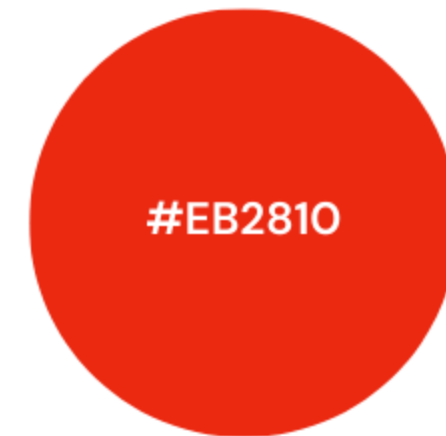


OUR PRIORITIES



OUR CHOSEN BRAND COLORS



OUR MAIN TYPEFACES OR FONTS IN USE

Arvo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!/,:;()@#%

Omnes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!/,:;()@#%

A FONT GUIDE TO DIRECT SIZES AND PAIRINGS

Header Sample Text

SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat

Logo Typeface

Two weights differentiate “Foundation”

GT Pressura
Mono Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

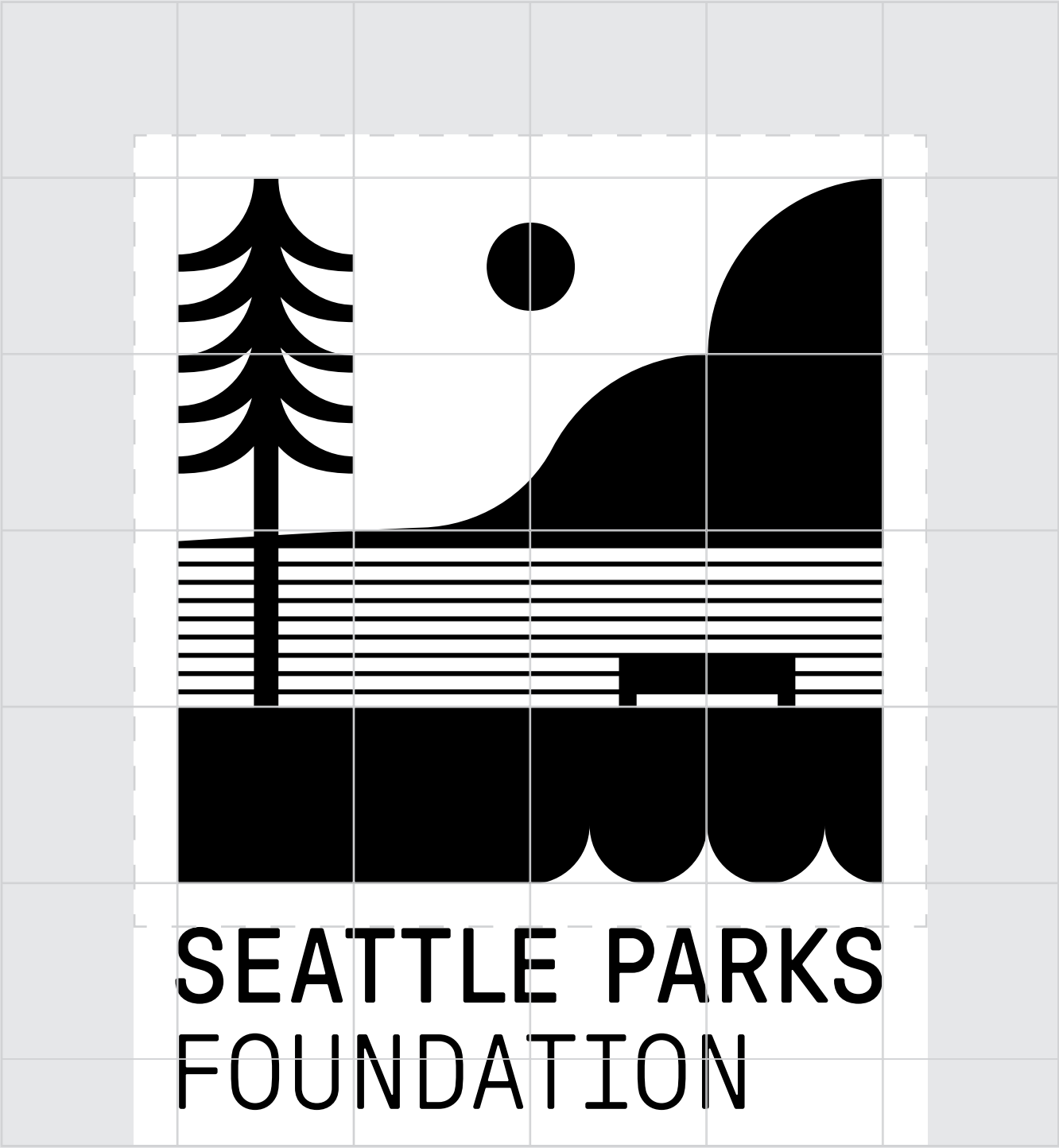
GT Pressura
Mono Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789



Construction

The logo for Seattle Parks Foundation is modular, suggesting a vista over Puget Sound on a sunny day, with a park bench and Douglas Fir.



Logo Variations

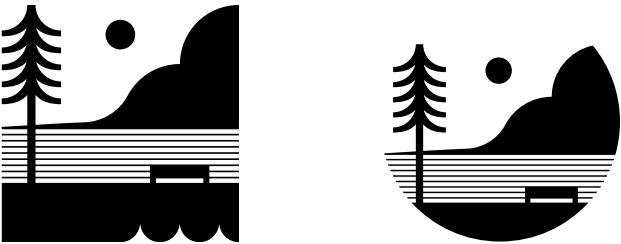
We have provided several variations of the logo for use in different contexts.



Vertical—Graphic-forward. Highlights the vista of the SPF logo in a more graphic approach.



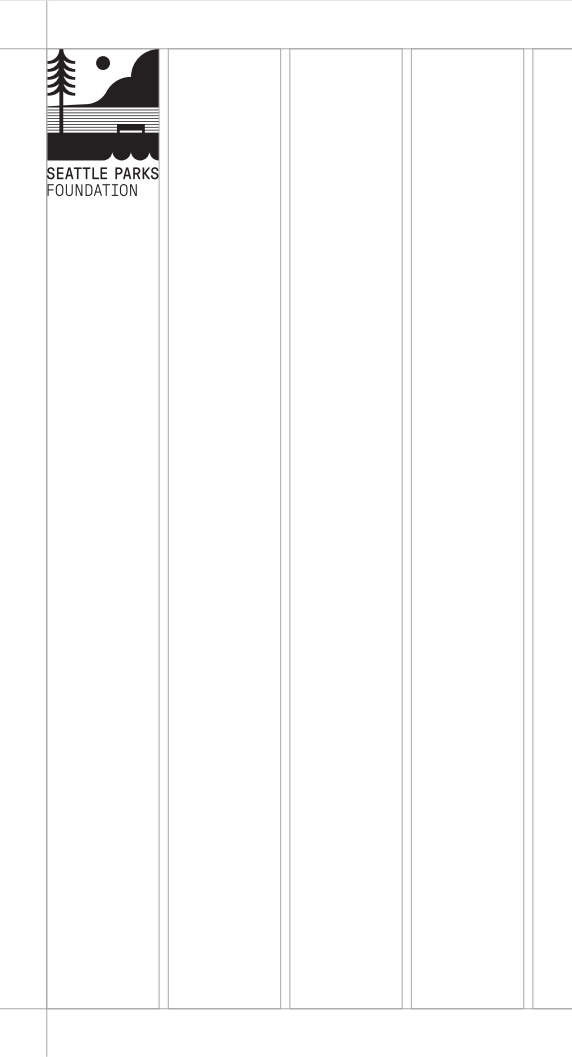
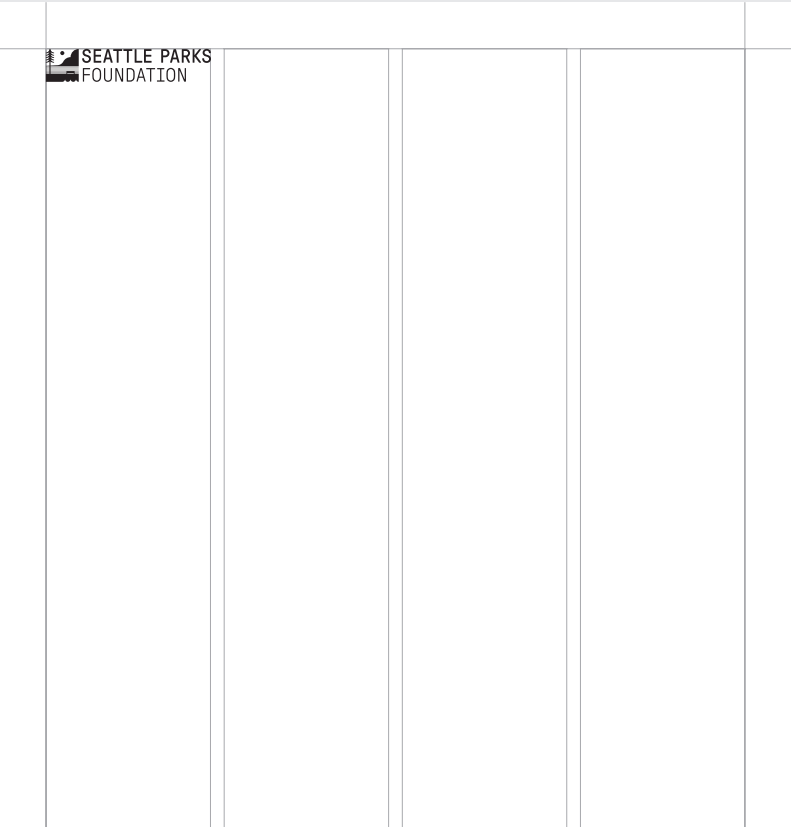
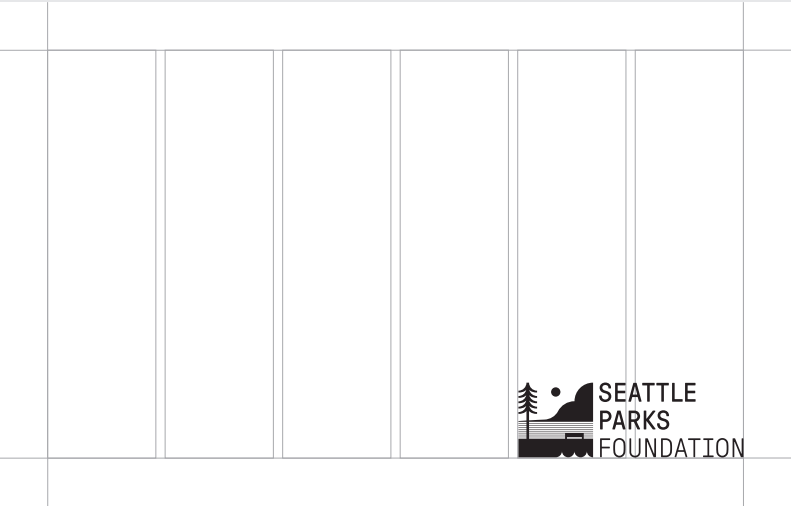
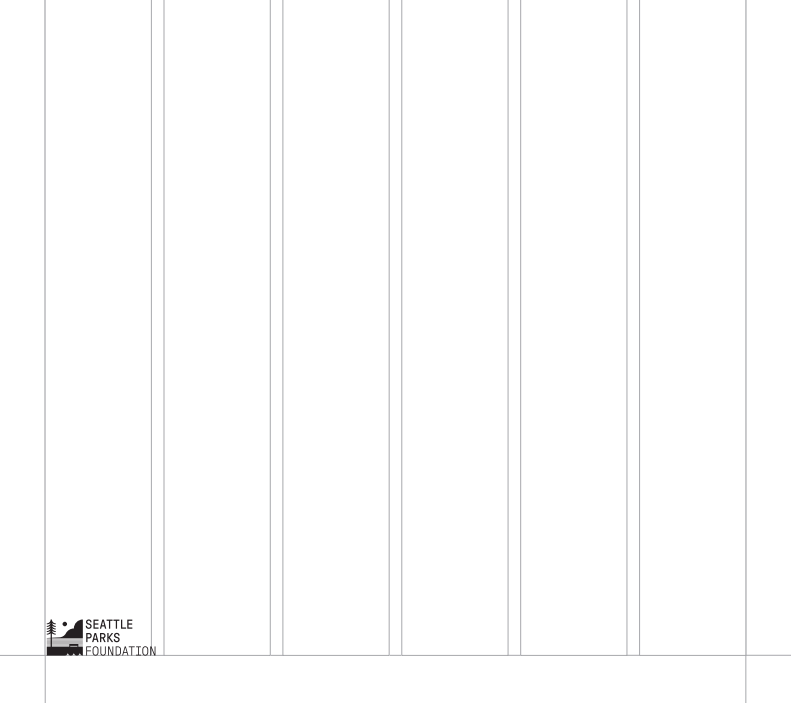
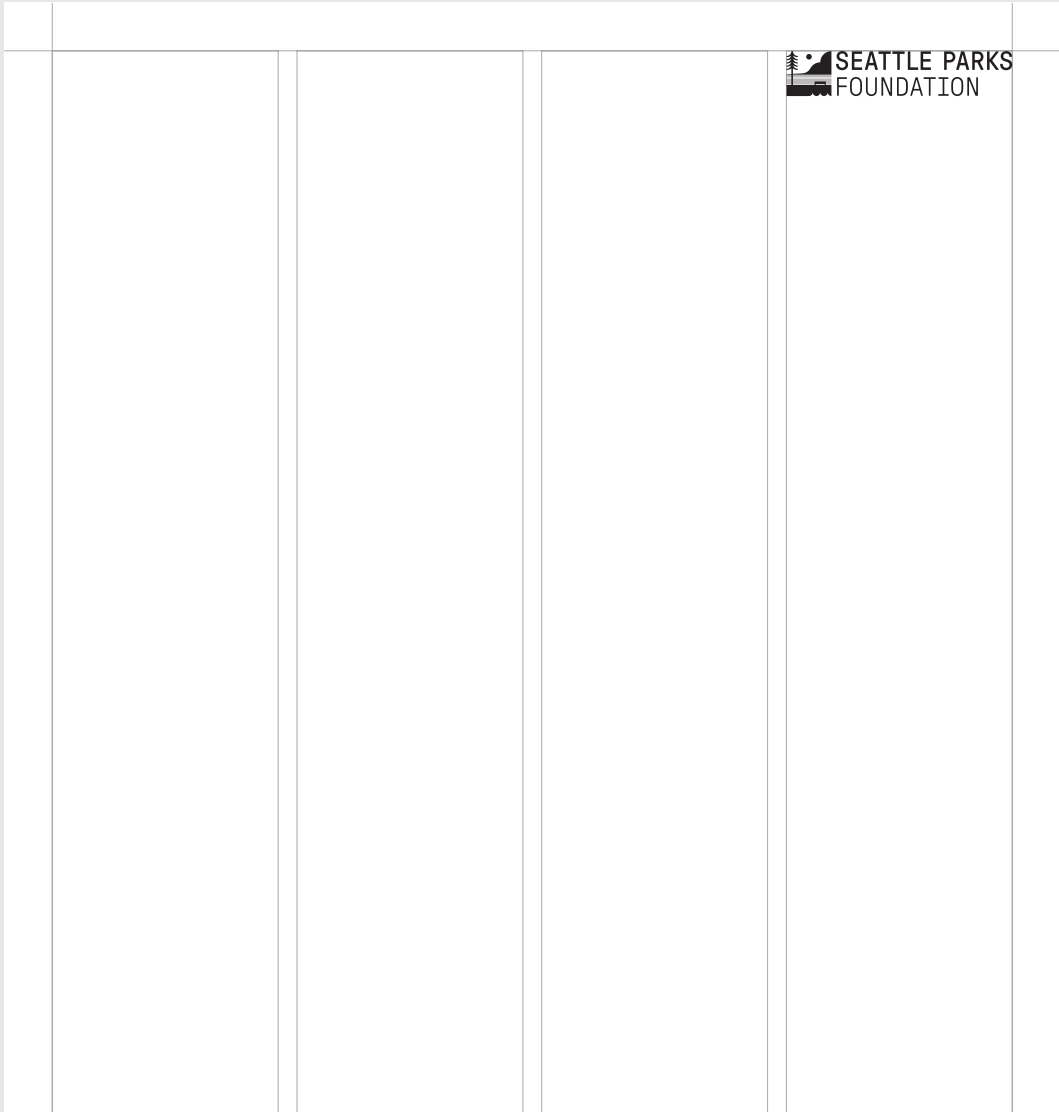
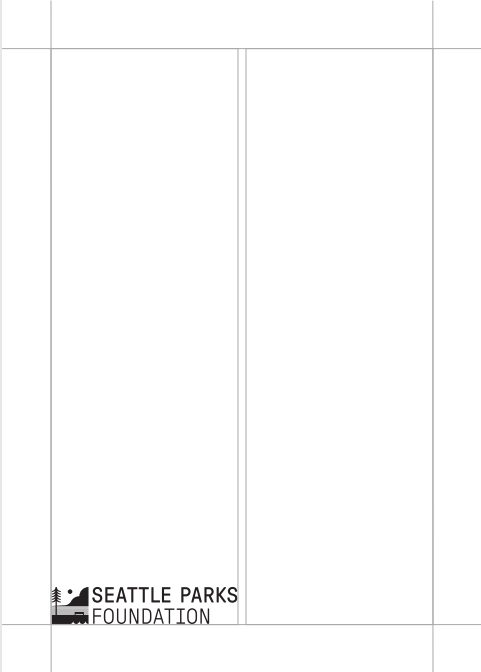
Horizontal—Text-forward. Ensures that “Seattle Parks Foundation” will be legible, alone or in conjunction with other logos.



Glyph and Badge—A version of the logo that can exist without “Seattle Parks Foundation”. It should appear in conjunction with a version of the logo with “Seattle Parks Foundation”. An example of this could be in a longer document on subsequent pages, a profile picture, or a favicon.

Positioning

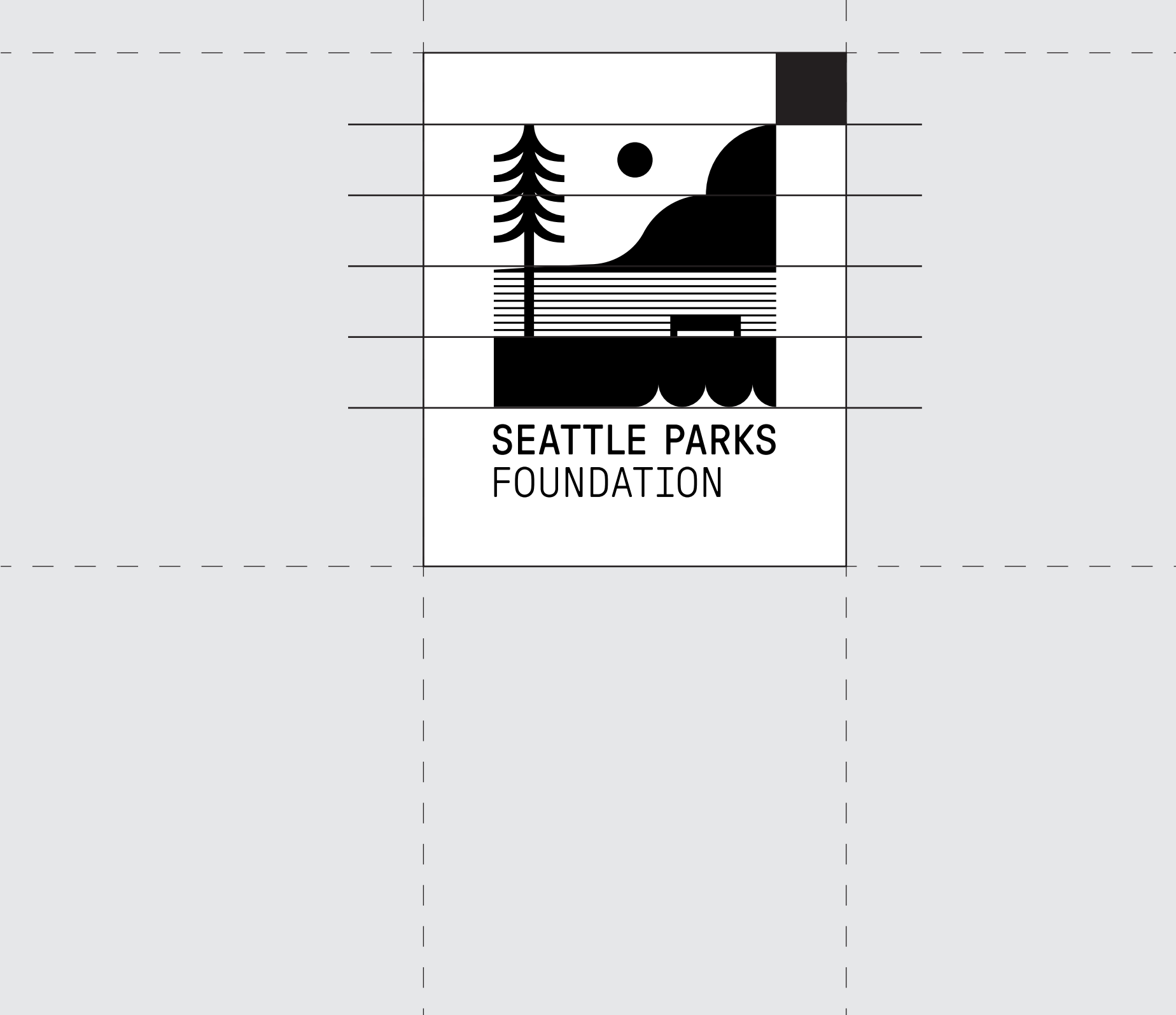
Due to the rectilinear nature of the logo, it fits well within a grid. Align logo with this approach in mind, rather than centering it on a page.



Clear Space

The SPF logo should have a minimum amount of clear space, where other logos, objects, or edges do not interfere with the design.

This should roughly be equivalent to 1/4 of the width of the graphic.



Sizing

The minimum size of the logo graphic should not exceed 1/2”, except in the case of the vertical logo which should be 1” for best legibility of the text.



Note the vertical version of the logo should be used at a minimum of 1” for best legibility.

What to Avoid

Please use the logo files only as provided.



Do not outline any version of the logo

Do not apply other effects

Do not recolor or remove portions of the logo