Photo by CODAworx

Logos

Color

Usage

Buildout

Logos

Logos

Primary - Stacked

Vancouver's **primary logo** should be used in square spaces or where horizontal space is limited. Use the full color version as often as possible. Never change the colors in the logo, and never present the one-color logo in any color other than the brand's Navy, Black, or White.

Because of the complexity and multiple colors included in this logo, it should only be used on solid background colors, not busy or colorful ones.

The minimum print size (including embroidery) for the primary logo is 1.5" wide. Never print or embroider this logo smaller than that measurement.

Refer to page 15 for clear space rules.

Full Color

CITY OF
Vancouver
WASHINGTON

Single Color

CITY OF
Vancouver
WASHINGTON

Logos

Primary - Horizontal

Vancouver's **secondary logo** offers a horizontal layout best used when vertical space is limited, such as website headers, letterhead, etc.

Use the full color version as often as possible. Never change the colors in the logo, and never present the one-color logo in any color other than the brand's Navy, Black, or White.

Because of the complexity and multiple colors included in this logo, it should only be used on solid background colors, not busy or colorful ones.

The minimum print size (including embroidery) for the secondary logo is 2" wide. Never print or embroider this logo smaller than that measurement.

Refer to page 15 for clear space rules.

Full Color

Single Color

Logos
Secondary - Wordmark

The **wordmark** should be used in long horizontal spaces only - not for use in squares or horizontally narrow areas.

Use the Navy version as often as possible. Black or White are also acceptable, but never change this logo to any of the other brand colors.

The minimum print size (including embroidery) for the wordmark is 1" wide. Never print or embroider this logo smaller than that measurement.

Refer to page 15 for clear space rules.

CITY OF
Vancouver
WASHINGTON

Logos

Secondary - Circular

The **circular logo is for limited use only. The full color logo is the social media badge for official City of Vancouver social accounts only.** Other department social media accounts use the white logo on navy.

Please contact your administrator for access to this logo.

It has been provided in full color and Navy, as seen here, and also in Black and White. One color logos are useful for advertising, sponsor logos, etc.

Use the full color version as often as possible. Never change the colors in the logo, and never present the one-color logo in any color other than the brand's Navy, Black, or White.

Because of the complexity and multiple colors included in this logo, it should only be used on solid background colors, not busy or colorful ones.

The minimum print size (including embroidery) for the circular logo is 1.5" wide. Never print or embroider this logo smaller than that measurement.

Refer to page 15 for clear space rules.

Full Color

Single Color

Logos

Secondary - Brand Mark

The **brand mark (or badge) is for limited use only.**

Please contact your administrator for access to this logo.

It has been provided in full color and Navy, as seen here, and also in Black and White.

Use the full color version as often as possible. Never change the colors in the logo, and never present the one-color logo in any color other than the brand's Navy, Black, or White. Because of the complexity and multiple colors included in this logo, it should only be used on solid background colors, not busy or colorful ones.

The minimum print size (including embroidery) for the brand mark is .75" wide. Never print or embroider this logo smaller than that measurement.

Refer to page 15 for clear space rules.

Full Color

Single Color

Logos
Departments

Vancouver **department logos** are provided in full color and also in one color variants (Navy, White, and Black) for instances where it is too costly to print, embroider, or etch all 4 colors. One color logos are also useful for advertising, sponsor logos, etc.

The minimum print size (including embroidery) for all department logos is 1.5" wide. Never print or embroider these logos smaller than that measurement.

Refer to page 15 for clear space rules.

If department names need to be changed, or new ones added, please contact Laura.Dutelle@cityofvancouver.us.

City Attorney's Office

Human Resources

Emergency Management

City Manager's Office

Transportation Benefit District

Vancouver City Council

Code Compliance

Office of Equity and Inclusion

Vancouver Police Department

Community Development

Parking Enforcement

Vancouver Fire Department

Economic Prosperity and Housing

Pearson Field Airport

Marshall Community Center

Financial and Management Services

Public Works

Firstenburg Community Center

Homeless Assistance and Resource Team (HART)

Parks, Recreation and Cultural Services

Water Resources Education Center

Portland Design Co

Color

Color
Color Palette

Color palette for City of Vancouver. The logos were provided in full color as well as one color variants in Navy, Black, and White.

Secondary colors highlight and complement the primary palette, adding a sense of trust and reliability to the brand. Secondary colors are great to use as color blocks, pops of color for typography or buttons on the website, etc. Logos should never be shown in secondary colors, and colors within the brand mark badge should never change.
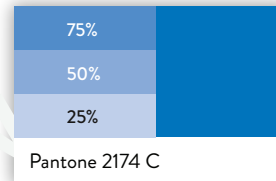
In order for the typography to be effective and legible, use the color guide on the next page to determine high contrast color combinations.

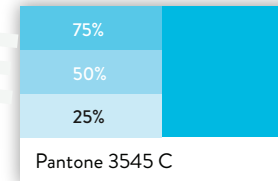Colors will always appear more vibrant on screen than in print.
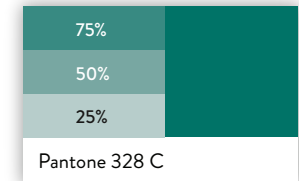
PRIMARY (USED IN FULL-COLOR LOGOS)

	75%	50%	25%

Pantone 2955 C
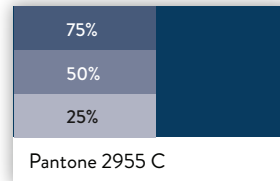
Navy

HEX	003865
RGB	0 56 101
CMYK	100, 52, 0, 58

Pantone 2174 C

Columbia

HEX	0076CE
RGB	0 118 206
CMYK	90, 44, 0, 0

Pantone 3545 C

River

HEX	00BCE1
RGB	0 188 225
CMYK	71, 0, 11, 0

Pantone 328 C

Fir

HEX	007367
RGB	0 115 103
CMYK	100, 0, 56, 30

SECONDARY

Pantone 560 C
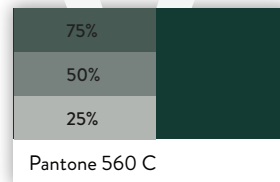
Spruce

HEX	1D3C34
RGB	29 60 52
CMYK	86, 30, 65, 75

Pantone 625 C
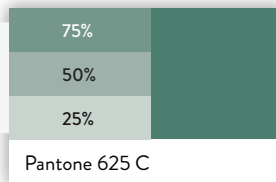
Douglas

HEX	507F70
RGB	80 127 112
CMYK	66, 21, 49, 22

Pantone 5527 C @ 30%
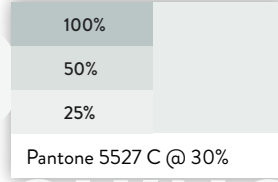
Neutral

HEX	E9EDEC
RGB	233 237 236
CMYK	7, 3, 5, 0

Pantone 262 C
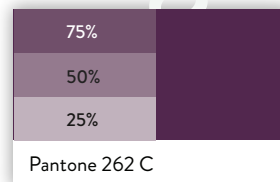
Amethyst

HEX	51284F
RGB	81, 40, 79
CMYK	58, 96, 6, 49

Pantone 2350 C
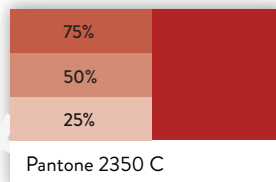
Fire

HEX	AF231C
RGB	175, 35, 28
CMYK	0, 99, 100, 19

Pantone 1575 C
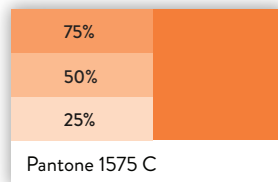
Public Works

HEX	FF7F32
RGB	255, 127, 50
CMYK	0, 59, 90, 0

Color

Color Combinations - Accessibility online and in print

For brand consistency and to maximize color accessibility, use this guide to determine which color combinations are allowed for **typography + graphics** within the Vancouver identity. The top of the chart is labeled with **type color names** and the left side is labeled with **background colors**.

The empty white squares with a strike-through (i.e. Navy text against Columbia) do not pass WCAG 2.0 level AA color contrast ratio tests and should not be used online. This guide should also be used when creating print collateral in order to maintain brand integrity and legibility.

This guide can also be used if you're wondering what background color to place a wordmark on, (for example, a Navy wordmark against Neutral is an accessible color combination, but a White wordmark against River is not accessible.)

TEXT COLOR

BACKGROUND COLOR	NAVY	COLUMBIA	RIVER	FIR	SPRUCE	DOUGLAS	NEUTRAL	AMETHYST	FIRE	PUBLIC WORKS	BLACK	WHITE
NAVY			Aa				Aa					Aa
COLUMBIA												Aa
RIVER	Aa				Aa			Aa			Aa	
FIR							Aa					Aa
SPRUCE			Aa				Aa			Aa		Aa
DOUGLAS												Aa
NEUTRAL	Aa	Aa		Aa	Aa			Aa	Aa		Aa	
AMETHYST			Aa				Aa					Aa
FIRE							Aa					Aa
PUBLIC WORKS					Aa						Aa	
BLACK			Aa				Aa			Aa		Aa
WHITE	Aa	Aa		Aa	Aa			Aa	Aa		Aa	

Usage

Logo Usage
Incorrect Usage

To ensure your logos maintain their brand integrity, do not:

01 Compress

02 Stretch

03 Rotate/use vertically

04 Alter logo colors

05 Use non-ADA colorways

06 Reproduce as a tint or transparency

07 Use a drop shadow or add special effects

08 Add extra elements

09 Fill with a gradient

01

02

03

04

05

06

07

08

09

Usage
Clear Space

Use this guide to determine how much clear space is appropriate to leave around each logo without allowing other objects to encroach.

Primary, Secondary, Department logos and Wordmarks—
Use *height of the V in "Vancouver"* to determine clear space on all sides of the mark:

- **Primary:** Use the top edge of the badge as your guide, along with the bottom of "Washington".
- **Secondary:** Use the top, bottom, and left edge of the badge as your guide.
- **Wordmark:** Use the edges of the wordmark as your guide.

Circular—
Use the *height of the V* to determine clear space on all sides of the mark.

Brand Mark—
Use the *height of the lightest blue wave (the wave beneath the land)* to determine clear space on all sides of the mark.

Primary Logos and Wordmark

Circular

Brand Mark

Buildout

Buildout
Photography

Do

01 Use high contrast photos that make your logo stand out, or add a dark/transparent overlay to boost contrast and logo legibility. Use the wordmark-only logos on busy backgrounds.

02 Utilize the negative space in photos for logo placement. Use the full color primary logo when there's a light enough background with plenty of white space.

Don't

03 Do not overlay the logo on busy photography or backgrounds that make the mark illegible.

04 Do not use a White logo against a low contrast background.

01

Photo: CODAworx

02

Photo: Laree Weaver

DON'T

03

Photo: City of Vancouver

04

Photo: Portland Design Co

Buildout
Typography

Font recommendations for web, printed collateral, signage, social media, and any touch-point within the Vancouver brand identity.

These typefaces are open-source and available for download via the links below.

Download IBM Plex Sans

Download ASAP

Download Fira Sans

The ASAP and Fira Sans families also have **condensed versions**. Download all of the font options for these families. Condensed fonts are great for use in tight or small areas where you need to fit a lot of information, such as infographics, footers, etc. All versions within the 3 families above (bold, regular, italic, condensed, semibold etc) are acceptable to use within the Vancouver brand.

Download ASAP Condensed

Download Fira Sans Condensed

Download Fira Sans Extra Condensed

These fonts are also pre-downloaded on the Communications page on the intranet. Simply install them on your system.

How to install fonts on a PC

How to install fonts on a MAC

HEADERS IBM Plex Sans Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

! @ # $ % ^ & * ( ) - + : ” >

BODY COPY ASAP Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

! @ # $ % ^ & * ( ) - + : ” >

AS NEEDED Fira Sans

For secondary call-outs, charts and graphs, nav items and small spaces

Welcome to Vancouver

This new website was developed by putting the user experience first. Using analytics and data, we learned that when users visit our site, they are primarily visiting to pay a bill or fee, apply for a job, get a permit or complete some other service-oriented activity.

More Info
cityofvancouver.us

PORT
LAND

D E S I G N C o

LK@portlanddesignco.com | (207) 318-0243

Photo: City of Vancouver