

WEST EDGE LOGO GUIDELINES



PURPOSE

Tip Top Creative has established these guidelines for the West Edge neighborhood to maintain consistency in all logo and/or brand treatments. We ask that you use the logo appropriately and consistently, in accordance with these guidelines. The Metropolitan Improvement District has the right to make changes to the logo or these guidelines at its discretion.

The following will provide you with the design attributes and the usage guidelines of the West Edge logo.



Correct Usage for the Logo in Color

Directly above is the correct usage of the West Edge mark utilized as a stand-alone logo in a full-color environment. See “Specifications – Ink Colors for Color Logo” on the next page for color-build information.

The colorized logo should be the primary logo used.



Correct Usage for the Logo in Black and White

Directly above is the correct usage of the West Edge utilized as a stand-alone logo in a one-color environment. When using the logo in such a situation, the elements should not be grayed, this is to insure the mark’s visual integrity. This logo treatment can be placed on a black background by using a reversed (negative) version of the logo.

LOGO DEFINED

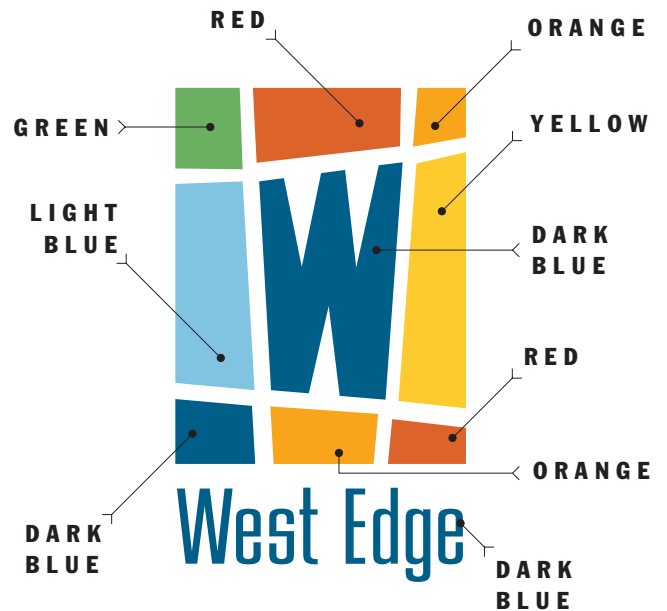
The West Edge logo was designed with the intention of usability for all of the various applications available for a brand in today's market. When using the logo, it is not necessary (or permitted) to disassemble the logo. However, in certain instances, the "W" element can be used as an independent design accent.

TYPEFACE USED

The typeface used in the West Edge mark is House Gothic Light One.

SPECIFICATIONS

The approved color scheme for the West Edge logo uses Pantone (PMS) colors or the four-color printing process and is shown below. Pantone (PMS) stands for Pantone Matching System and is utilized worldwide to standardize ink colors.



The West Edge mark is to be used in only solid tones (rather than greyscale) when designing in a one-color situation. This decision was made to protect the integrity and quality of the logo in less than superior printing processes.



Ink Colors for PMS-Color Logo

Dark Blue	PMS 7469 C
Light Blue	PMS 7459 C
Green	PMS 7589 C
Yellow	PMS 123 C
Orange	PMS 138 C
Red	PMS 173 C

Ink Colors for 4-Color Logo

Note: The abbreviations "CMYK" stand for the ingredients that complete the 4-color (full color) recipe:
 "C"=Cyan, "M"=Magenta, "Y"=Yellow, and "K"=Black.

Dark Blue	100c 11m 0y 50k
Light Blue	40c 0m 0y 10k
Green	60c 5m 80y 5k
Yellow	0c 20m 90y 0k
Orange	0c 40m 100y 0k
Red	0c 70m 90y 10k

Ink Color for Single Color Logo

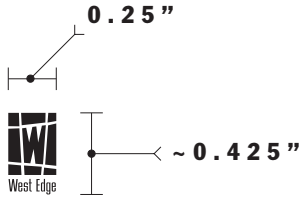
In instances where there is a possibility of using a specified Pantone color for the logo, using one of the six West Edge logo colors is preferred, as shown below.



PROPORTIONS

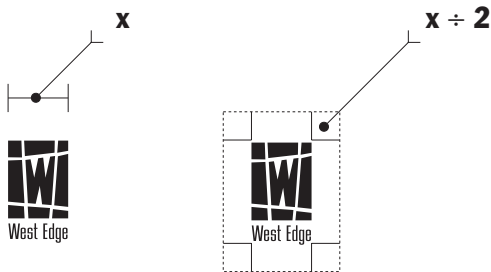
The logo should never be used in a design where its size is smaller than a quarter of an inch wide. This has been the predetermined readable limitation for the logo. Furthermore, the logo's vertical and horizontal proportions should never be altered.

Minimum Logo Size:



In cases where space is limited, the West Edge mark should be allowed a minimum amount of distance from other design elements, such as other logos.

Minimum Bordering Space:



The space around the logo mark should be at minimum half of the logo's width on all sides.

SUMMARY

Only the approved color scheme discussed within these guidelines can be used.

It is strongly recommended that the logo is not used on a heavily patterned or textured background.

Specified typefaces must not be changed or substituted.

Relationship of the sizes of all elements when scaling should be proportional to maintain consistency.

The logo must not be altered or changed, either by rearranging, adding, subtracting, or substituting elements of any kind.

The logo must never be placed in a constraining shape or area.

The logo should always have sufficient area around it; a minimum space of the logo's physical size should surround the logo on all side at all times. Please see the diagram in the "Proportions" section for examples of spacing.

DESIGN OPTIONS

To maintain a level of readability and recognizability, please follow the following usage do's and do not's:

You may do the following:



You may **NOT** do the following:



CONTACT

All versions of the logo can be obtained upon the request of the marketing department of the Downtown Seattle Association.

Questions about the usage of the West Edge logo should be directed to:

Downtown Seattle Association
Attn: Neighborhood Marketing
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Suite 325
Seattle, WA 98101

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