

## Guidelines for Logo Usage

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**OFFICE OF ARTS & CULTURE**

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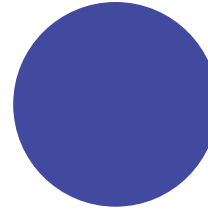
Office of Arts & Culture Seattle  
PO Box 94748, Seattle, WA 98124-4748

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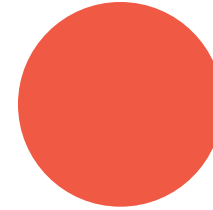
## COLOR PALETTE

PMS formulas are provided for both coated and uncoated stocks. In addition, CMYK formulas are provided for use in four color process and digital printing and hex numbers are provided for digital applications.

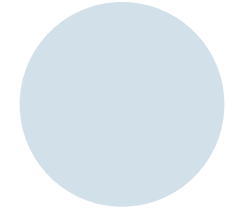
CMYK values are approximations. Colors will vary according to paper stock, printing format, and vendor profiles. All colors should be checked against hardcopy proofs and formulas should be adjusted accordingly.



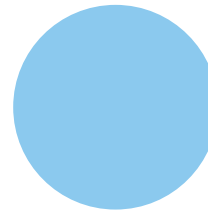
PMS uncoated: Blue 072U  
PMS coated: Blue 072C  
CMYK: 91/84/0/0  
Hex #: 232ec1



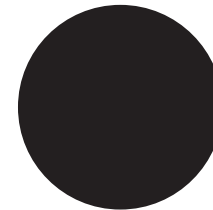
PMS uncoated: Warm Red U  
PMS coated: Warm Red C  
CMYK: 0/80/76/0  
Hex #: F15B46



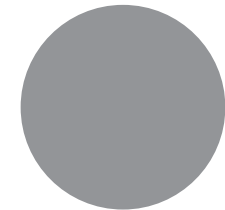
PMS uncoated: 642U  
PMS coated: 642C  
CMYK: 16/6/5/0  
Hex #: D3E0E8



PMS uncoated: 2905U  
PMS coated: 2905C  
CMYK: 42/7/0/0  
Hex #: 8BC9EE



CMYK: 0/0/0/100  
Hex #: 231F20



CMYK: 50% black  
Hex #: 939598

# TYPEFACES

Akzidenz Grotesk should be used for display, headlines, and smaller text applications that are less than one page. Any extended text should be set in the accompanying serif face Garamond.

Akzidenz Grotesk Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

*Akzidenz Grotesk Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*01234567890*

**Akzidenz Grotesk Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

***Akzidenz Grotesk Medium Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***01234567890***

**Akzidenz Grotesk Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

***Akzidenz Grotesk Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***01234567890***

# TYPEFACES

Garamond should be used for extended body text within publications and printed matter such as ads or brochures and should be used in accompanying captions and copyright information.

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

*Garamond Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*01234567890*

**Garamond Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890**

***Garamond Bold italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***01234567890***

## LOGO FOR PRINT EXTRA SMALL 1

Dimensions of logo are 1.375" width × 1.0825" height.  
A margin of .25" should surround logo at all times.  
May be used in ads, logo groupings and any small print applications.

Logo should not be enlarged or reduced.



Filename: OAC\_logo\_xsmall1 [blue]



OFFICE OF ARTS & CULTURE  
SEATTLE

Filename: OAC\_logo\_xsmall1 [black]



OFFICE OF ARTS & CULTURE  
SEATTLE

Filename: OAC\_logo\_xsmall1 [gray]



OFFICE OF ARTS & CULTURE  
SEATTLE

Filename: OAC\_logo\_xsmall1 [white]



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## LOGO FOR PRINT EXTRA SMALL 2

Dimensions of logo are 1.375" width × 0.85" height.  
A margin of .25" should surround logo at all times.  
May be used in ads, logo groupings and any small print applications.

Logo should not be enlarged or reduced.



Filename: OAC\_logo\_xsmall2[blue]



OFFICE OF ARTS & CULTURE

Filename: OAC\_logo\_xsmall2[black]



OFFICE OF ARTS & CULTURE

Filename: OAC\_logo\_xsmall2[gray]



OFFICE OF ARTS & CULTURE

Filename: OAC\_logo\_xsmall2[white]



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## LOGO FOR PRINT SMALL

Dimensions of logo are 1.575" width × 1.375" height. A margin of .35" should surround logo at all times. Logo at this size may be used in business collateral such as business cards, letterhead, and other printed correspondence. May also be used in small to medium print applications.

Logo should not be enlarged or reduced.



Filename: OAC\_logo\_small[blue]



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Filename: OAC\_logo\_small[black]



OFFICE OF ARTS & CULTURE  
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Filename: OAC\_logo\_small[gray]



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Filename: OAC\_logo\_small[white]



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## LOGO FOR PRINT MEDIUM

Dimensions of logo are 1.65" width × 1.55" height.  
A margin of .35" should surround logo at all times.

Logo may be enlarged up to 2"w × 1.9"h. Logo should  
not be reduced.

May be used in medium to large print applications.



Filename: OAC\_logo\_med[blue]



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Filename: OAC\_logo\_med[black]



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Filename: OAC\_logo\_med[gray]



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SEATTLE

Filename: OAC\_logo\_med[white]



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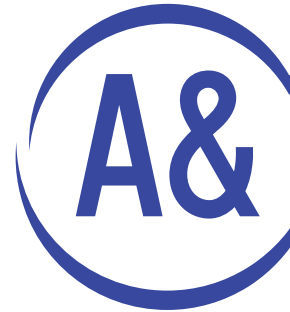


## LOGO FOR PRINT LARGE

Dimensions of logo are 1.65" width × 2.175" height. Logo may be enlarged for usage in signage and large scale marketing applications. Logo should not be reduced. When used at actual size and up to an enlargement of 3.5" width × 4.6" height, a margin of .35" should surround logo at all times. When logo is used at sizes exceeding this measurement, the margin should be optically adjusted accordingly.



Filename: OAC\_logo\_large[blue]



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Filename: OAC\_logo\_large[black]



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Filename: OAC\_logo\_large[gray]



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SEATTLE

Filename: OAC\_logo\_large[white]



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## LOGO FOR DIGITAL USE

Dimensions of logo are 178 px width × 140 px height.  
Logo is designed for use in all digital applications.

Logo should not be enlarged or reduced.



Filename: OAC\_logo\_logoforweb[blue]



Filename: OAC\_logo\_logoforweb[black]



Filename: OAC\_logo\_logoforweb[gray]



Filename: OAC\_logo\_logoforweb[white]

