

Seattle Office of Arts & Cultural Affairs

Logo Usage

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.

When the four or spot color version of the Mayor's Office of Arts & Cultural Affairs logo is on dark gray the text should be white and the logotype should be:

Blue - Pantone	3015C (coated stock)
	3005U (uncoated stock)

When the **Seattle Office of Arts & Cultural Affairs** logo is on white or 49% of black or less the text should be black and the logotype should be black.

When the **Seattle Office of Arts & Cultural Affairs** logo is on black or 50% of black or greater the text should be white and the logotype should be white.

If possible, to maintain the **Seattle Office of Arts & Cultural Affairs** identity's visual integrity, it should never be crowded by text, titles, photographs, patterns or other symbols. The clear space ensures this.

To maintain the **Seattle Office of Arts & Cultural Affairs** identity's visual integrity, the logo should never be altered in the following ways:

- Do not separate or re-arrange the components of the symbol.
- Do not change the size relation between the logotype and the text.
- Do not reproduce the logo with different colors.
- Do not re-arrange the logos color combinations.
- Do not tilt the logo.
- Do not recreate the symbol from different type or graphic elements.