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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”
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
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