

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

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Black and white

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White on black background

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Grayscale

UNACCEPTABLE VARIATIONS

SEATTLE **PARKS** FOUNDATION

Colors reversed

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Other colors

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Reversed from distracting color

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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