



Seattle Department of Neighborhoods Style Guidelines

Logo Usage

To maintain the Seattle Department of Neighborhoods identity's visual integrity:

- 1) The logo should never be crowded by text, titles, photographs, patterns or other symbols. The black area around the identity ensures this.
- 2) Using the EPS (Encapsulated PostScript) or PDF version of the logo is preferred, since they allow you to resize the logo for your needs without affecting the quality.
- 3) The logo should never be altered:
 - Do not separate or re-arrange the components of the identity.
 - Do not change the size relation between the logotype and the test. In other words, don't stretch it vertically or horizontally.
 - Do not reproduce the logo with different colors.
 - Do not re-arrange the logos color combinations.
 - Do not tilt or bend the logo.
 - Do not recreate the symbol from different type or graphic elements.
- 4) Do not print the logo on colored paper, if possible.
- 5) Only use black and white when you can't reproduce the logo in full color.
- 6) The complementary typeface to the logo is Franklin Gothic Demi Condensed. If a logo cannot be used, use the title Seattle Department of Neighborhoods in this typeface.
- 7) The logo cannot be smaller than 2" long.

Official Name

Our department is called **Seattle Department of Neighborhoods**. Please ensure that all formal communication uses the full name (not **Neighborhoods** or **Department of Neighborhoods**).

To download the logo from our website, visit <http://www.seattle.gov/neighborhoods/about-us> and you'll find various versions on the right-hand panel.

