



**CITY OF SPOKANE PARK BOARD  
RIVERFRONT PARK COMMITTEE**

4:30 p.m. Monday, May 11, 2026  
Pavilion Conference Room/WebEx teleconferencing  
Jonathan Moog – Riverfront Park Director

**Committee Members:**

- X Gerry Sperling – Chair
- X Bob Anderson
- X Lindsey Shaw

**Guests:**

**Parks Staff:**

- Rhett McCall
- Jonathan Moog

**Summary**

- The Lions Learning Center Gift Agreement was presented
- April 2026 Operations Report was presented

The next regularly scheduled Riverfront Park Committee meeting is set for 4:30 p.m. June 8, 2026, in the Pavilion conference room, Riverfront Park, and virtually via WebEx.

## Minutes

The meeting was called to order at 4:34 p.m. by committee chair Gerry Sperling.

### Public comment:

None

### Action Items:

**Lions Learning Center Gift Agreement** – *Jonathan Moog* presented. The Spokane Central Lions Club desires to donate an outdoor classroom through the Spokane Parks Foundation to the City of Spokane Parks & Recreation Division. This outdoor classroom would be located in Riverfront Park near the south-eastern corner of Post St Bridge within the site of the existing Expo'74 era shelter. The Lions Club must meet an established fundraising goal sufficient and necessary for the complete construction of outdoor classroom before construction may begin. Currently, this is estimated to be \$300,000. The classroom is expected to include improvements to shelter roofing, landscaping, break out seating locations, fencing, signage and other furnishings. Approval of this gift agreement accepts the outdoor classroom at the site described above and officially names it as the "Lions Learning Center".

- **Motion #1** – Gerry Sperling moved to recommend the Lions Learning Center Gift Agreement

Lindsay Shaw seconded.

The motion passed unanimously (3-0 vote). It is proposed to place this as a regular action item on the agenda for the May 14 Park Board meeting.

### Standing Report Items:

- A. April 2026 Operations Report – *Jonathan Moog* presented. Highlights included: 1) Bloomsday; 2) the Park Connect shuttle service launch; 3) Marketing efforts included the summer movie night community survey, concert poster contest, press release for the Zipline and Park Connect, and the Mayor's press conference for FIFA; 4) Sam Barber and Killswitch Engage were announced as the 5<sup>th</sup> and 6<sup>th</sup> concerts of the season; 5) the Asian Native Hawaiian Pacific Islander Heritage Festival; 7) Maintenance projects including the Stepwell repair, Hooptown court repair, Pavilion light blade repair, clocktower chime replacement, Ice Age Floods Playground splash pad repair, and the Rotary Fountain start-up; and 8) Upcoming events include Lilac Festival Brewfest, Riverfront Eats, Sip & Soar dates (that both sold out), and the first concert of the season, Sierra Ferrell's Heavy Petal Tour.

**Adjournment:** The meeting was adjourned at 5:41 p.m.

The next regularly scheduled Riverfront Park Committee meeting is set for 4:30 p.m. June 8, 2026, in the Pavilion conference room, Riverfront Park, and virtually via WebEx.

# Spokane Park Board

## Briefing Paper



<b>Committee</b>	Riverfront Park	<b>Committee meeting date:</b> March 9, 2026	
<b>Requester</b>	Jonathan Moog	<b>Phone number:</b> (509) 625-6243	
<b>Type of agenda item</b>	<input type="radio"/> Consent <input type="radio"/> Discussion <input type="radio"/> Information <input checked="" type="radio"/> Action		
<b>Type of contract/agreement</b>	<input checked="" type="radio"/> New <input type="radio"/> Renewal/ext. <input type="radio"/> Lease <input type="radio"/> Amendment/change order <input type="radio"/> Other		
<b>City Clerks file</b> (OPR or policy #)			
<b>Master Plan Goal, Objective, Strategy</b> <small>(Click <a href="#">HERE</a> for link to the adopted plan)</small>	Goal K, Objective 1	<b>Master Plan Priority Tier:</b> <small>(pg. 171-175)</small>	First Tier
<b>Item title:</b> (Use exact language noted on the agenda)	Lions Learning Center Gift Agreement		
<b>Begin/end dates</b>	Begins: 03/12/2026	Ends:	<input checked="" type="checkbox"/> 06/01/2525
<b>Background/history:</b>			
<p>The Spokane Central Lions Club desires to donate an outdoor classroom through the Spokane Parks Foundation to the City of Spokane Parks &amp; Recreation Division. The classroom named "Lions Learning Center" would be located in Riverfront Park near the south eastern corner of Post St Bridge within the site of the existing Expo'74 era shelter. The Lions Club must meet an established fundraising goal sufficient and necessary for the complete construction of outdoor classroom before construction may begin. Currently, this is estimated to be \$300,000. The classroom is expected to include improvements to shelter roofing, landscaping, break out seating locations, fencing, signage and other furnishings. Approval of this gift agreement accepts the outdoor classroom at the site described above and officially names it as the "Lions Learning Center".</p>			
<b>Motion wording:</b>			
Approve the Gift Agreement for the Lions Learning Center			
<b>Approvals/signatures outside Parks:</b> <input checked="" type="radio"/> Yes <input type="radio"/> No			
If so, who/what department, agency or company: Spokane Parks Foundation & Spokane Central Lions Club			
Name: Listed Below		Email address:	Phone:
<b>Distribution:</b>		Approval/Signatures:	
Parks – Accounting		Yvonne Trudeau- yvonne@spokaneparksfoundation.org	
Parks – Sarah Deatrich			
Requester: Jonathan Moog			
Grant Management Department/Name:			
<b>Fiscal impact:</b> <input type="radio"/> Expenditure <input checked="" type="radio"/> Revenue			
Amount:		Budget code:	
\$0		NA	
<b>Vendor:</b> <input checked="" type="radio"/> Existing vendor <input type="radio"/> New vendor			
<b>Supporting documents:</b>			
<input type="checkbox"/>	Quotes/solicitation (RFP, RFQ, RFB)	<input type="checkbox"/>	W-9 (for new contractors/consultants/vendors)
<input type="checkbox"/>	Contractor is on the MRSC Roster - City of Spokane	<input type="checkbox"/>	ACH Forms (for new contractors/consultants/vendors)
<input type="checkbox"/>	UBI:                      Business license expiration date:	<input type="checkbox"/>	Insurance Certificate (min. \$1 million in General Liability)



## GIFT MEMORANDUM OF UNDERSTANDING

The following sets forth agreement between the Spokane Parks Foundation ("Foundation"), the City of Spokane Parks and Recreation Division ("City") and Spokane Central Lion's Club ("Donor"); collectively ("Parties") located in Spokane, WA. This agreement will be made part of the Foundation's records and filed with the Spokane Parks and Recreation Division of the City of Spokane, WA ("City"). It is intended as a guide to those who administer it.

### Gift

The Donor, in consideration of its interest in the Foundation's Campaign for Riverfront Spokane, hereby commits to give to the Foundation the amount of \$300,000 which will be held by the Foundation until utilized by the Parks & Recreation Division for Riverfront Spokane and the stated purpose hereinafter set forth. Donor's contribution is valued at the sum of all cash donations and in-kind products and services necessary to fully construct the outdoor classroom.

### Purpose

The Donor's gift will be used to construct the Lion's Club Outdoor Classroom (Exhibit B). In honor of the Donor, in grateful recognition of the Donor's generosity, and in reliance upon this agreement, the Foundation and City agree that the name of the outdoor classroom located in Riverfront Park will be "Lions Learning Center". It is understood that the Foundation will ensure recognition of the Donor is consistent with Foundation and City standards (Exhibit C) for donor recognition as illustrated in Exhibit B or similar to fit with the aesthetics and architecture of the space as well as the approved design elements for Riverfront Spokane. Parties will fulfill their responsibilities as outlined in Exhibit A.

### Schedule and Form of Contributions

The Donor agrees to donate and confirm all in-kind pledges equating to \$300,000 or amount equating to the full construction cost to Foundation before construction of the Lion's Outdoor Classroom will commence. Should donor not achieve total fundraising goal of \$300,000 within one year of date of this agreement, Parties shall meet to evaluate status of fundraising efforts and determine whether project goal is still feasible. If it is determined fundraising goal will not be met, any contributed funds shall be returned to individual donors.

## Recognition

The name(s) of the donor(s) who contributed, either to the Donor or Foundation, may be publicized in relation to this project. The Donor agrees to be recognized in publications and gift society listings per Foundation and City standards unless otherwise noted below:

We wish to have my/our name listed as follows:

TBD

Naming rights shall exist for the useful life of the outdoor classroom, anticipated to be ten (10) to twenty (20) years from the time of initial construction. If the outdoor classroom is demolished, destroyed, or ceases to be used by the City or Riverfront Spokane, or in the event that the outdoor classroom is relocated or substantially renovated within a ten (10) year period of time, the Executive Director of the Foundation and the Director of Parks and Recreation Division for the City of Spokane (or his or her designate), shall work with the Donor, or the Donor's designee, to determine another appropriate form of recognition for the support provided by this gift.

Visual recognition of naming rights will adhere to Riverfront Spokane brand standards, including exterior and interior signage, wayfinding, logos, and all other representations of Riverfront Spokane's identity. Specific details regarding execution of public relations and media strategy will be handled in an addendum to the gift agreement for each gift, as appropriate.

## Contingency

If at any time the Foundation and City determine that the Donor's activities reflect negatively on either entity's public image or are in material conflict with their mission or values, the Foundation and City will have the right to terminate naming rights.

## Tax Exempt Entity

The Foundation represents that it is a qualified charitable organization under Section 501(c)(3) of the Internal Revenue Code. The Foundation's Federal Tax Identification number is 91-6033-504 and it is registered with the Secretary of State in the State of Washington as a non-profit corporation.



\_\_\_\_\_

Title

**Dated:** \_\_\_\_\_

**Spokane Central Lions Club**

By \_\_\_\_\_

Signature

Date

\_\_\_\_\_

Type or Print Name

\_\_\_\_\_

Title

**Attachments that are part of this Agreement:**

Exhibit A – Scope of Responsibilities

Exhibit B - Spokane Central Lions Club Learning Center Concept prepared by Dig Studios

Exhibit C – Riverfront Branding Standards

## Exhibit A

### Scope of Responsibilities

#### City of Spokane

- Site, real property, furnishings and all existing improvements and improvements to be implemented as a part of this project are owned by the City of Spokane.
- Maintain grounds and facilities associated with outdoor classroom improvements following its construction in a manner consistent with existing maintenance standards for Riverfront Park.
- Will establish a reservation process for use of the outdoor classroom.
- Serve as primary party to coordinate vendors, contractors, volunteers, and construction activities once fundraising goal is reached. No public funding may be used on this project.
- Will provide donor use, rent free, of outdoor classroom up to four (4) time per year on mutually agreeable dates and times.
- Will make available outdoor classroom rent free to community users and organizations. using it for the purpose of education. Park may rent and apply fees as applicable for other purposes.
- May assist donor to promote fundraising opportunities.
- Will approve in-kind donations used for construction of outdoor classroom.

#### Spokane Central Lions Club

- Primary party responsible for all fundraising efforts to reach \$300,000, which can include in cash donation and in-kind products and services, sufficient and necessary for the complete construction of outdoor classroom.

#### Spokane Parks Foundation

- May provide donor assistance with their fundraising efforts
- Will process invoices approved by City of Spokane associated with outdoor classroom construction.

Exhibit B

Spokane Central Lions Club Learning Center Concept prepared by Dig Studios



# Central Spokane Lions Club

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The Lions Learning Center  
at Riverfront Spokane

# Today's Agenda

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## **Introduction**

Site Location

## **Stakeholder Feedback**

Needs / Wants

Dot Exercise Tally

Stakeholder Preferences

## **Recommended Concept**

Recommended Plan

Fundraising Graphics

Three Panel Signage Concept

Title Signage Concept

## **Rough Magnitude of Cost**

Estimated Cost without any Donations

Estimated Cost with Donations

Value Engineering Options

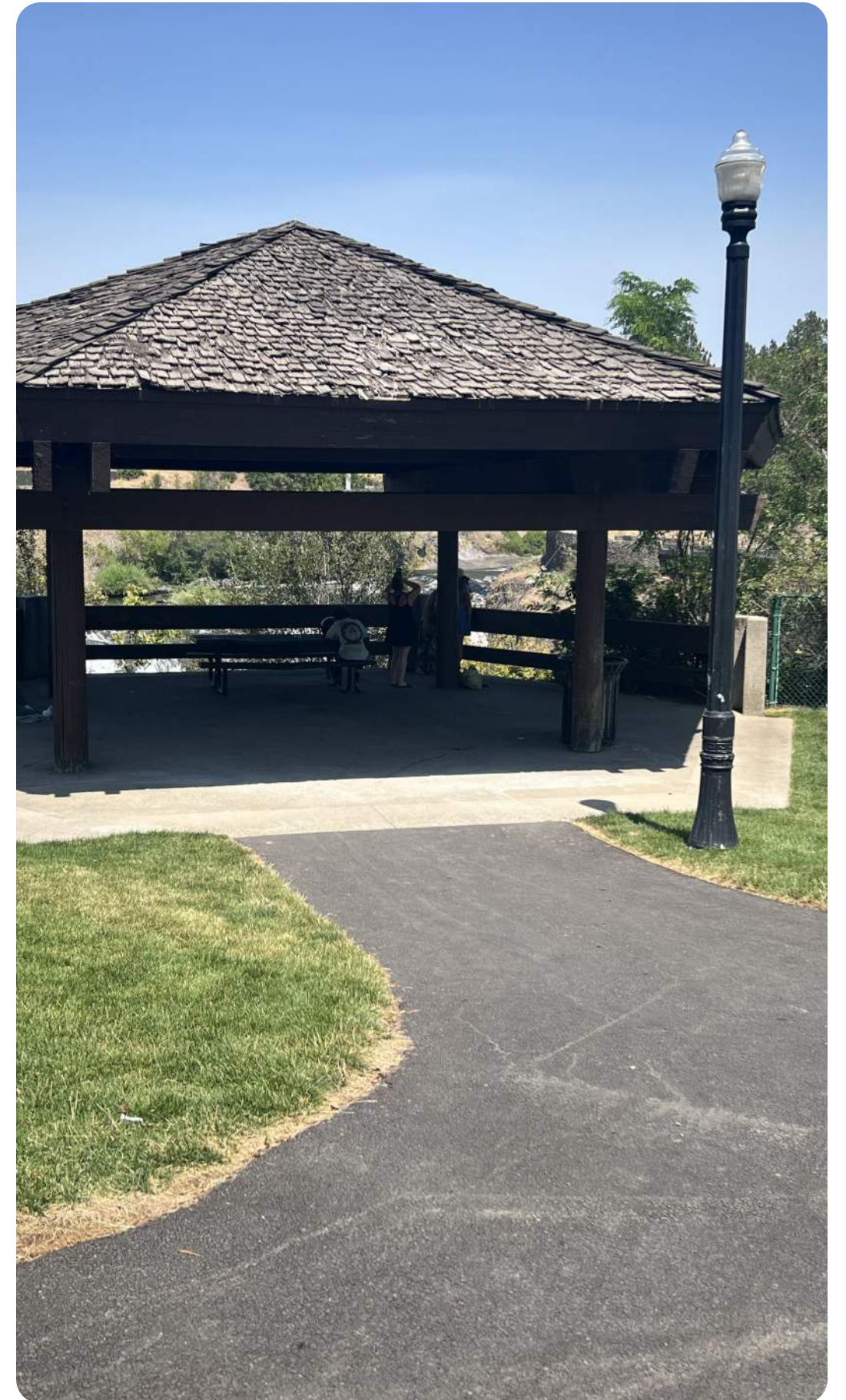
# Introduction

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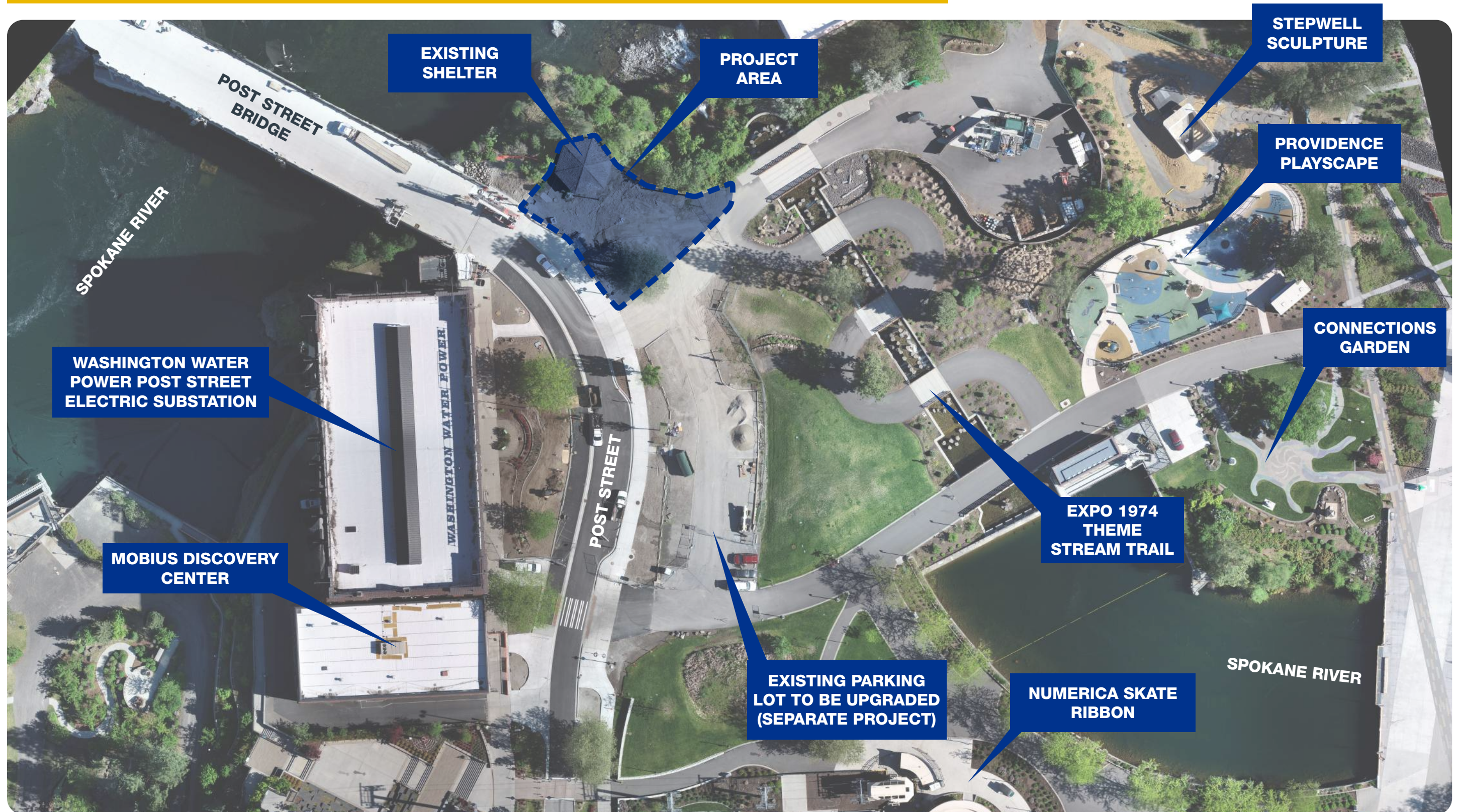
Say “Hello” to the Lions Learning Center, an exciting outdoor classroom project located in the heart of Riverfront Spokane, right on the Spokane River. This space offers stunning views of the river and the newly renovated Post Street Bridge. Currently in the concept design phase, the project is a collaboration between the Lions Club and Riverfront Spokane, united by the **vision of creating a safe, fun, and comfortable venue for teaching and learning.**

The design process began with a series of insightful meetings involving key stakeholders, including members of the Lions Club, local educators, program leaders from the adjacent Mobius Discovery Center, and teachers from nearby Lumen High School. These discussions helped identify essential site features and priorities to guide the project within a realistic budget.

In the following pages, you’ll find the final concept design, which showcases a thoughtful approach to creating a community-centric space, with education at its core. At the end of the document, a Rough Estimated Cost Estimate outlines the next steps. We invite you to share in our enthusiasm and support as we move toward bringing this transformative project to life.



# Site Location



# Stakeholder Feedback

## Needs:

1. Provide accessible walkway from Post Street and Theme Stream Trail to shelter without needing stairs, ramp or handrails.
2. Replace Roof
3. Replace shelter lighting
4. Seating for 15-30 students under shelter (comfortable for all ages) with smooth surfaces for students to write on
5. Presentation Board (White Board or Chalk Board)
6. Lockable weather-proof cabinets
7. Breakout space with seating
8. Fence and gate, but balance the sense of feeling open but secured
9. Install electrical outlets
10. Three-panel Lions Club Signage
11. Title / Entry Signage

## Wants:

1. Drinking Fountain
2. Hand Washing Sink
3. Built in Educational Features (Sustainable energy pieces, i.e., water collection cistern, solar panels, etc.)
4. Educational Signage
5. Extend existing park WiFi to this shelter
6. Integrate Park Security
7. Mounted projector and retractable screen in lockable mount
8. Outdoor heaters to extend the season

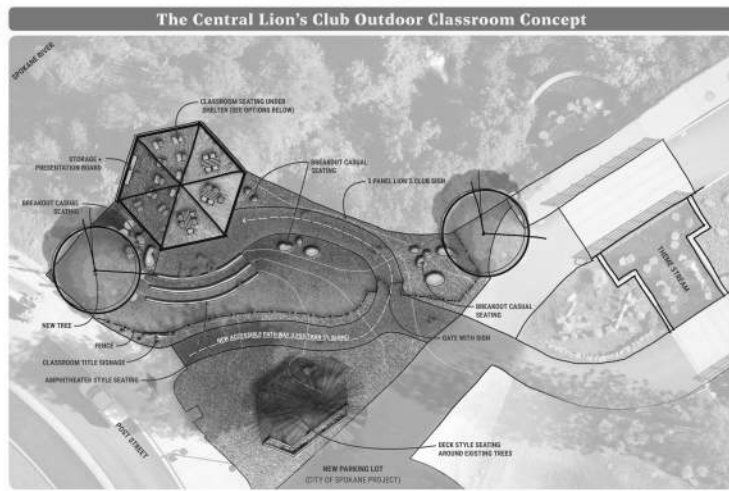
## Project Limitations:

1. All improvements need to be vandal proof and commercial, public park grade (i.e., secured seating, lockable cabinets,
2. Concerns regarding budget
3. Existing Site Grade



# Stakeholder Feedback Tally

## The Central Lion's Club Outdoor Classroom at Riverfront Spokane



### Classroom Seating Layouts

SEATING OPTION 'A' MIXED - SINGLE AND GROUP SEAT 3 0	SEATING OPTION 'B' FLEXIBLE GROUP SEATING 7 0	SEATING OPTION 'C' STATIONARY SINGLE SEATING 0 8
SEATING OPTION 'D' STATIONARY PAIRED SEAT 2 1	SEATING OPTION 'E' STATIONARY SMALL GROUP 7 1	ADD 2 DOTS MAXIMUM ON SEATING OPTIONS

## The Central Lion's Club Outdoor Classroom at Riverfront Spokane

### Classroom Seating

0 3	1 1	5 0	0 5
1 0	1 0	1 0	ADD 2 DOTS MAXIMUM ON SEATING TYPES
1 1	3 0	6 0	3 0

### Alternative Seating (Breakout)

0 1	0 4	3 1	5 0
ADD 2 DOTS MAXIMUM FOR ALTERNATIVE SEATING			
1 0	5 0	3 0	

## The Central Lion's Club Outdoor Classroom at Riverfront Spokane

### Storage + Visual Display Options

4 0	3 0	0 2	1 1
0 1	1 1	3 0	ADD 2 DOTS MAXIMUM ON STORAGE + DISPLAY OPTIONS
4 0	1 0	1 3	0 1

### Enclosure + Screening from Post Street

1 1	0 3	0 3	1 0
ADD 2 DOTS MAXIMUM FOR FENCE STYLES			
3 1	6 0		

## The Central Lion's Club Outdoor Classroom at Riverfront Spokane

### Title Signage

0 3	0 3	0 3	ADD 2 DOTS MAXIMUM ON TITLE SIGNAGE STYLES
			0 3

### 3-Panel Signage

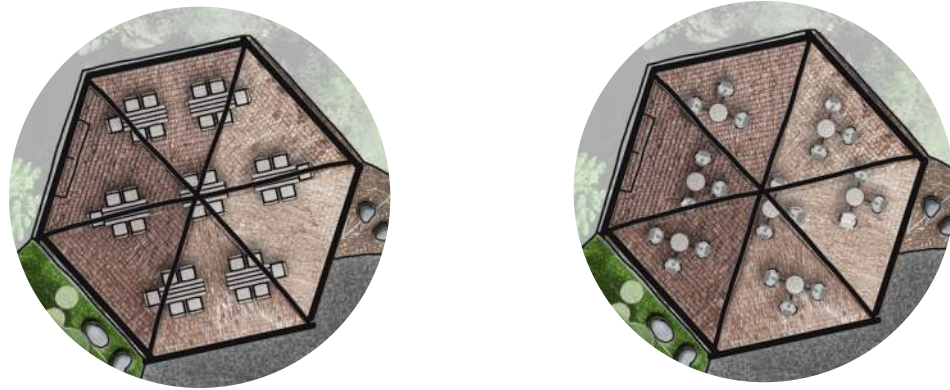
ADD 2 DOTS MAXIMUM ON 3-PANEL SIGNAGE STYLES	0 3	0 3	0 3
0 3	0 3		

### Other Amenities

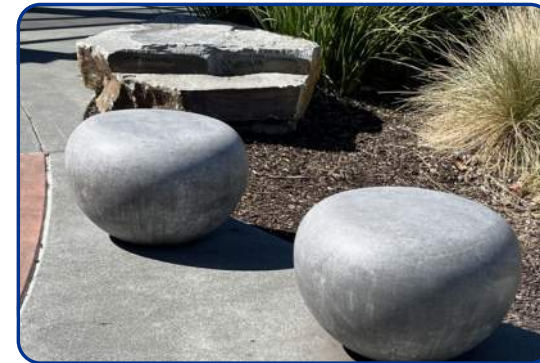
0 3	0 2	0 1	ADD 2 DOTS MAXIMUM ON OTHER AMENITIES
1 1	4 0	0 1	1 1
5 0	4 0	2 0	1 0

# Stakeholder Preferences

## Classroom Seating Layout



## Breakout Seating Type



## Classroom Seating Type



## Fence



## Storage & Display Type



## Signage





# Recommended Plan



## Features:

1. Provide accessible walkway from Post Street and Theme Stream Trail to shelter without needing stairs, ramp or handrails.
2. Replace Roof
3. Replace shelter lighting and install electrical outlets
4. Seating for 15-30 students under shelter (comfortable for all ages) with smooth surfaces for students to write on
5. Presentation Board (White Board or Chalk Board)
6. Lockable weather-proof cabinets
7. Breakout space with seating
8. Fence and gate, but balance the sense of feeling open but secured
9. Three-panel Lions Club Signage
10. Title / Entry Signage
11. Amphitheater style seating, built into slope with space for presentation

## Wants:

1. Drinking Fountain
2. Hand Washing Sink
3. Built in Educational Features (Sustainable energy pieces, i.e., water collection cistern, solar panels, etc.)
4. Educational Signage
5. Extend existing park WiFi to this shelter
6. Integrate Park Security
7. Mounted projector and retractable screen in lockable mount
8. Outdoor heaters to extend the season









NEW PARKING LOT  
(SEPARATE PROJECT)

DECK HANG OUT SPACE  
UNDER EXISTING TREES  
(FUTURE PHASE)

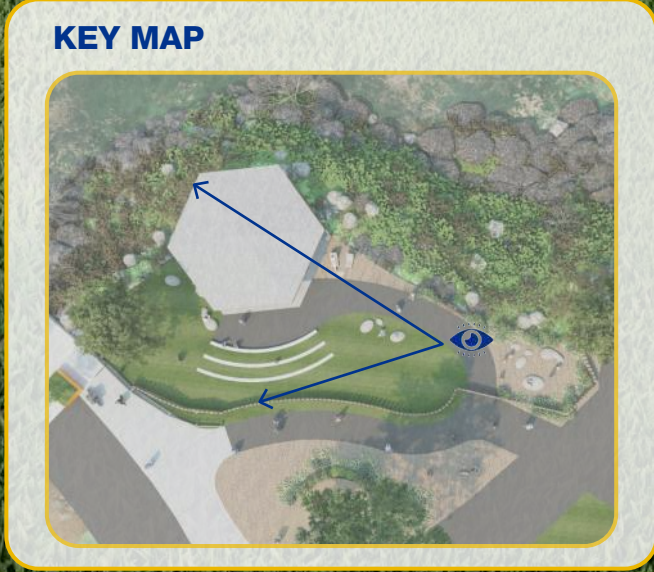
DOUBLE GATE ENTRY  
WITH SELF LATCHING  
CLOSURE AND LOCKING  
MECHANISM

AMPHITHEATER  
SEATING

BREAKOUT  
SEATING

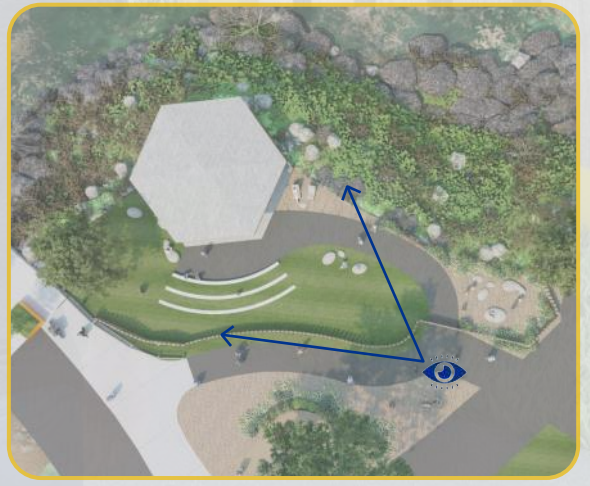
RAILROAD SLEEPER  
INSPIRED FENCE  
BALANCING OPENNESS  
AND SECURITY

NEW ROOF AND  
SHELTER REPAIRS





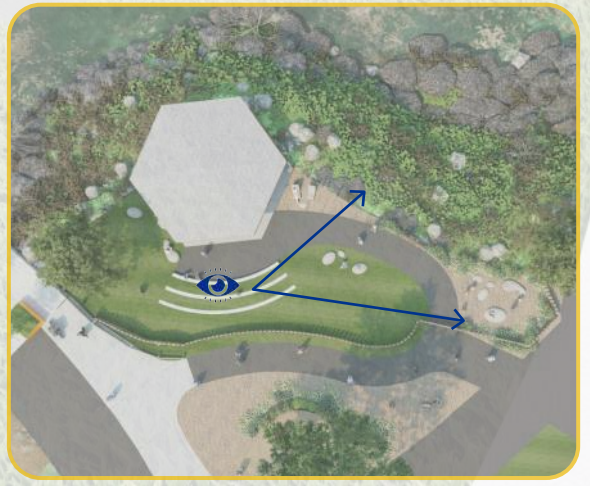
KEY MAP







KEY MAP





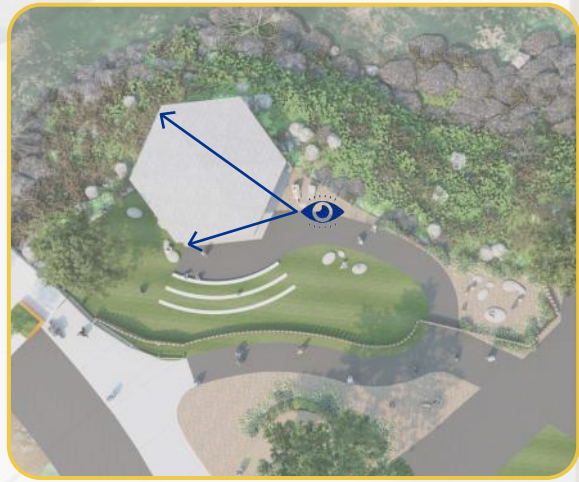


KEY MAP



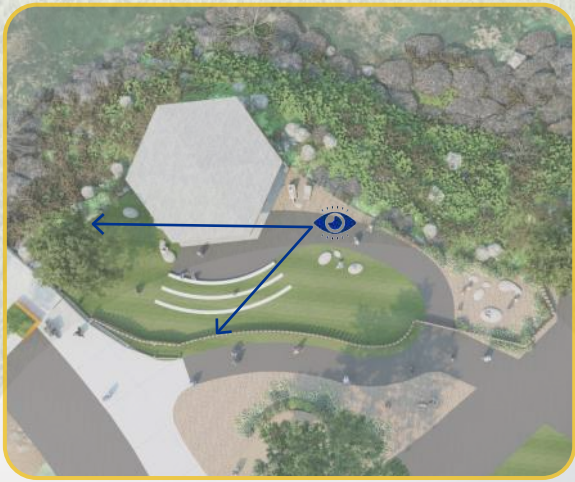


KEY MAP





KEY MAP



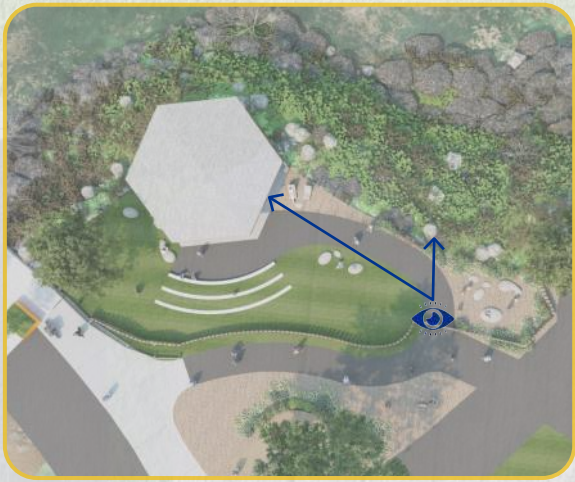


KEY MAP





KEY MAP





# Three Panel Signage Details



## All Panels

- Each Panel to be made of a 8" Wide x 1" thick powder coated steal frame.
- Signage panel to be 3/8" thick steel metal panel either vinyl coated or laser cut, as identified below.
- All graphics and colors to be approved by Lions Club and Spokane Parks Commission.

## Panel 1

- 2'-4" Wide x 6'-0" Tall
- Lions Club International Sign\*\*

## Panel 2

- 1'-6" Wide by 6'-6" Tall
- Laser Cut Sign with Name of Classroom\*

## Panel 3

- 2'-6" Wide x 5'-6" Tall
- Timeline Graphic of Spokane Central Lions Club History and Accomplishments\*\*

*\*Name of Classroom and Space will need to be approved by the Spokane Parks Board*

*\*\*Signage Graphics to be designed once funding is obtained, graphics shown are for reference and design intent only.*

# Title Signage Details



ENSURE PLACEMENT OF SIGN TO BE 6" MIN. ABOVE TOP OF EXISTING GUARDRAIL FOR VISIBILITY

## All Panels

- Signage panel to be 3/8" thick powder coated metal panel attached to new fence.
- Each piece to be made of powder coated metal
- Pin letters attached with pin and channel. Letters to be powdered coated 3/8" aluminum
- All graphics and colors to be approved by Lions Club and Spokane Parks Commission.

## Top Panel

- Riverfront Spokane Identifier Panel

## Center Panel

- 1'-8" tall by 5'-8" wide powder coated metal panel sign attached to fence.
- Name of Classroom\*\* and Spokane Central Lions Club sign with Lion Head bas-relief

## Bottom Panel

- 6" tall by 5'-8" wide signage with room for additional sponsor logos and acknowledgments

*\*Name of Classroom and Space will need to be approved by the Spokane Parks Board*

*\*\*Signage Graphics to be designed once funding is obtained, graphics shown are for reference and design intent only.*

# Rough Magnitude of Cost

Construction	QTY	Unit	Cost	Total Cost
Contractor Mobilization	1	LS	\$6,000.00	\$6,000.00
Roof Replacement (Allowance)	1	LS	\$60,000.00	\$60,000.00
Shelter Paint (Allowance)	1	LS	\$5,000.00	\$5,000.00
Earthwork & Grading	4,800	SF	\$3.00	\$14,400.00
Electrical Upgrades (Allowance)	1	LS	\$8,000.00	\$8,000.00
Asphalt Path (3" over 4" ABC)	1,500	SF	\$8.00	\$12,000.00
Concrete Steps (12" wide, 6" tall, with concrete footing)	100	LF	\$102.00	\$10,200.00
Fence	142	LF	\$174.00	\$24,708.00
Seating (Under Canopy) Type 1	6	EA	\$3,335.00	\$20,010.00
Storage Unit w/ attached Chalk Board (surface mount and lock)	1	EA	\$1,500.00	\$1,500.00
Breakout Seating Type 1	2	EA	\$2,587.00	\$5,174.00
Breakout Seating Type 2	3	EA	\$630.00	\$1,890.00
Breakout Seating Type 3	6	EA	\$910.00	\$5,460.00
Breakout Seating Type 4	1	EA	\$1,100.00	\$1,100.00
Breakout Seating Type 5	2	EA	\$1,607.00	\$3,214.00
Furniture Delivery and Install	25%	LS	\$9,587.00	\$9,587.00
Title Signage (Allowance)	1	EA	\$3,575.00	\$3,575.00
3-Panel Signage (Allowance)	1	EA	\$5,000.00	\$5,000.00
24" Box Tree	1	EA	\$300.00	\$300.00
Landscape Area	1,200	SF	\$3.00	\$3,600.00
Grass	2,000	SF	\$1.50	\$3,000.00
Irrigation Field Adjustments	1	LS	\$4,000.00	\$4,000.00
<b>Sub Total Construction Costs</b>				<b>\$207,718.00</b>
<i>Contingency</i>	<i>15%</i>			<i>\$31,157.70</i>
<b>Construction Costs</b>				<b>\$238,875.70</b>
<i>Taxes</i>	<i>9%</i>			<i>\$21,737.69</i>
<i>Design Fee (Current already paid for by Riverfront Spokane)</i>				<i>\$8,230.00</i>
<i>Estimated Final Design Fee</i>				<i>\$16,617.44</i>
<i>Estimated Permit Fees</i>				<i>\$5,000.00</i>
<i>Escalation (Annual)</i>	<i>4%</i>			<i>\$9,555.03</i>
<b>Total Project Costs (Funds Needed)</b>				<b>\$300,015.86</b>





riverfront  
SPOKANE

GRAPHIC STANDARDS



BRAND OVERVIEW .....3

LOGO

PHILOSOPHY ..... 4

LOGO VARIATIONS .....5-6

COLORS.....7

SPACING AND SIZING..... 8

SPECIAL USE LOGO ..... 9

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SECONDARY COLORS..... 11

PHOTOGRAPHY ..... 12

ANGLES..... 13

PATTERNS..... 14

MESSAGING OVERVIEW ..... 15

LOGO APPLICATION EXAMPLES..... 16-17

LOGO



TYPOGRAPHY

abcdefghijklmnop  
ABCDEFGHIJKLMNPO  
1234567890

COLOR



BRAND PROMISE

**Spokane  
starts here.**



ELEMENTS THAT BRING YOUR BRAND TO LIFE

Your logo, typography, colors and patterns are visual brand assets that work alongside clear brand messaging, and a crafted brand experience.

At every touch-point someone encounters the park or its brand—whether to learn more, to experience or become enthralled—all elements of brand come into play. Consistent use of all the branding tools ( language, visual brand assets and experiences ) drive lasting results.

PARK PERSONALITY

- Active
- Exciting
- Urban destination
- Neighborly

VISUAL BRAND

- Contemporary with longevity
- At the edge of edgy
- Sophisticated
- National level events



riverfront  
SPOKANE

This identity is inspired by iconic architecture—the Pavilion and Clock tower—but uses them in a simple and abstract way that's unlike other logos or applications. The lines within the mark are inspired by the cable-work of the Pavilion, a grid of city roads, and the pathways of Riverfront Park.

Modern Green, Pacific Blue and Urban Grey represent the striking juxtaposition of the natural and urban elements that make this park unique.

PRIMARY LOGO

The Primary logo—we like to call it the mosaic logo—features three colors. It may be used vertically or horizontally as shown here. The vertical, three-color format is preferred.

CONSIDERATIONS:

- As a general rule—do not use the logo on a busy background.
- **LEGIBILITY:** always ensure legibility and clarity when considering size.
- **CONTRAST:** ensure sufficient contrast against the background.
- **AVOID CLUTTER:** do not place the logo over a busy photo or background if it compromises legibility.
- The one-color logo may be black, or any of the three logo colors, as long as there is sufficient contrast against the background.
- DO NOT re-create the horizontal logo from the vertical logo, or vice-versa.  
*Note: The weight of the line-work has been customized for each of the 2 logo formats.*





FLAT LOGO

The flat logo may be used in situations where limited color is desired. It is ideal for communications targeted towards more sophisticated audiences or to promote upscale events.

CONSIDERATIONS:

- **LEGIBILITY:** always ensure legibility and clarity when considering size.
- **CONTRAST:** ensure sufficient contrast against the background.
- **AVOID CLUTTER:** do not place the logo over a busy photo or background if it compromises legibility.
- **DO NOT** re-create the horizontal logo from the vertical logo, or vice-versa.

### PRIMARY COLOR PALETTE

Your logo is based on the PANTONE Color Standard specified here. For color matching, refer printers and other suppliers to the current editions of PANTONE Coated Color Bridge Guide.

PLEASE NOTE: Due to the wide range of variables in reproducing color, the values indicated may need to be adjusted for your specific project. It is the responsibility of each vendor to ensure color most closely matches the Pantone Colors indicated here.



**MODERN GREEN**

**PMS 7480**

**71<sub>C</sub> 0<sub>M</sub> 71<sub>Y</sub> 0<sub>K</sub>**

**65<sub>R</sub> 185<sub>G</sub> 122<sub>B</sub>**

**HEX: #41B97A**



**PACIFIC BLUE**

**PMS 2228**

**92<sub>C</sub> 0<sub>M</sub> 34<sub>Y</sub> 0<sub>K</sub>**

**0<sub>R</sub> 175<sub>G</sub> 183<sub>B</sub>**

**HEX: #00AFB7**



**GREY**

**PMS 431**

**67<sub>C</sub> 52<sub>M</sub> 44<sub>Y</sub> 17<sub>K</sub>**

**90<sub>R</sub> 103<sub>G</sub> 113<sub>B</sub>**

**HEX: #5A6771**

CLEAR SPACE

As a general rule, the more clear space around the logo the better. Create a margin of clear space at least twice the width of the clock tower (as illustrated). Other design elements, such as type, photography and illustrations, must not be positioned within the clear space.

FLUSH RIGHT ALIGNMENT

The logo should be right aligned whenever possible.

MINIMUM SIZE USAGE

The vertical logo minimum width is one inch wide.  
The horizontal logo minimum width is one-and-a-half inches wide.

SPECIALTY SMALL SIZE USAGE

The logo may be reduced even further for small specialty items such as golf balls and pens. Be mindful of the clear space and legibility when using the logo at this extremely small size.



1"



1.5"



.5"

### SPECIAL USE MOSAIC LOGO

For civic causes and major events—such as the annual “painting the town” fund raiser for Susan G. Komen—the mosaic logo may be used, in two shades of the event theme color.

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All uses of the special mosaic logo must be approved by Fianna Dickson—[fdickson@spokanecity.org](mailto:fdickson@spokanecity.org).

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Lilac Festival



Susan G. Komen



light color 2

dark color 1



PMS grey

dark color 1

riverfront  
SPOKANE

## PREFERRED FONTS

A robust font family with a full range of weights, styles and open type features, Cresta is a flexible tool in your brand kit. Cresta compliments the new Riverfront Spokane logo.

In keeping with the refinement of the logo, light and regular weight are preferred for copy blocks. Bold weights may be used to add emphasis such as for text heads and short headlines. Be mindful that too many bold headings ( and too many different font styles ) will detract from the professionalism and modernity of the brand.

Cresta is available through Adobe Typekit and may be used freely within your Adobe Creative Suite. Or you may purchase Cresta at <https://www.fontspring.com/fonts/jtd/cresta>.

You do not need to purchase any fonts to use your logo.

## SUBSTITUTE FONTS

When the preferred fonts are not available, Verdana is the preferred font family.

### CRESTA

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

***abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890***

### VERDANA

abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxy 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxy 1234567890***

SECONDARY COLOR PALETTE

Secondary colors are excellent way to add flavor for events, activities and promotions. Mindful use of these colors will express the vibrant energy and adventurous spirit of Riverfront Spokane.

Warmer colors are inviting, exciting, appetizing. Cooler colors evoke contemplation, peace, or wintertime activities.

Use PMS inks whenever possible to ensure the most vibrant color.

These colors should be used as accent color. DO NOT use secondary colors in the primary logo.



**PMS 171**  
 0 C 79 M 83 Y 0 K  
 241 R 93 G 59 B  
 HEX: #F15C3B



**PMS 2025**  
 0 C 56 M 84 Y 0 K  
 246 R 138 G 63 B  
 HEX: #F68A3F



**PMS 1375**  
 0 C 44 M 99 Y 0 K  
 255 R 153 G 64 B  
 HEX: #686A6C



**PMS 136**  
 0 C 26 M 89 Y 0 K  
 255 R 191 G 59 B  
 HEX: #FABF3B



**PMS 128**  
 0 C 14 M 83 Y 0 K  
 245 R 211 G 75 B  
 HEX: #F5D34B



**PMS PURPLE**  
 35 C 88 M 0 Y 0 K  
 171 R 67 G 153 B  
 HEX: #AB4399



**PMS 2127**  
 84 C 44 M 0 Y 0 K  
 11 R 124 G 193 B  
 HEX: #0B7CC1



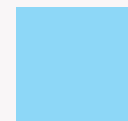
**PMS 2190**  
 60 C 11 M 0 Y 0 K  
 83 R 182 G 231 B  
 HEX: #53B6E7



**CYAN**  
 100 C 0 M 0 Y 0 K  
 0 R 174 G 239 B  
 HEX: 00AEFF



**70% CYAN**  
 70 C 0 M 0 Y 0 K  
 0 R 192 G 243 B  
 HEX: #00C0F3



**40% CYAN**  
 40 C 0 M 0 Y 0 K  
 142 R 216 G 248 B  
 HEX: #8ED8F8

## GRAPHIC ELEMENTS—PHOTOGRAPHY



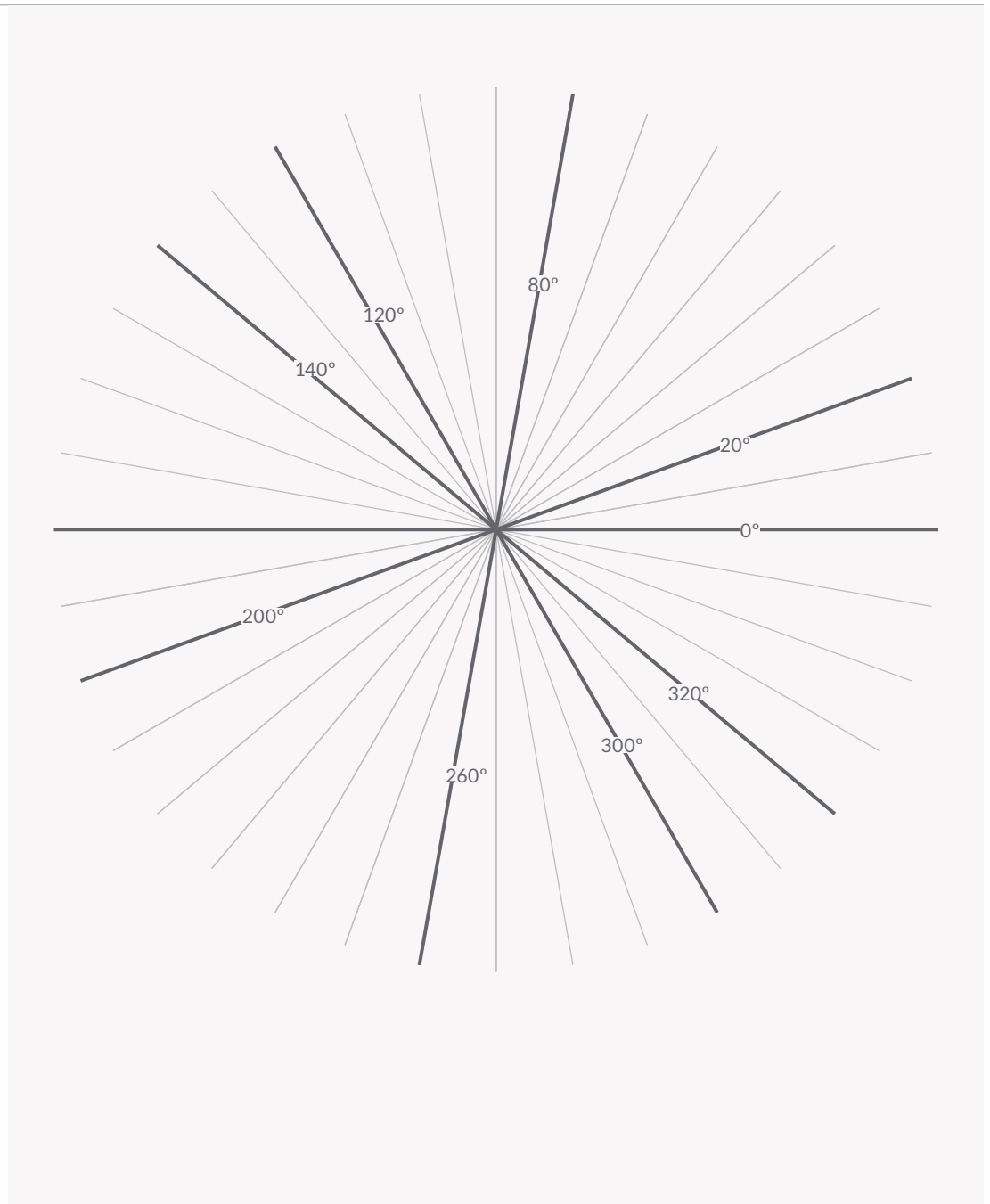
We often hear the mantra “show me don’t tell me,” and photography is an excellent way to do that. With well-curated photography we can capture the personality and tell the personal stories of Riverfront Spokane—as well as reinforce brand messages.

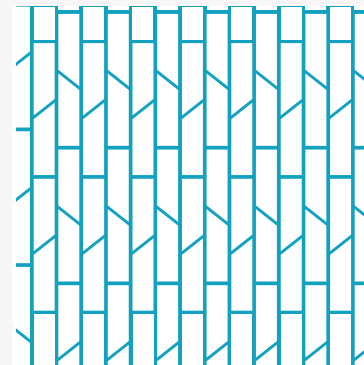
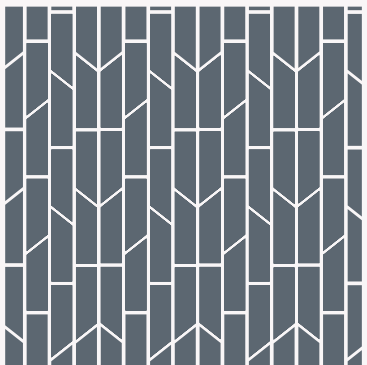
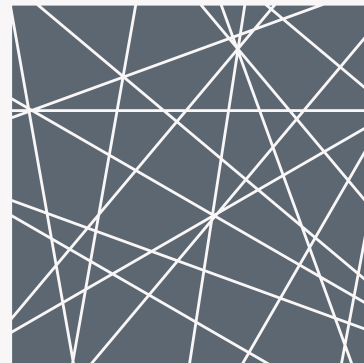
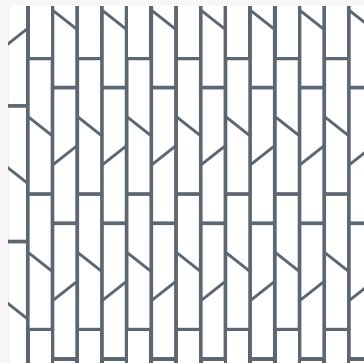
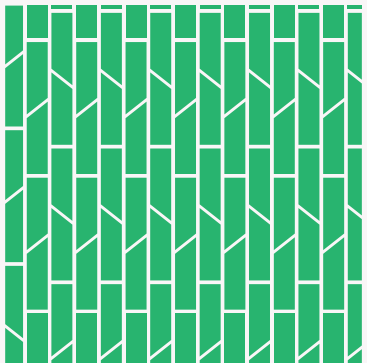
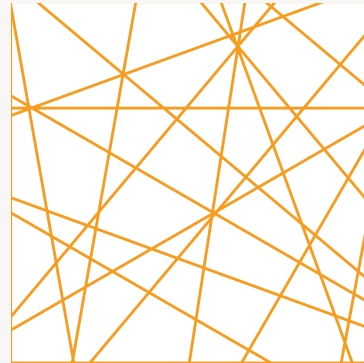
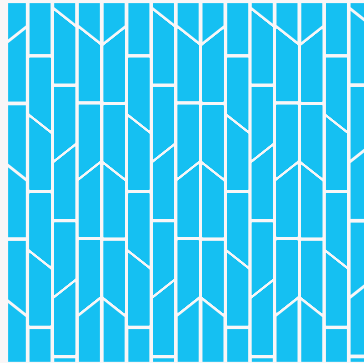
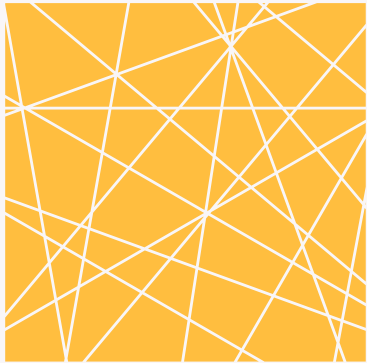
- **PERSONALITY:** Riverfront is active, vibrant, neighborly and natural. Whether people buzz by on the skate ribbon, friends meet before a concert, or workers de-stress in a lunchtime yoga class, Riverfront Spokane brings people together amidst beauty.
- **REAL AND DIVERSE PEOPLE:** Look for a mix of people who represent realistic ages, genders and ethnicities in our community. Riverfront is everyone’s playground. Depict people actively absorbed in an experience instead of passively posed.
- **ADVENTURE:** Select images of people on the go in all seasons: attending a concert, exploring the falls, learning to ice skate. Visceral imagery—the steam rising off a cup of hot cocoa on a crisp winter afternoon, the spray of the roaring falls—is a great way to capture the imagination of visitors.
- **SOPHISTICATED URBAN:** Capture images that show beautiful green spaces set in a modern urban environment. Show images of urban lifestyle combined with local flair to reinforce the “roaring heart of the city” message.
- **REAL PLACES:** Photos should be park-centric and clearly taken in the park or Spokane area. Highlight the powerful falls and modern elements to create a sense of place. Avoid dated images.
- **COLOR:** Look for opportunities to reinforce your brand colors through photography.

ANGLE LINES

Angles are based on 10-degree increments. Angles of the logo are indicated here.

Whenever practical incorporate angles that mirror the angles within the logo, or use 10-degree increments.





### PATTERN

Patterns may be used in any of the primary or secondary colors. They may also be reversed to create colored line-work.

## BRAND PROMISE

### **Spokane Starts Here**

In 1974, Spokane's riverfront area transformed from a railway yard to an urban park, which today stands as a testament to the energy and spirit of our city by the falls. Now the park has transformed all over again, bringing new adventures, activities, and attractions to the roaring heart of the city. Here is something for everyone, in every season—a fully revitalized space for playing, learning, growing, exploring, celebrating, and dreaming big.

## THREE MESSAGE POINTS

### **An adventure for everyone, in every season**

With every change of season, Riverfront Park becomes new again. And for many Spokane residents, a walk through the park has always been a favorite way to celebrate those changes: the first glorious days of summer, the first fall colors, the first snow, the first blossoms. Now those seasonal traditions will be richer and more memorable than ever, with new adventures, activities, and attractions throughout the park—something for everyone, in every season. With a major concert venue at the Pavilion, a dazzling new home for the Looff Carousel, a 1.5-acre regional playground, and an ice ribbon that will host skating in the winter and rollerskating in the summer, the transformation of Riverfront Park will give more people more reasons to explore the park any day of the year.

### **The roaring heart of the city**

When you go to Riverfront Park, you're not getting away from the city. You're going to the city's heart. Standing in the center of the park, you're under no illusion that the city has somehow disappeared. It is, quite visibly, all around you. This is not a place of escape, but of deeper engagement with both the energy and the origins of Spokane. A great "urban park" is not a paradox; it's the height of the urban experience—a place to experience the juxtaposition of our beautiful green spaces surrounded by the best dining, shopping, and entertainment in the region. And now, as the revitalization of Riverfront Park offers more adventures and activities for all ages, all year round, that imaginary boundary between "the park" and "the city" will seem less like a barrier and more like a catalyst—and the heart of Spokane will be all the healthier for it.

### **Inspiration for a city that dreams big**

From Expo '74 to Bloomsday to Hoopfest, Spokane dreams big. It always has. And now, as we progress into an era of unprecedented urban development—with old warehouses made new, and with the region's universities collaborating to make downtown a major academic destination—Riverfront Park is undergoing a transformation nearly as dramatic as when it upgraded from a railway yard to a public park in 1974. The result will be a fully revitalized space for playing, learning, growing, exploring, celebrating, and dreaming big.

LOGO APPLICATION EXAMPLES



This page shows some examples of how the logo might be applied to promotional or specialty items and signage.

Both the wordmark with the bug, and the bug alone may be used on specialty items.

