



# Seattle

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## Brand Guidelines

Version 1.3 October 2017



## City of Seattle Brand Refresh

Seattle is a growing city with a reputation for social, technological, and design leadership. The logo and graphic representation of Seattle was cutting edge in 1974 when it was last updated, but the world has changed significantly since then. In addition, the lack of brand guidelines and management allowed for extensive variation of brand identity across various departments. In 2014, Mayor Murray directed an interdepartmental team to make recommendations to update the City's branding, while respecting the integrity and history of the current logo, and with minimal cost.

In response to the Mayor's request, an internal team of design and communications professionals within the City researched the history of the current logo, the branding of other major cities, and the identity of Seattle. The team then created a brand refresh that builds on the strong graphic identity of the City of Seattle brand and establishes clear and consistent brand standards that reinforce all City departments as part of the larger government body.

The majority of the process was completed with existing City resources, except for a small grant from the Office of Arts and Culture to hire Schema Design and Chester Jenkins to design a font. In an attempt to keep costs down, the brand refresh is planned to be implemented through attrition, updating various City collateral and properties as part of the natural replacement process. Digital implementation will begin first.

A Brand Portal SharePoint site has been created for internal City use. A link to the Brand Portal is available on the City's InWeb. Brand guidelines, logos, templates, and other materials will be available for download and reference by all City of Seattle employees, with guidance from the departmental Brand Champions.

Inquiries and requests for the brand guidelines and implementation should be directed to the Mayor's Office Communications Team or sent by email to [brand@seattle.gov](mailto:brand@seattle.gov).

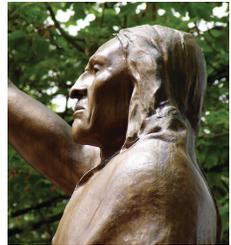
**These brand guidelines apply to all City of Seattle departments, offices, and officials.**

## History

### City Seal

The history of the City of Seattle logo begins in 1937 with the approval of the official city seal. The seal was designed by Seattle's first official sculptor, James A. Wehn, after an extensive political process. The seal features Chief Seattle (siʔaʔ), who was the Chief of the Duwamish and Suquamish Tribes at the time of the arrival of white settlers. Chief Seattle's profile is placed in the seal's center to recognize his influence on the founding of the City. Wehn attempted to create a true-to-life depiction of our city's namesake. On the upper outer edges of the circle and partially encircling the imprint are the words, "Corporate Seal of the," and in a smaller circle underneath those words and above the imprint are the words "City of Seattle." Beneath the profile is the year "1869," signifying the date the City was incorporated. In the outer circle, beneath the portrait, are two cones from an evergreen tree and two dolphins, a Greek maritime symbol.

The profile of Chief Seattle was patterned after a model designed by Wehn and cast by Richard Fuller, director of the Seattle Art Museum. The sculpture of Chief Seattle at Tillikum Place and a similar bust in Pioneer Square were also created by Wehn.

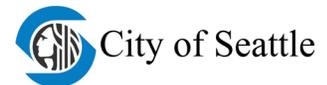


### City Logo

Local designer and illustrator David Strong designed the City of Seattle logo in 1974 after conversations with Mayor Wes Uhlman. The graphic element was traced from the original seal engraving designed by Wehn, although the hair lines were altered to be more modern and stylistic. The blue "S" graphic element was created as a stylistic envelope to provide consistent brand identity, while allowing departments to add their own medallion in the center. The blue (PMS 285) was chosen to represent Seattle's connection to sea and sky. The font for the logo was Times Roman.

In 1999, the City produced brand standards based on the 1974 logo. The guidelines solidified the graphic element with Chief Seattle's profile as the only graphic element and established rules for departmental adaptations of the text element. A City print shop was established to monitor and support these brand standards.

Since 1999, a number of variations of the City of Seattle and departmental logos have been created, falling outside of these standards. In addition, the media landscape has changed dramatically. Mayor Murray initiated an interdepartmental team to create updated brand standards and explore a brand refresh to modernize the City brand.

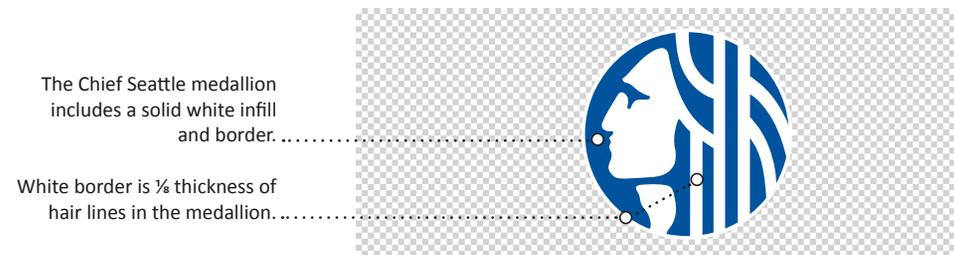


# City of Seattle Logo

The updated official City of Seattle logo retains the medallion featuring Chief Seattle's profile as well as the orientation of the text, while simplifying the design by removing the S-shaped brackets around the medallion. Three colors are used in the logo: black, white, and Seattle Blue. A thin white border rings the Chief Seattle medallion, which always has a white background.

Seattle Text, a custom sans serif font, was designed to modernize the text within the logo. It is presented in the bold style and centered vertically or horizontally with the medallion.

Two versions of the logo are available: "Seattle" for most uses and "City of Seattle" for more formal and official uses. Text presents in black or white, depending on which creates the best contrast.



# Logo Color

Seattle Blue is our primary City brand color. Designers can create Seattle Blue using the formulas below. Generally, the RGB color build should be used for on-screen use, and the CMYK color build should be used for printed versions. Whenever possible, City logos should display with a Seattle Blue medallion and black text.



**Seattle**

**Black**  
RGB - 0, 0, 0  
HEX - FFFFFFFF  
CMYK - 0, 0, 0, 100

**Seattle Blue**  
PMS - 293C  
RGB - 0, 70, 173  
HEX - 0046AD  
CMYK - 100, 68, 0, 2

# Logo Elements



## Chief Seattle (siʔaʔ) Medallion

Chief Seattle is a respected and influential figure in our city's history and an important part of the City identity. The image of Chief Seattle in the City of Seattle seal and logo has been a consistent symbol of the City's identity since 1937. The updated logo retains the same graphic originally designed in 1974, while increasing the hair line thickness for improved scalability.

The Chief Seattle medallion includes a thin, white, circular border, and white infill on the face and hair lines. The remainder of the medallion is filled with Seattle Blue or black. These elements should never be transparent or reversed (see page 4).

## Font

The City hired a design firm, Schema, to create a custom font for Seattle's logo. Chester Jenkins, a world-renowned font designer, worked with the team to develop the "Seattle Text" font, including regular, bold, italic, and bold-italic versions. This sans serif font is designed to be clear and distinct, readable at various scales, and adaptable for use in bold and regular weights. The City of Seattle logo uses Seattle Text Bold. Departmental logos feature "Seattle" in Seattle Text Bold with department names in Seattle Text Regular.

# Logo Variations

Seattle is now known around the world as a prominent city full of natural beauty, progressive policies, and innovative companies. Thus, in an attempt to create a simple and modern brand identity, the primary logo now displays only “Seattle.” A more formal version reading “City of Seattle” is available as well, for official purposes.

## Primary Logo

The “Seattle” logo is the primary logo for the City of Seattle. Both a horizontal and vertical version are available, with preference to the horizontal.



Horizontal version (preferred).

Vertical version (secondary).

## Formal Logo

For official or formal purposes, the full “City of Seattle” logo variation should be used. This should be mainly used by the the Mayor’s Office and City Council.



Horizontal version (preferred).

Vertical version (secondary).

## Alternate Versions

All City and department logos are available in four color combinations: blue medallion with black text (“blue-black”), blue medallion with white text (“blue-white”), black medallion with black text (“black-black”) and black medallion with white text (“black-white”). Whenever possible, the blue medallion with black text should be used. **No other color combinations are authorized.**



Blue-Black



Blue-White



Black-Black



Black-Black

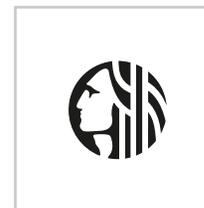
## Chief Seattle Medallion Variations



Blue



Blue



Black



Black

# Proper Logo Use

## Spacing

A buffer space of one-half the width of the medallion should be retained around the logo at all times.



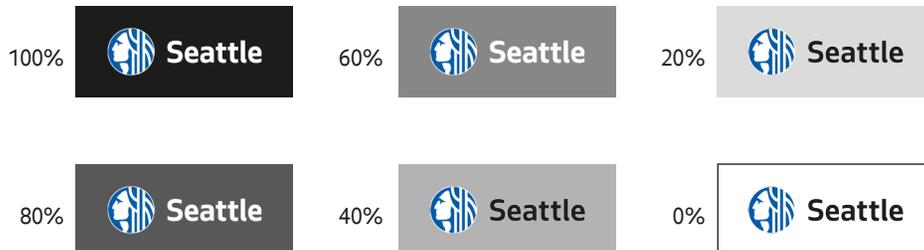
## Size

The City logo should not be displayed smaller than 0.25 inches in height, as measured by the medallion. Large print versions should be scaled in a vector format (.pdf or .eps).



## Contrast

The City logo should always stand out against its background. To that end, black text and white text versions are available to increase visibility and readability. If the logo is placed over pictures, ensure the background is solid and has high contrast.



# Improper Usage

It is important for the City of Seattle logo to be used consistently to retain brand integrity. Below are examples of improper usage. Logo files should **never** be altered by departments.

**Do not stretch.**



**Do not squeeze.**



**Do not change color of text.**



**Do not change background color of the medallion.**



**Do not invert or use any color other than white for the face.**



**Do not animate or embellish the medallion.**



**Do not place over distracting backgrounds.**



**Do not add words.**



# Special Use

## Knockout Applications

For silk screen or window applications in a single color, a “knockout” version is available. The ink should always be white, with text and the Chief Seattle medallion maintaining their white elements. Background color is crucial to ensuring brand integrity. A medium tone blue close to Seattle Blue or black is preferred. At no point should the Chief Seattle medallion or font be reversed so that the lines in the Chief Seattle medallion change to any color other than white.



**Not acceptable** because the pattern compromises the integrity of the medallion.



**Not acceptable** because the color drastically changes the color of the medallion's infill.



**Acceptable** because the black background color does not compromise the integrity of the logo.



**Acceptable** because the blue background color is similar to Seattle Blue.

## In-house Printing on Colored Paper

Printing the logo on a colored paper in office printing applications is not recommended, as it breaks the brand integrity of the logo. If possible, the use of white paper is recommended. If you must print on colored paper, use the Black-Black version of the logo from the Print folder.

## Engraving or Irregular Applications

When creating engravings, pins, or other applications that do not involve traditional printing, the priority is the Chief Seattle medallion and “Seattle.” As in the knockout application, the Chief Seattle profile, hair lines and border circle (the white parts) should be raised up, with the background blue or black if possible.

## Spot Colors

Pantone colors, or “spot colors,” are specially mixed inks used for some professional print jobs. You can find spot color versions of the logos in the “Special Use Only” folder.

# Logo Folder Structure

All department and City logos are available on the Brand Portal (a SharePoint page which is accessible through the InWeb homepage). A folder structure has been created to drive designers to the appropriate logo file type for their intended use. Designers should navigate through the folders in the following manner:

**Intended Use:** Decide whether the end use for the logo will be **print** (i.e. a banner or pamphlet to be professionally printed or a document to be printed in the office) or **digital** (i.e. on-screen use for a website, email or a slide deck).

**Orientation:** **Vertical** logos are designed with the Chief Seattle medallion centered above the text. **Horizontal** logos feature the Chief Seattle medallion to the left of the text. Designers should select the orientation that will work best with the space they have available, though the horizontal version is preferred.

**Color:** “**Blue-black**” (blue medallion, black text) is the preferred color scheme. Other color variations can be selected based on the tone of the background over which the logo will be placed and the designer’s ability to use color in the final design (see page 4).

## Digital (on-screen use)

All files in the Digital folder are saved as .png files with an RGB color build. Each folder contains a large and small size. “Large” files are 2000 px wide and “small” files are 500 px wide. These files can be scaled down, but enlarging them will make them appear pixelated. In the unlikely scenario that an on-screen project requires a logo significantly larger than 2000 px wide, contact brand@seattle.gov for assistance.

**Naming scheme:** Filename\_orientation\_medallioncolor-textcolor\_intendeduse\_size.format

**Example:** Seattle\_horizontal\_blue-black\_digital\_small.png

**Translation:** Seattle logo, horizontal orientation, blue medallion and black text, intended for on-screen use at 500px-wide or less, .png format.

## Print

The “print” folder contains three types of files: .eps, .pdf, and .png. All logos in this folder are saved with CMYK color builds, which is ideal for most printers. Vector files (.eps and .pdf) can be scaled to any size without losing quality. Use these files for most printing. If using Word or another software that does not accept .pdf or .eps files, use a .png logo. The .png logos in this folder should not be scaled larger than 11” wide. If a print project requires a .png logo that is larger than 11” wide, contact brand@seattle.gov for assistance.

**Naming scheme:** Filename\_orientation\_medallioncolor-textcolor\_intendeduse.format

**Example:** Seattle\_horizontal\_blue-black\_print.pdf

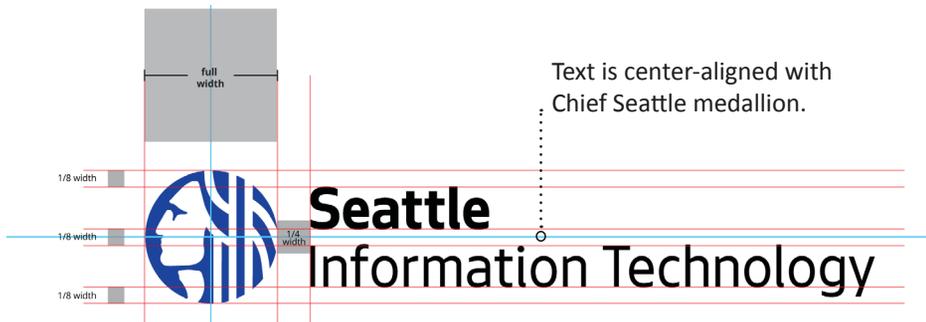
**Translation:** Seattle logo, horizontal orientation, blue medallion and black text, intended to be printed out, .pdf format.

# Department Logos

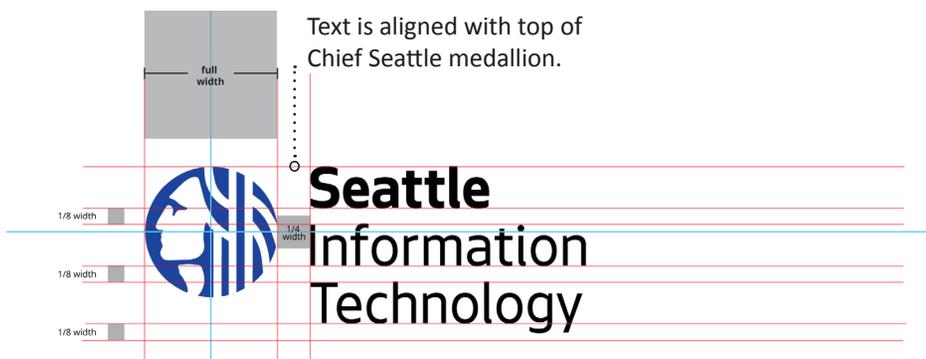
The City of Seattle brand refresh integrates all departments and offices into a consistent and recognizable brand. Department logos retain the Chief Seattle medallion with “Seattle” written in Seattle Text Bold and department names in Seattle Text Regular. The font size is the same for all text elements. Departments are provided with horizontal and vertical variations. Logos may include two or three lines of text, incorporating “Department of,” “Office of,” or simply “Seattle” with the name of the department.

Department logos are created centrally by the City of Seattle Branding Team to maintain brand integrity. All alternate versions associated with the City of Seattle logo are also available for departmental logos. Departments should **not** make or alter their own logos. Questions and requests should be directed to [brand@seattle.gov](mailto:brand@seattle.gov).

## Two-Line Horizontal Logo Structure



## Three-Line Horizontal Logo Structure



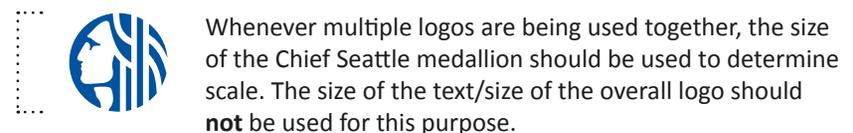
## Horizontal Logo Variations



## Vertical Logo Variations



## Scaling Logos



# Proper Department Logo Use

## Spacing

As with the Seattle logo, a buffer space of one-half the width of the medallion should be retained around department logos at all times.



## Multiple Departments

When multiple departments are involved in an event or program, the Seattle logo should be used in place of multiple department logos. Interdepartmental programming should also use the Seattle logo.



# Typography

Seattle Text is the official font of the City of Seattle logo. This custom font is available for use in headings in City collateral and is loaded onto all City computers. Seattle Text was also customized into a Web font for use in online applications.

Since Seattle Text is not widely available outside of the City, it should not be used in documents that will be shared in their native format. PDF documents should outline fonts to ensure font integrity is maintained.

**Seattle Text**  
*Seattle Text*

Seattle Text  
*Seattle Text*

## Seattle Text

This is the Seattle Text Regular font.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*This is the Seattle Text Italic font.*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**This is the Seattle Text Bold font.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

***This is the Seattle Text Bold Italic font.***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

## Companion Fonts

General text and copy should use a sans serif companion font that is universally available on most computers. Some recommendations include:

### Calibri

This is the Calibri font.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

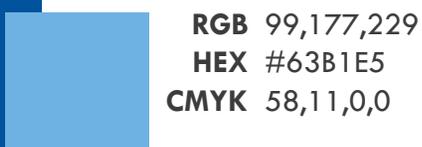
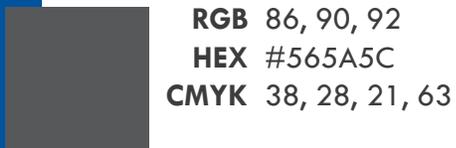
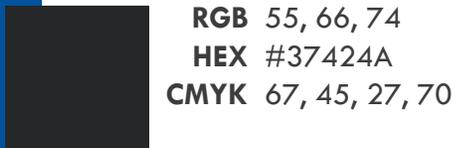
### Trebuchet

This is the Trebuchet font.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

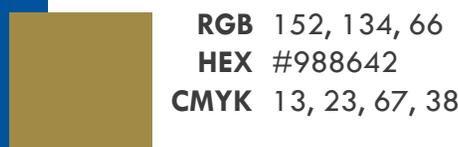
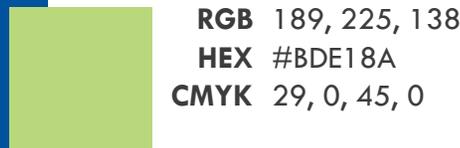
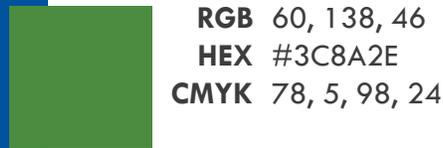
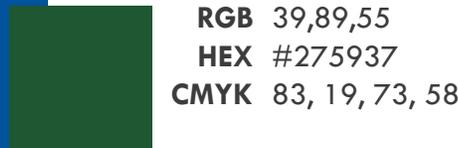
# Suggested Color Palettes

The following colors are suggestions to guide your use of color within the City of Seattle brand. These colors are inspired by our natural Pacific Northwest landscape. Whenever possible, Seattle Blue should be used as the dominant color, with additional colors used as accents. More important than using these exact swatches is designing materials within the spirit of the palette: bright, bold, and well-paired with Seattle Blue.

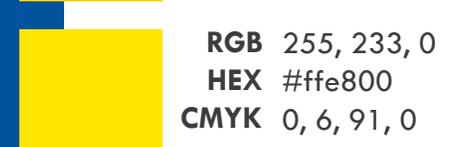
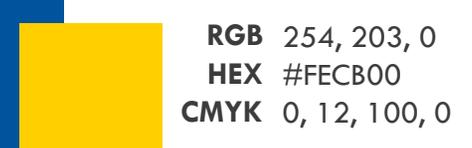
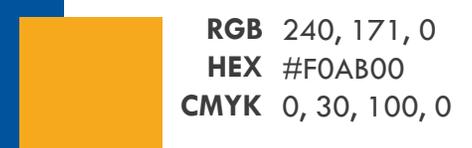
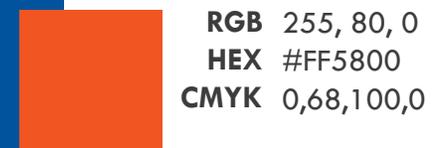
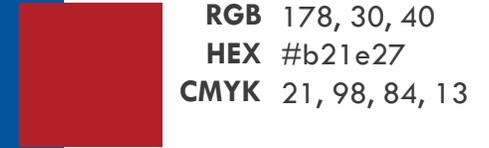
## Puget



## Evergreen



## Autumn



# Templates

To provide consistency in official business documents that come from the City, a number of templates have been created for use by employees. These are available on the Brand Portal. City of Seattle templates are to be managed by the Mayor’s Office, while departments will each be responsible for creating departmental templates based on the design of the City of Seattle templates. Headings and styles are embedded in the Word templates. Body text is Calibri, black.

## Document Templates

**City of Seattle**

Title  
Subtitle

Section Title

**Heading**  
Text

**Subheading**  
Text

---

City of Seattle | 800 Fourth Avenue, PO Box 94788, Seattle, WA 98104 | 206-484-CITY | seattle.gov

**Seattle**

Title  
Subtitle

Section Title

**Heading**  
Text

**Subheading**  
Text

---

City of Seattle | 800 Fourth Avenue, PO Box 94788, Seattle, WA 98104 | 206-484-CITY | seattle.gov

**Seattle Neighborhoods**

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700 Fifth Avenue, Suite 0000 | PO Box 00000 | Seattle, WA 98124-0000 | 206-400-0000 | seattle.gov/department

**Seattle**

FOR IMMEDIATE RELEASE  
Month XX, 20XX

Contact: First Last  
206-XXX-XXXX  
first.last@seattle.gov

**Press Release Title**  
Press release subtitle

SEATTLE – Text...

Seattle Department description/mission. www.seattle.gov/department  
Second Seattle Department description/mission. www.seattle.gov/department

###

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City of Seattle | 800 Fourth Avenue, PO Box 94788, Seattle, WA 98104 | 206-484-CITY | seattle.gov

**Seattle Neighborhoods**

**Agenda**

**Meeting Title**  
Day Month, 20XX  
XX:XX a.m. to XX:XX a.m.  
Room Number/Name

Attendees:

---

700 Fifth Avenue, Suite 0000 | PO Box 00000 | Seattle, WA 98124-0000 | 206-400-0000 | seattle.gov/department

**Seattle Neighborhoods**

**Memo**

Date:  
To:  
From:  
Subject:

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700 Fifth Avenue, Suite 0000 | PO Box 00000 | Seattle, WA 98124-0000 | 206-400-0000 | seattle.gov/department

## Business Cards

All City of Seattle employees should use the business card template to support the “one city” brand identity. The template uses a standard front side with customizable contact information based on the business needs of the employee, division, or department. The reverse side is fully customizable, although a suggested option is included.

**City of Seattle**

**Firstname Lastname**  
Title  
City of Seattle, Department Name  
O: xxx-xxx-xxxx M: xxx-xxx-xxxx  
first.last@seattle.gov

Office: 700 Fifth Ave, Suite xxxx, Seattle, WA 98104  
Mail: PO Box xxxxx, Seattle, WA 98124-xxxx

**Tagline, mission statement, or dept. name.**

**seattle.gov/department**

## Email Signature

Email signatures should be standardized across all departments to emphasize a “one city” identity. Either the “Logo” or “Text-only” signature can be used. The font should be Calibri with color set to black, not “automatic.” Hyperlinks should appear black (not blue) and underlined. Websites and social media links should be customized per department. Taglines and other added elements are discouraged. **Easy-to-follow instructions for email signature application are available for all departments on the Brand Portal.**

### Logo Email Signature



**First Last**

*\*Optional: pronunciation*

Employee Title, Program/Division

City of Seattle, Department

O: 206-XXX-XXXX | M: 206-XXX-XXXX | first.last@seattle.gov

Facebook | Twitter | Instagram | Blog

*\*\*Optional: preferred gender pronouns*

### Text-only Email Signature

**First Last**

*\*Optional: pronunciation*

Employee Title, Program/Division

City of Seattle, Department

O: 206-XXX-XXXX | M: 206-XXX-XXXX | first.last@seattle.gov

Facebook | Twitter | Instagram | Blog

*\*\*Optional: preferred gender pronouns*

### Reply Email Signature

**First Last**

*\*Optional: pronunciation*

Seattle Department

O: 206-XXX-XXXX | M: 206-XXX-XXXX

first.last@seattle.gov

*\*\*Optional: preferred gender pronouns*

\*Including name pronunciation is optional, but can be useful for those whose names are often mispronounced.

**Example:**

**Thea Andersen**  
(TAY-uh)

\*\*Including preferred gender pronouns is also optional, but can be useful for those with gender-neutral names, and helps foster a more inclusive workplace for trans and gender-nonconforming folks.

**Example:**

*Pronouns: he/him/his*

# Social Media Guidelines

Social media platforms are dynamic, so variability is provided in these guidelines. Some platforms, such as Twitter, provide a circular profile frame. In this case, the blue or black medallion should be used without an additional background color. For square frames, it is acceptable (but not required) to place the blue or black medallion over a solid background color. **Distracting photos or patterns should be avoided.** Given that most platforms list the account/page name directly after the profile image, there is no need to include a department name in the image. Use of additional imagery, such as for cover photos and posts, is at the discretion of the department’s communications team.

## Profile Photo



Preferred



Acceptable



Not acceptable



Not acceptable

## Examples

### Twitter



### Facebook



# Programs and Initiatives

Many departments have existing sub-brands for their programs and initiatives. Sub-brands should be visually linked to the City of Seattle department brand at all times. Sub-brands do not need to change to accommodate City brand standards, but should not stand alone on any collateral (banners, pamphlets, email blasts, PowerPoints, etc.) without their department's logo. If the program is managed by multiple departments, the Seattle logo should be used.

## Examples

On the back of the brochure, both logos are present and visually linked, with appropriate buffer space and equal visual hierarchy.

**Seattle Public Utilities** **Adopt a Street**

**Volunteer commitment types:**

**Traditional Adopter**

- 2 year commitment
- 4 cleanups per year
- At least one mile of city streets

*After one year of service, volunteers are eligible to receive a sign, placed on their adopted street, honoring their group's commitment.*

**Special Adopter**

- No street length required
- No minimum number of cleanups per year

To learn more about Seattle Public Utilities' Adopt-a-Street program, go to [bit.ly/SPUadaptastreet](http://bit.ly/SPUadaptastreet) or call (206) 684-7647

Adopt-a-Street  
**Seattle Public Utilities**  
 700 5th Ave, Suite 4600, Seattle, WA 98124  
[adaptastreet@seattle.gov](mailto:adaptastreet@seattle.gov)

**Seattle Public Utilities**  
 Programs supported by the City of Seattle

Brochure is program-specific, so the program logo headlines the cover page. However, the department logo is still present and prominent.

Logos are visually paired, with adequate buffer space maintained around the department logo. Program logo does not visually overwhelm the department logo.

**Get up to a \$100 Rebate for a WaterSense Sprinkler Timer**

WaterSense sprinkler timers reduce your water bill by watering less when it's cloudy or raining. Some even come with an app so you can control it from your phone!

Qualifications: must have an existing inground sprinkler system operated by a sprinkler timer that isn't already a WaterSense timer.

Apply today at:  
[www.savingwater.org](http://www.savingwater.org)

**Seattle Public Utilities** **Saving Water Partnership**  
 Seattle and Participating Local Water Utilities

PSIRT STD  
 US POSTAGE  
 PAID  
 SEATTLE, WA  
 PERMIT NO. 6000

## Developing new sub-brands

As outlined in the "Logo Do's and Don'ts," departmental logos should not be altered or embellished in any way, even in the creation of intra-departmental programs and initiatives. If a departmental program requires a logo, that design should be developed by the department. All forthcoming collateral for the sub-brand must include the department's logo (or Seattle logo if the program is managed by multiple departments).

If they so choose, designers can pair the names of programs, initiatives and teams with their department name. In this case, a buffer space of at least ¼ width the medallion must remain between the department logo and any additional text. The name of the program or initiative should be placed below, left aligned with the department name. The text should be smaller than the department name, preferably in Seattle Text Bold. The program name should be visually distinct, but should not overwhelm the department logo.

## Examples

**Seattle Office of Planning & Community Development**  
**Equitable Development Initiative**

**Seattle Office of Economic Development**  
**Only in Seattle**

**Seattle Neighborhoods**  
**Director's Office**



# Thank You.

**Special thanks to the Interdepartmental City of Seattle Branding Team**

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