Century Gothic is intended to be used for body text. Century Gothic should also be used when Adelle Sans is not available for download.

Voltage should be used as an aesthetically pleasing design element for social media graphics and/or marketing materials when appropriate.
The horizontal logo is the primary logo for the Department of Economic Development. This logo was designed to stand alone for print or web. As a one-color logo, black or white is preferred.

The vertical logo is a modified version of our primary logo that is only used internally. As a one-color logo, black or white is preferred.

If any of these guidelines are unclear, or you are unsure which logo to use, please email ded.communication@ded.gov.mo
WHAT TO DO

ONLY USE COLORS FROM THE STYLE GUIDLINES FOR ALL LOGOS.
WHAT NOT TO DO

DO **NOT** STRETCH, DISTORT, OR MODIFY THE LOGO IN ANY WAY.

DO **NOT** USE UNBRANDED COLORS TO CHANGE LOGO VARIATION.

DO **NOT** USE BRANDED COLORS TO CHANGE CREATE LOGO VARIATIONS.