



## Seattle Department of Neighborhoods Logo Style Guidelines

The Seattle Department of Neighborhoods logo is available for download at:  
<http://www.seattle.gov/neighborhoods/about-us>

The City of Seattle logo and most department logos have the honor of representing Chief Seattle. [Chief Seattle](#) (siʔaʔ) was a Duwamish and Suquamish tribal chief who advocated for respect of the natural environment and Native land rights. His face reminds us of these and other values and inspires us to do better. These style guidelines are in place so that our logo honors his role in our collective history.

If you use the Seattle Department of Neighborhoods logo:

- 1) Do not crowd the logo by text, titles, photographs, patterns or other symbols.
- 2) Emphasis using the EPS (Encapsulated PostScript) or PDF version of the logo, since they allow you to resize the logo for your needs without affecting the quality.
- 3) Never alter the logo:
  - Do not separate or re-arrange the components of the identity.
  - Do not change the size relation between the logotype and the text. In other words, don't stretch it vertically or horizontally.
  - Do not reproduce the logo with different colors.
  - Do not overlay the logo on top of busy graphics that obscure the Chief and the name.
  - Do not re-arrange the logos color combinations.
  - Do not tilt or bend the logo.
  - Do not recreate the symbol from different type or graphic elements.
- 4) Do not print the logo on colored paper, if possible.
- 5) Only use black and white when you can't reproduce the logo in full color.
- 6) The complementary typeface to the logo is Calibri. If a logo cannot be used, use the title **Seattle Department of Neighborhoods** in this typeface.
- 7) The logo cannot be smaller than 2" long.

### Official Name

Our department is called **Seattle Department of Neighborhoods**. Please ensure that all formal communication uses the full name (not **Neighborhoods** or **Department of Neighborhoods**).