City Logo Use Guide

Updated 8/26/2022
Official Logo
Always start here. The full color logo should be the primary image used in all print and digital instances where color is an option.

Minimum Size
Do not reproduce at less than .75”

Black and White
If the logo appears strictly in black and white, always use the black version.

Dark Background
If the area around the logo is dark in color, use the dark background color version (no border).

White
If the area around the logo is dark in color, and full color is not an option, use the white version.

Graphic Only
Use when available space is smaller than 3/4” and must be square or circular. See horizontal variant in this guide when available space is smaller than 3/4” and not restricted to a square or circle. Permission from the Mayor’s Office is required.

Unauthorized Variants
The logo may not be reproduced in any other colors than its full color, black, or white versions unless there is no other option. Removing both the border and white background so the letters become the outer portion of the logo is not authorized. Replacing the word Washington is not authorized.
Horizontal Variant
Use when the space available is smaller than 3/4” and not restricted to a square or circle. See the graphic only use for square or circular applications under 3/4”. It may also be used when a horizontal application would be more effective. Minimum size for reproduction: ¼” high for print or high density screens; 60px high for standard resolution screens.

Black and White
If the logo appears strictly in black and white, always use the black version.

White
If the area around the logo is dark in color, use the white version.

Alternate Text
The “Washington” text may be customized for cobranding when the audience for the item is within the state of Washington.

Alternate Colors
The logo may not be used in colors other than full color, black, or white unless there is no other option.

Typography
Official Font (Cabin)
The official logo uses the Cabin font. The font is available free without license restrictions from Google: https://fonts.google.com/specimen/Cabin

Complimentary Font (Calibri)
Use Calibri along with Cabin for text other than the official logo.

Custom Text for Horizontal Logo Variant
Use all caps Optima font for the custom text. When using the full color version, a stroke using the dark green from this style guide is added. Optima must be properly licensed before use.
Official Colors
Blue
Print: PMS: 7685c / CMYK: 95-72-7-0
Web: RGB: 21-88-159 / HEX: #15589F

Green
Print: PMS: 367u / CMYK: 47-0-77-0
Web: RGB: 145-202-107 / #91CA6B

Secondary Branding Colors (optional)
Dark Grey
Print: PMS 7c / CMYK: 0-0-0-90
Web: RGB: 65-64-66 / HEX: #414042

Dark Green
Print: PMS: 362u / CMYK: 71-23-95-7
Web: RGB: 86-145-70 / HEX: #569146

Orange
Print: PMS: 152c / CMYK: 5-66-100-0
Web: RGB: 233-116-0 / HEX: #e97400

Color Ratio for Branding
Use blue as the primary color with other colors as accents.

Business Cards
Full color logo with 90% black text or black logo with 100% black text. Use Calibri font and reproduce the logo at ¾” diameter.

Envelopes
Full color logo with 90% black text or black logo with 100% black text. Use Calibri 11pt font and reproduce the logo at ¾” diameter. Center the return address vertically with the logo if text is shorter or equal to the logo height. Align the top of the logo with the top of the first line of text for the return address if the address is taller than the logo.
Letterhead

Header: Full color logo with 90% black text or black logo with 100% black text. Use centered Cabin font (regular) and reproduced the logo at ¾” diameter.

Body: Use 11pt Calibri, full justification, with 1” left and right margins.

Footer: Use 9pt Calibri centered text. Add equally spaced columns for more than one set of contacts.

PowerPoint Presentations

Use the full color version of the logo, a 16:9 slide ratio, and Cabin font. Dark background slides are preferred. If a light background is needed, use a light grey to improve display on TV.
Vehicle Decals

Black and dark colored
Use the dark background version (no border) of the logo with white lettering.

White and light colored
Use the color version of the logo with matching blue lettering.

Vehicle Decal Sizes and Placement
Department name is placed immediately below the logo. The logo must be a minimum of 6 inches in diameter and the words “For Official Use Only” must be at least 1 inch in height and contrast with the vehicle color as per RCW 46.08.065.
Clothing, Accessories, and Other Items

Dark Background Items
Use the white or dark background version of the logo. The horizontal variant is not authorized unless being reproduced below the 3/4 inch minimum size.

Light Background Items
Use the black or full color version of the logo with blue text. The horizontal variant is not authorized unless being reproduced below the 3/4 inch minimum size.

File Downloads
The official logo and authorized horizontal variant can be downloaded from the City public website:

https://www.cob.org/logo

Support Contacts
Communications Questions
City Communications Director
Janice Keller, jkeller@cob.org or (360) 778-8100

Technical Questions
servicedesk@cob.org