Logo Usage Guidelines

MINIMUM SIZE

SEATTLE PARKS FOUNDATION

1.5 inches

The logo should always be used as large as possible. Limit minimum size to 1.5 inches.

SPACING

Allow ample space around logo, at least 1x the height of logo on all sides.

ACCEPTABLE VARIATIONS

Ideally the logo is presented in color on a transparent background. If necessary, the logo can be placed on a neutral warm or black background, and can be reproduced in black and white or grayscale.

SEATTLE PARKS FOUNDATION

Color on transparent background

SEATTLE PARKS FOUNDATION

Color on neutral warm background

SEATTLE PARKS FOUNDATION

Black and white

SEATTLE PARKS FOUNDATION

Grayscale

SEATTLE PARKS FOUNDATION

White on black background

UNACCEPTABLE VARIATIONS

SEATTLE PARKS FOUNDATION

Colors reversed

SEATTLE PARKS FOUNDATION

Other colors

SEATTLE PARKS FOUNDATION

Reversed from distracting color

SEATTLE PARKS FOUNDATION

At angle, other colors
Love Parks Logo
Usage Guidelines

ACCEPTABLE

Since color plays such a vital role in the approachability and visual impact of the logo, black and white should only be used if color is absolutely not an option.

PREFERRED

No set palette exists for the logo, and different and unique combinations are encouraged, as long as readability is not compromised.

UNACCEPTABLE

Rotation Font Substitution Poor contrast