



Standards  
Guidelines  
City of Port Orchard  
Washington  
Contract No. 034-14

Submitted by  
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#### PORT ORCHARD: SCENIC LIFE BY THE SEA IN A SMALL TOWN COMMUNITY

The logo expresses this unique spirit. The interplay between the water, the sky and the land is represented in the relationships of graphic elements:

Contrasting yet harmonious use of color and typography are employed for the words "port" and "orchard".

The lower edges of the letterforms of the word "Orchard" suggesting the shoreline underscore the important relationship of the town to the water and accentuate the rhythm of the waving lines.

The two waving forms create the sense of water movement, tide lapping, and boat wakes as well as offer a suggestion of celebration like streamers in the wind. Their woven relationship refers to the community interchange.

#### CORRECT USE OF THE PORT ORCHARD LOGO

The spacing, colors, fonts and size relationships shown must be maintained. Please use the digital file provided only. Do not attempt to recreate the logotype. The logo is created with custom-crafted type forms which can never be replaced by a font.

The wave forms can also be used as accent design elements. See page six for details.



FULL COLOR  
PREFERRED  
VERSION






GRAY SCALE



ONE COLOR LINE ART



PORT ORCHARD  
COLOR PALETTE

				
CMYK	Port: 76 C 20 Y	Orchard: 79 C 52 Y	Wave Green: 36 C 7 M 94 Y 1 K	Wave Aqua: 57 C
RGB	Port: 0 R 160 G 219 B	Orchard: 61 R 117 G 186 B	Wave Green: 173 R 195 G 64 B	Wave Aqua: 82 R 202 G 245 B
PANTONE	Port: PMS 2995U	Orchard: PMS 300U	Wave Green: PMS 397U	Wave Aqua: PMS 305U

#### APPROVED VERSIONS AND USAGE OF PORT ORCHARD LOGO

- b. Use the full color version of the logo whenever possible. If color reproduction is not available, use either the grayscale option or line art options provided.
- c. Black is the preferred line art option. When using the white line art option follow these guidelines, maintaining the clear space specified on page five. The background can be black or one of the four palette colors. The white logo may be placed over a photo where there is sufficient contrast between the logo and the photo. See example. Only the white line art option can be used on a background other than white. The color, grayscale and black options must be placed on a white field using the clear space specified on page five.

#### PORT ORCHARD COLORS

- a. These four colors provide the palette for all printed applications. When used separately from the logo, these colors can be lightened or darkened if necessary. See examples on page six.



PROHIBITED



PROHIBITED USE OF THE PORT ORCHARD LOGO

- a. Do not attempt to recreate the logotype. The logo is created with custom-crafted type forms which can never be replaced by a font or reproduction.
- b. The Port Orchard logo is comprised of three distinct elements: the word "Port", the word "ORCHARD" and the wave forms. No alterations may be made to this configuration. The typography of the Port Orchard logo can never be used separately from the waves. Do not change the size relationship, location of the words or rotation of the type. In logo use, the waves must not be altered in any way.
- c. Do not add extraneous effects, crop, compress or stretch, distort, outline, skew or rotate the logo or any of its parts in any way.
- d. Do not use the logo or any of its parts as a repeating pattern.
- e. Never crop or place anything on, under, or in front of the logo mark. The logo is never transparent or translucent.
- f. The Port Orchard logo may only be used in the specified colors, grayscale, black or line art as shown on page three. Use only the official files provided.
- g. No shape other than a white rectangle should be used for the color version of the logo, when a container shape is necessary. If the logo is being used in white, Follow the clear space guidelines on page five and the color background guidelines on page three.





#### CLEAR SPACE SPECIFICATIONS



#### TYPOGRAPHY

### ITC Century Light

Text, subheadings

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz

### Franklin Book Gothic

Headings and Captions

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

#### PLACEMENT

- Minimum clear space surrounding the logomark must be maintained as shown. Measurements are calculated using a square that is 12% the width of the logo in use.
- The logomark should be placed where there are no visual distractions interrupting it or its clear space. No text, graphic element, stitching, edge etc. should interfere with that clear space.

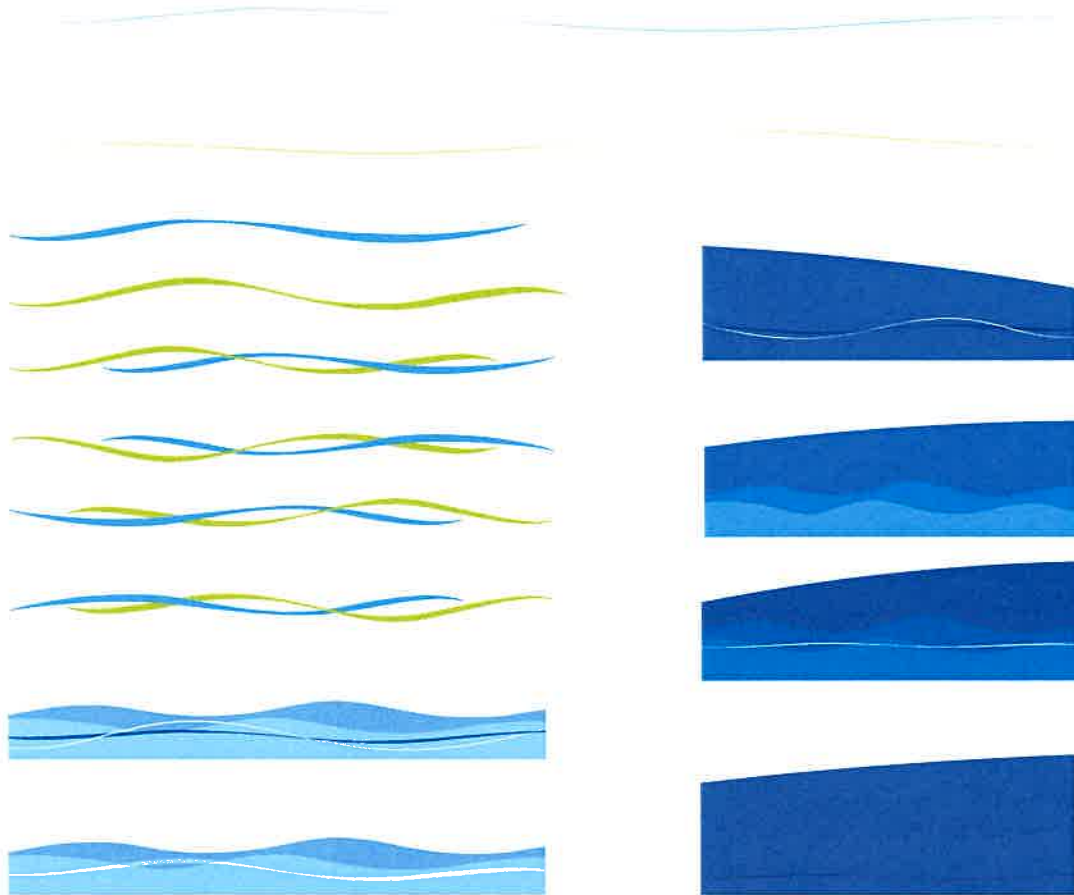
#### TYPOGRAPHY

ITC Century Light  
Franklin Gothic Book

- In text usage apply the following preferences:  
The primary font for text and subheadings is ITC Century Light. The primary font for headings and captions is upper case Franklin Book Gothic.
- Consistent and exclusive use of these fonts is critical in reinforcing the continuity of the Port Orchard look and feel.



## WAVE ELEMENTS



## DESIGN ELEMENTS

- a. The waving lines can be used separately from the logomark as design devices.
- b. The value of the color can be darkened or lightened for optimum effect, remaining within the family of colors specified in the palette on page three.

