informational materials describing or promoting the association of the Town of Lake Lure and/or Chimney Rock Village in connection with approved activities.

Inappropriate Use of the Logos:

The logos may not be used in any of the following ways:

1. Attempting to influence legislation
2. Organizing or engaging in protest, petitions, boycotts or strikes
3. Assisting, promoting, or deterring union organizing
4. Impairing existing contracts for services or collective bargaining agreements
5. Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office
6. Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation or elected officials
7. Engaging in religious instruction, conducting worship services, engaging in religious proselytization; or
8. Supporting for-profit, commercial activities.

Available Formats

Below are links to some of the logos most commonly used. Each logo is available in five different file formats - GIF, JPG, EPS, AI and Pdf. Depending on files size requested and your Internet speeds, download time could take a moment.

Choosing a File Format

The EPS version is appropriate for commercial printing and can be used with vector/illustration programs.

The JPEG and GIF versions are appropriate for printing and for photo usage on the web.

The AI versions are appropriate for both commercial and laser printing.

Please note that the file sizes are large.



Usage Tips

The logos are also available in Pantone Spot Color, grayscale, and reverse versions. Please [contact the Brand Manager](#) for these versions.

JPEG and GIF web images need to be saved at 72 DPI.

Most commonly used programs, such as Microsoft Word and PowerPoint, require that you simply "place" or "insert" a graphic into a document.

Unless you have image-editing software (e.g., Illustrator, Freehand, Photoshop) on your computer, you won't be able to open/edit the file dimensions.

The logos that appear on this page and other pages of this website are low resolution GIF or JPEG files and should not be used for printing purposes. Do not cut and paste to a document that will be commercially printed.