



the height of zone X always = 1/4 of the logo's height



the baseline of a tagline should rest at the bottom of zone X and be centered with the MIDTOWN logo

The MIDTOWN logo maintains a consistent area when accompanied by a tagline.

The baseline of the tagline should rest at the

bottom of zone X and be centered with the

MIDTOWN logo. The tagline should remain

contained within zone X and never be above or

below its borders. The height of X should equal

1/4 of the logo's height.