



## Logo Use Guidelines

The Age Friendly Seattle logo is a circular swoosh with color gradient from green to blue around the words “Age Friendly Seattle.” The logo was designed by City of Seattle Human Services Department staff, and remains the property of the City of Seattle (hereafter called “the City”).

The logo was developed to identify the Age Friendly Seattle initiative, including age-friendly programs, services, activities, and events sponsored by City departments. With permission granted in advance, the Age Friendly Seattle logo may be used by non-City entities with the following understanding:

- The logo may be used only to identify age-, disability- and/or dementia-friendly programs, services, activities, and events that support healthy aging.
- The logo is not intended to raise funds.

### Permission

To request permission to use the Age Friendly Seattle logo, e-mail [agefriendly@seattle.gov](mailto:agefriendly@seattle.gov) and provide:

1. The name and nature of your organization.
2. An explanation of how and where the logo will be used.
3. A signed waiver of liability form (see next page).

### Liability

All entities authorized to use the Age Friendly Seattle logo must agree to the provisions on the Waiver of Liability for the Use of the Age Friendly Seattle Logo. The waiver of liability form must be signed by the entity and received by the City before the proposed activities are carried out.

### Disclaimer

- The Age Friendly Seattle logo is property of the City and the City owns all rights to its use.
- The Age Friendly Seattle logo can only be used to identify age-, disability- and/or dementia-friendly programs, services, activities, and events that support healthy aging.
- The Age Friendly Seattle logo may only be used after a Waiver of Liability for the Use of the Logo of the Age Friendly Seattle has been submitted to the City.
- The Age Friendly Seattle logo may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner which implies City endorsement of the products or activities of a commercial enterprise.

# Waiver of Liability for the Use of the Age Friendly Seattle Logo

The undersigned acknowledges that, in using the Age Friendly Seattle logo as explained in its submission dated \_\_\_\_\_ to the City of Seattle:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- The City of Seattle does not assume any responsibility for the activities of the undersigned.
- The entity shall hold harmless and defend the City of Seattle and its officials against any action that may be brought against the City of Seattle or its officials as a result of the use of the logo.

Signed \_\_\_\_\_

Full Name (block letters) \_\_\_\_\_

Affiliation (block letters) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Type of Organization \_\_\_\_\_

E-mail \_\_\_\_\_

Date \_\_\_\_\_

Mail the completed form, along with an explanation of how and where the logo will be used, to:

Age Friendly Seattle  
Seattle Human Services Department  
City of Seattle  
PO Box 34215  
Seattle, WA 98124-4215

Inquiries? E-mail [agefriendly@seattle.gov](mailto:agefriendly@seattle.gov)



## Logo Color & Clear Space

The Age Friendly Seattle logo is intended to be printed in full color. It is not acceptable to change the color of the logo. The logo looks best on a white or very light-colored background.

The text component of the Age Friendly Seattle logo is a proprietary font owned by the City of Seattle. It is not acceptable to use a different font at the center of the logo.

The Age Friendly Seattle logo must retain equal height and width proportions (square) at any size.



Always maintain the minimum clear space around the logo to maintain visual clarity and provide maximum impact. The minimum clear space must never differ proportionately from the diagram above. The clear space for the logo is  $.25X$ , where  $X$  is the width and height of the image, which are equal (e.g.,  $\frac{1}{2}$ " on each side when the logo is 2" square).