City Logo Philosophy

The main image of the City of Spokane logo is the Spokane River and the Falls downtown. This image highlights the very reason the City of Spokane was founded here. The river is the natural symbol of Spokane. We are unique in the fact that a beautiful whitewater river flows through our City. Spokane's growth as a community is represented by a bridge that spans the river. The bridge is the link between people and the natural environment of our City. They are two parts that work together to show the quality of life available in Spokane.

The bridge gives a strong, solid base for the type. The type is bold, yet not overbearing. The letters are a combination of serif and san serif fonts, used in all upper case, which lends a sense of sophistication. But the typeface are not staid or stuffy. They have a friendly quality that is important for the City to project.

In its entirety, the logo is simple and clean, which makes it easy for people to recognize and remember. It represents the City of Spokane in a professional, friendly way. The shape creates a strong, solid feeling. The clarity it generates will be of assistance to everyone who works with or views the visual identity of Spokane.

- Klundt-Hosmer Design
Spokane, WA

City of Spokane Logo

The City logo represents a recognizable visual identity for our residents, businesses, and visitors, and is to be applied consistantly to all communications produced for the City. The purpose of the logo is to promote public services that are provided by the City of Spokane and certify that any included information is factual and official. From publications and presentations to broadcast and web sites, consistent usage of the City logo is vital to the success of the City of Spokane's visual identity.

Our logo was carefully designed to mirror our commitment to our community. It is critical that this logo is never to be altered in any way. Repositioning elements, changing the fonts or using unspecified color combinations are not acceptable.

New for 2021 is the addition of a trademark designation (TM). In an attempt to keep costs down, the brand refresh is planned to be implemented through attrition, updating various City collateral and properties as part of the natural replacement process.

Logo Colors

| SPOKANE PURPLE	SPOKANE BLUE	SPOKANE LIGHT BLUE	BLACK	RGB – 0, 0, 0 HEX – FFFFFF CMYK – 0, 0, 0, 100
RGB – 0, 0, 102 HEX – 000066 CMYK – 100, 100, 15, 30	RGB – 0, 102, 153 HEX – 006699 CMYK – 95, 60, 15, 0	RGB – 102, 153, 204 HEX – 6699CC CMYK – 60, 30, 5, 0	WHITE	RGB – 255, 255, 255 HEX – 000000 CMYK – 0, 0, 0, 0

Proper Logo Use

Spacing

A buffer space at least the width of a vertical arch should be retained around the main form of the logo at all times. This space is built into all versions of the logo files. The trademark (TM) is outside of the main form. When possible, a buffer space of at least 0.25 inches is encouraged.
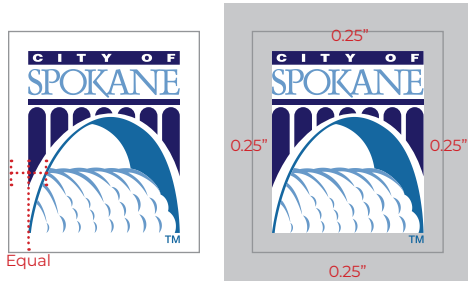

Size

The City logo should not be displayed smaller than 0.5 inches in width, inclusive of the buffer space built into all versions of the logo files. OR, the City logo should not be displayed smaller than 0.5" in height, excluding the TM. Large print versions should be scaled in a vector format (.pdf or .eps).

Contrast

The City logo should always stand out against its background. To that end, all-black and all-white versions are available to increase visibility and readability. If the logo is placed over pictures, ensure the background is simple and has high contrast. The full-color, purple and blue versions of the logo should be used on white and very light backgrounds only.

| 100% | 80% | 60% | 40% | 20% | 0% |
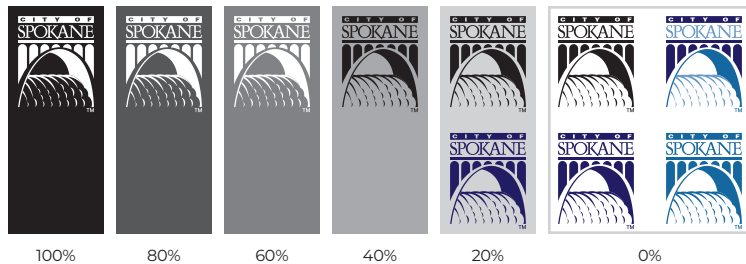
Improper Usage

It is important for the City of Spokane logo to be used consistently to retain brand integrity. Below are examples of improper usage. Logo files should never be altered by departments.

Do not stretch.

Do not square.

Do not squeeze.

Do not change colors.

Do not animate or embellish.

Do not place over distracting backgrounds.

Do not place in a bounding box (the logo is not a postage stamp)

Do not place color logomark on dark backgrounds.