CITY OF SANDPOINT
STYLE GUIDE

LONE TREE
CREATIVE

SANDPOINT

ABOUT THIS GUIDE

This guide outlines the standard usage of the City of Sandpoint logo in a variety of situations. Included are Pantone colors, CMYK and RGB values, and instructions to ensure the logo looks its best at all times.
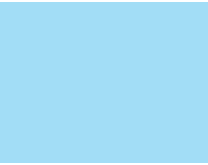
In order to maintain the brand integrity of the City of Sandpoint, it is essential for all vendors to comply with these usage standards at all times.

SKY DOME

SUN

MOUNTAINS

LONG BRIDGE

LAKE

SANDPOINT

"SANDPOINT" LOGOTYPE

Adobe Devanagari

SANDPOINT

PANTONE P 115-4 U	PANTONE P 1-7 U	PANTONE P 158-16 U	PANTONE P 156-15 U	PANTONE P 160-8 U	PANTONE P 175-16 U	PANTONE P 112-4 U	PANTONE P 109-13 U
C: 33	C: 0	C: 67	C: 62	C: 33	C: 29	C: 52	C: 67
M: 0	M: 0	M: 27	M: 16	M: 0	M: 0	M: 8	M: 22
Y: 1	Y: 74	Y: 100	Y: 100	Y: 100	Y: 0	Y: 0	Y: 7
K: 0	K: 0	K: 10	K: 43	K: 0	K: 85	K: 0	K: 0
R: 163	R: 255	R: 96	R: 68	R: 185	R: 48	R: 110	R: 75
G: 222	G: 244	G: 137	G: 109	G: 213	G: 68	G: 193	G: 162
B: 246	B: 98	B: 60	B: 39	B: 50	B: 78	B: 236	B: 206a

CLEARANCE SPACE

In order to ensure that nothing obscures or distracts from the logo, clearance space must be observed. This space is defined as X on all sides, where X is defined as the height of the "T" in the "Sandpoint" Logotype.

Please make certain that the logo is no closer than this clearance space to other elements in the layout, or the edge of the page. When against the corner of a cutline, it is advisable to give space equal to 1.5X.

Do not warp the logo

Do not warp the logo

Do not warp the logo

Do not remove elements of the logo

Do not remove elements of the logo

Do not use individual elements

Do not add effects

Do not blur or distort the logo

Do not place on a distracting background

IMPROPER USE

Please use best judgment to protect the integrity of the logo. Do not warp, distort, or reshape the logo. Do not enlarge or shrink it beyond recognition. Do not use portions of the logo. The logo must be used as a whole at all times. Do not place it on distracting backgrounds. Do not add shadows or other effects. Do not change any of the colors or shapes on the logo.

BLACK & WHITE VERSION

The black & white version of the logo should be used only when necessary, such as monotone newspaper printing, fax sheets, iron branding, rubber stamps, etc.

If a black & white version is necessary atop a dark background, a variant with an additional white outline is provided and should be used.

COLOR KNOCKOUT VERSION

The color knockout version of the logo should also be used only when necessary, such as when a layout absolutely necessitates a dark background, or for embroidering on dark-colored cloth. Every effort should be made to use the standard color version on a light background whenever possible.

DEPARTMENT VERSIONS

The department version is identical to the standard logo, with only the addition of the department descriptor. The text is the same color as the logotype. The knockout version is the same as the standard knockout version, with the tagline being white.

The typeface used for the department subtext is ITC Franklin Gothic Std and the font is Demi Compressed.