

OED Quick Style Guide



Seattle Office of
Economic Development

Preferred version of our logo

- Blue Chief Seattle medallion
- Black text
- Horizontal orientation
- Adequate buffer space

Seattle Blue
0, 70, 173

163, 213, 89

254, 203, 0

99, 177, 229

**Headings are in Seattle Text
(Color: Seattle Blue or Black)**

Body text is in Calibri or Open Sans and the color is black.

Headings can be white on top of a color

Body text is always black, though.

Our storytelling is...

Vibrant

Candid

Diverse

Friendly

Uplifting

People-centered



Never use **more** *than* **TWO** fonts in *a* **DOCUMENT!**

Proper Logo Use

Spacing

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



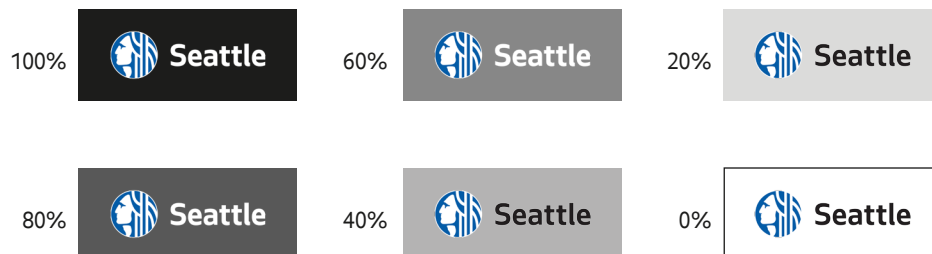
Size

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.

