

# JUST RUN® Graphic Standards

## In Graphics:

- The Design Mark, stylized running shoe, is a registered trademark of the Big Sur International Marathon: Must be used as attached, ® included, with no alterations (adding of text to shoe, coloring, etc.)



- Standard Character Mark, JUST RUN, is a registered trademark of the Big Sur International Marathon.
- ® Symbol must be used immediately following JUST RUN Character Mark.
- Suggested background color for brochures is royal blue: CMYK 100\_0\_0\_0
- No distorting of images – inverting, slanting, shadowing, etc.
- Our JUST RUN designs are as follows and are to be used on all clothing and printed materials:



## In Text:

- JUST RUN required in upper case letters.
- ® Symbol must be used immediately following JUST RUN® in first usage of name.
- For editorial usage (press releases, newsletters, body copy, etc.) JUST RUN may be used without the symbol within the document following first usage.

## Big Sur International Marathon Affiliation:

- Big Sur International Marathon affiliation should be used in conjunction with JUST RUN wherever possible. Text to read:
  - A program of the Big Sur International Marathon -or-
  - Official youth fitness program of the Big Sur International Marathon
- Title of Big Sur International Marathon may be either font of choice or registered BSIM logo.

