

BRAND GUIDELINES

JUNE 2014



CITY OF BOULDER OFFICE OF  
**ARTS+ CULTURE**

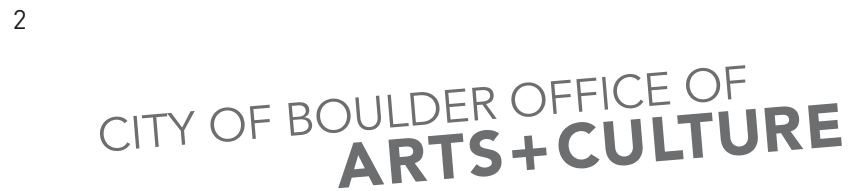
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# IDENTITY STAMP ELEMENTS & ORIENTATIONS

There are 4 configurations of the City of Boulder Office of Arts and Culture (CBOAC) identity stamp available. The identity stamp is comprised of two elements: a brand mark and identity stamp type. Do not alter the size or positioning relationship of the elements.

1. Complete identity stamp
2. Identity stamp type
3. Identity stamp mark
4. Identity stamp square mark



# IDENTITY STAMP USAGE (CBOAC)

The preferred way to use the CBOAC identity stamp is over a white/light background.

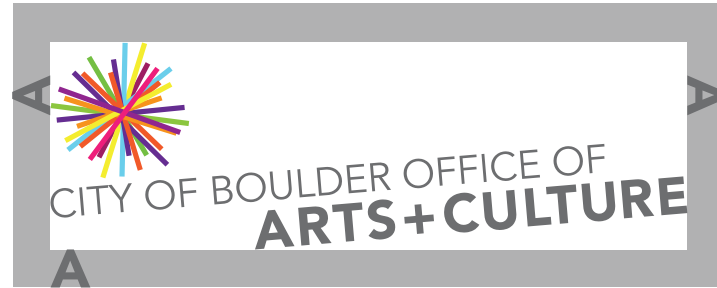
If the identity stamp must be placed on a dark background, or color options are limited, then the CBOAC identity stamp can be knocked out and used on an approved brand color.

Please observe the clear space around the identity stamp to maximize visual effectiveness. Nothing should intrude into this specified clear space.

**A** = CLEAR SPACE

## SMALLEST SIZE

Height= .5"



# IDENTITY STAMP USAGE (BAC)

The preferred way to use the Boulder Arts Commission (BAC) identity stamp is over a white/light background.

If the identity stamp must be placed on a dark background, or color options are limited, then the BAC identity stamp can be knocked out and used on an approved brand color.

Please observe the clear space around the identity stamp to maximize visual effectiveness. Nothing should intrude into this specified clear space.

**A** = CLEAR SPACE

## SMALLEST SIZE

Height= .5"



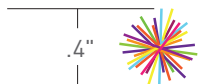
# SPARK USAGE

Depending on the application there are a variety of possible sparks.

1. **HERO** spark (use this spark whenever possible)
2. Secondary spark solid colors
3. Grey scale spark
4. Black or white spark

## SMALLEST SIZE

Height= .4"



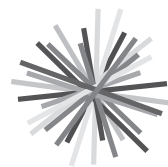
1



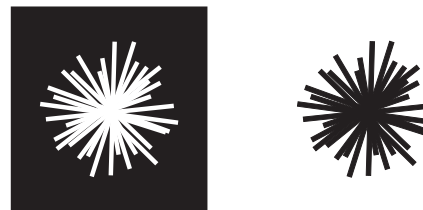
2



3



4




# IDENTITY COLORS

Colors provided in CMYK, RGB, and Pantone.

Please use colors sparingly and with intent.

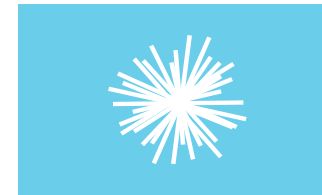
Top 3 tertiary colors are indicated with the spark.



CMYK **58, 49, 47, 15**  
RGB **109, 110, 112**  
Pantone **424 C**



CMYK **40, 70, 0, 38**  
RGB **95, 37, 159**  
Pantone **267 C**



CMYK **51, 0, 5, 0**  
RGB **109, 205, 234**  
Pantone **310 C**



CMYK **0, 80, 95, 0**  
RGB **240, 90, 40**  
Pantone **7579 C**



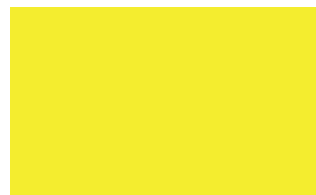
CMYK **0, 50, 100, 0**  
RGB **247, 147, 29**  
Pantone **1495 C**



CMYK **0, 95, 20, 0**  
RGB **237, 42, 123**  
Pantone **213 C**



CMYK **50, 100, 0, 0**  
RGB **145, 38, 143**  
Pantone **513 C**



CMYK **5, 0, 90, 0**  
RGB **248, 237, 49**  
Pantone **394 C**



CMYK **59, 0, 100, 0**  
RGB **116, 191, 67**  
Pantone **360 C**

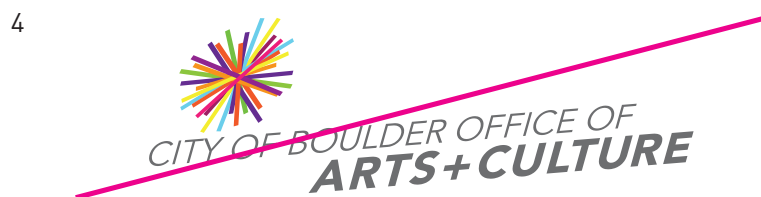
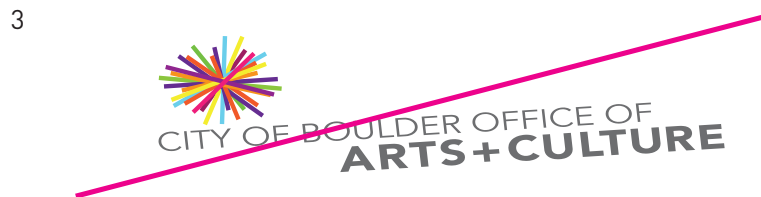
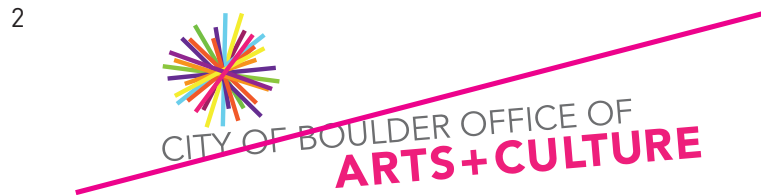


CMYK **35, 100, 35, 10**  
RGB **158, 30, 98**  
Pantone **7648 C**

# INCORRECT IDENTITY STAMP USAGE

## DO NOT:

1. Place the identity stamp on an image
2. Change any of the colors in the identity stamp
3. Scale the identity stamp unproportionally
4. Skew the identity stamp
5. Use the identity stamp as a pattern





# TYPOGRAPHY: PRINT

Use Avenir light, book, medium and bold in all print collateral.

## *AVENIR LIGHT*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## *AVENIR BOOK*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## *AVENIR MEDIUM*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## *AVENIR BOLD*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

# TYPOGRAPHY: WEB

Use Lato light, regular, bold, and black in all web, mobile applications.

Font can be embedded from *Google Fonts*.

## LATO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## LATO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## LATO BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## LATO BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**