



Graphics Standards Manual

Table of Contents

Identity	2
Logo Usage	3
Logo Colors	4
Logo Typeface	5
Logo Backgrounds	6
Tagline	7
Tagline/City Organizations	8
Font/Typography	9
Embroidery	10

Identity

Why Kalispell needs graphics standards

A graphic identity is more than just a logo. It may consist of a symbol, a set of letters or words, a pattern, a set of colors or a combination of these. Creating a graphic identity is extremely important as it is the most visible representation of any organization and should reflect its vision, mission and authority.

The graphics standards in this manual will assist you in the implementation and maintenance of Kalispell's graphic identity.

There are many benefits to following common graphic guidelines. One of the greatest benefits is the formation of an identity with clients and customers. When materials from various Kalispell sources feature consistent graphics, it tells our customers that we are an organization and a community with a clear sense of purpose and identity.

Kalispell Symbol, Logotype and Signature



Logo Usage

The Kalispell logo should never appear at less than 1.5" width in printed materials. Please see page 10 for embroidery sizing.



To allow the logo to stand as a signature for Kalispell, space around the logo is very important. Margins on all sides of the logo should be a minimum of 0.125".

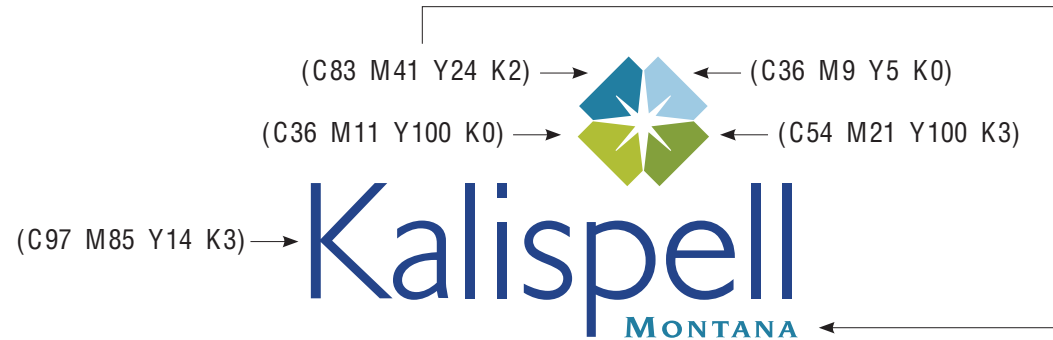


Logo Colors

The following colors are approved for use in the Kalispell logo.

Color (Cyan, Magenta, Yellow and K=Black)

Use the color (CMYK) version whenever possible.



Knockout (White)

The knockout version is for use on a dark background or photograph. When using this version you must ensure that the background color or photograph is dark enough to provide significant contrast for clarity and legibility.

(C0 M0 Y0 K0)



Black

The black logo must always be solid black, not grayscale.

(C0 M0 Y0 K100)

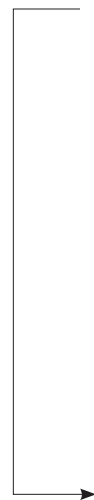


Logo Typefaces

The following typefaces are used in the Kalispell logo.

Gill Sans Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Kalispell
MONTANA

ITC Novarese Std Bold

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Logo Backgrounds

The following are examples of how the logo should be used over fields of color.

Color

May be used over color fields equal to or less than 10 percent.



10% Black

White

May be used over color fields greater than or equal to 30 percent.



30% Black

Black

May be used over color fields less than or equal to 50 percent.



50% Black

Tagline

To maintain the integrity of our brand, we must also maintain the integrity of our tagline. Our tagline can be used on banners, advertising, promotions, presentations and collateral materials.

When used, our tagline should always appear as follows:

Discovery in Every Direction

Do not: alter our tagline by emphasizing words or changing punctuation.

DISCOVERY in Every Direction
discovery in every direction

Tagline Fonts

ITC Novarese Std Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Tagline/City Organizations

Tagline and city organizations as they should appear in relation to the logo.



Font/Typography

Primary Font

Gill Sans Regular is our primary font and should be used for all internal and external materials. It is a sans serif font with an approachable and friendly feel that matches our logo typeface.

Gill Sans Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Electronic Headline Font

Rockwell Std Extra Bold is the main display font on the home page of our website.

Rockwell Std Extra Bold

**abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Electronic/System Font

For online applications or instances in which our primary font is not available, use Arial. Arial is a system font, available on all computers. Examples of these applications include Microsoft® Word, Excel®, online applications that use HTML text and email.

Arial Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Embroidery

Please use the Pantone colors provided to match thread colors as closely as possible. Sizing must be a minimum of 3" in width. Please exercise good judgement when choosing garment colors.



