



# City Logo Use Guide

Updated 9.18.2017



## 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: 1/4" 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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 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>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

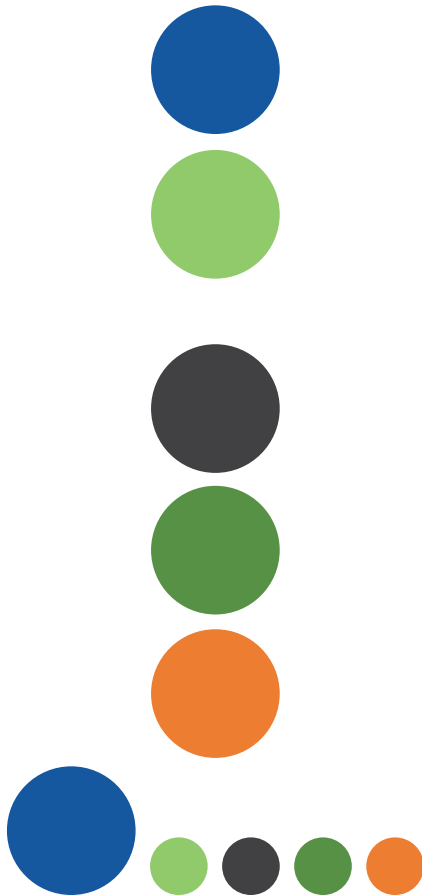
#### Complimentary Font (Calibri)

Use Calibri along with Cabin for text other than the official logo.

WASHINGTON

#### 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.



**Example Name Here**  
Job Title Here

[email@cob.org](mailto:email@cob.org)  
[www.cob.org](http://www.cob.org)

Department Name  
Division Name  
Street Address  
Bellingham, WA 98225

Office: (360) 778-1234  
Mobile: (360) 778-1234

## Business Cards

Full color logo with 90% black text or black logo with 100% black text. Use Calibri font and reproduce the logo at 3/4" diameter.



**Department Name**  
Street Address  
Bellingham, WA 98225

## Envelopes

Full color logo with 90% black text or black logo with 100% black text. Use Calibri 11pt font and reproduce the logo at 3/4" 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.



Department Name  
City of Bellingham

Month DD, YYYY

Ms. Jane A. Doe  
Organization  
Street Address  
City Name, State Zip

Dear Ms. Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur egestas turpis ac ex auctor, ac ullamcorper augue laoreet. Nullam pretium, dui ut pretium iaculis, mi ante tempor risus, id fringilla tellus lacus a dui. Proin sit amet mi sit amet sem consectetur imperdiet quis fermentum lacus. Donec vestibulum turpis at orci iaculis, id sollicitudin dolor aliquam. Fusce sit amet erat at massa hendrerit efficitur. Etiam leo nisi, vestibulum vitae dolor non, aliquam hendrerit ante. Sed felis mi, placerat nec porttitor et, iaculis eget magna.

Duis aliquam vehicula nisi sed accumsan. Fusce enim ante, convallis quis arcu quis, euismod ultricies lacus. Maecenas pretium neque quis maximus hendrerit. Duis eu hendrerit mauris. Sed vitae condimentum eros. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam mollis non dolor pulvinar imperdiet. Fusce aliquam leo mauris, in scelerisque lacus laoreet eget. Proin ultrices lacus a lectus commodo, vitae ultricies enim lacinia.

Vestibulum pellentesque arcu eget nulla aliquet, sit amet tempus nisi consequat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aenean rhoncus felis ut convallis bibendum. Nam aliquam ex vel euismod tincidunt. Phasellus ultricies blandit turpis, eget auctor erat viverra nec. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tempor bibendum convallis. Aliquam est dolor, eleifend ut luctus ac, gravida ut magna. Duis sed luctus tortor. Phasellus dignissim libero id ipsum cursus.

Signature Line

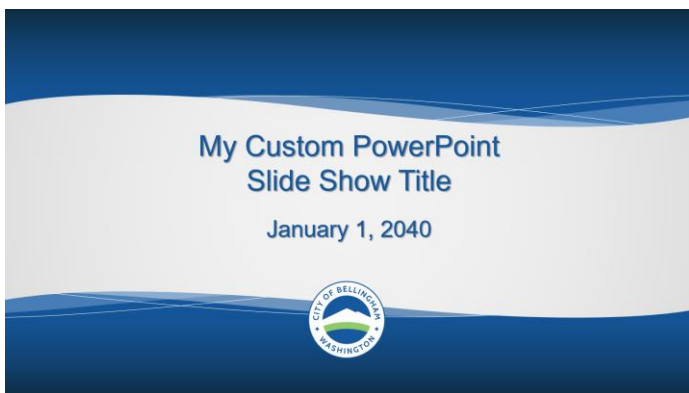
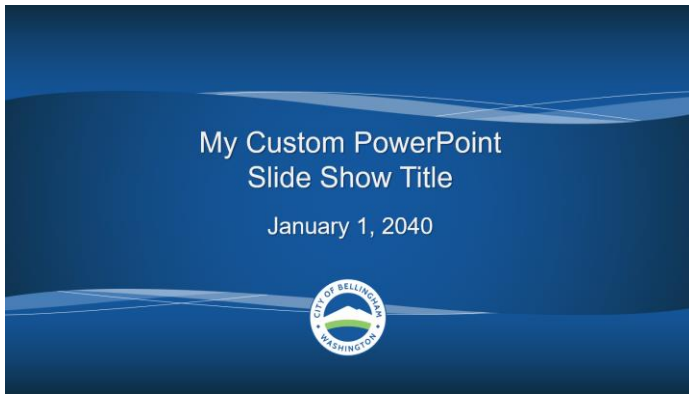
Office: (360) 778-1234 | Fax: (360) 778-1234 | email@cob.org | www.cob.org/department  
Street Address, Bellingham WA 98225

## 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 3/4" 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.



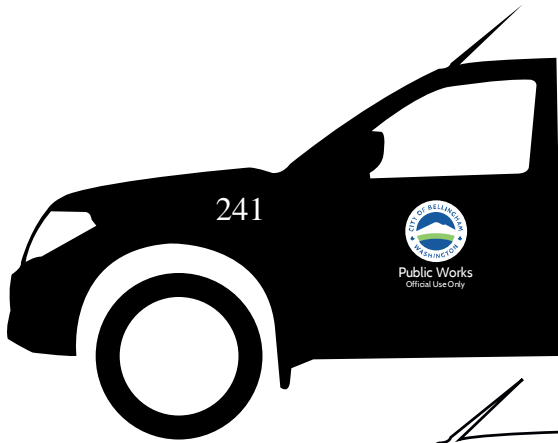
## PowerPoint Presentations

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

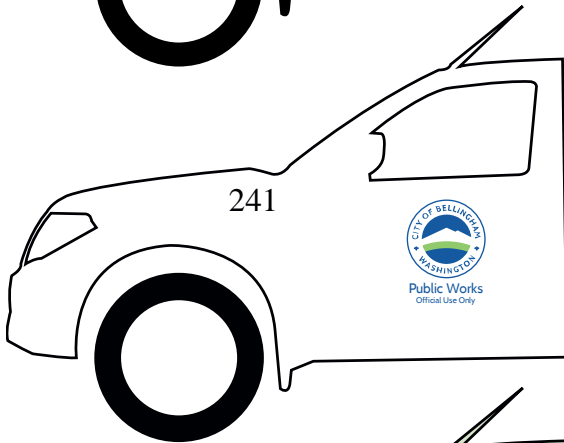
### Black and dark colored

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



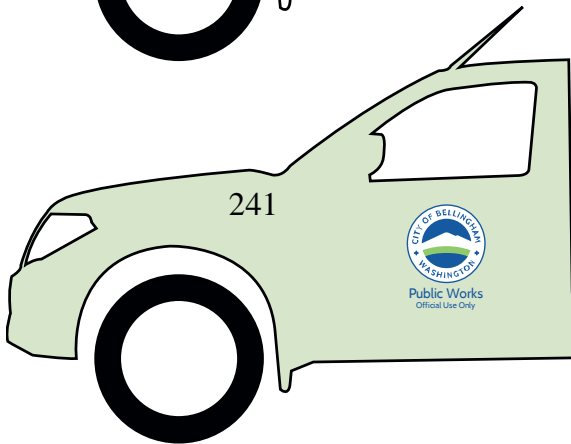
### White and light colored

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.



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## File Downloads

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

<https://www.cob.org/logo>

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## Support Contacts

### Communications Questions

Vanessa Blackburn, Communications Director  
Mayor's Office

### Technical Questions

[servicedesk@cob.org](mailto:servicedesk@cob.org)