

CLIENT

Lakewood Chamber of Commerce - Lakewood, Washington
6310 Mt Tacoma Dr SW, Lakewood, WA 98499

POINT OF CONTACT:

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(253) 582-9400

Website Property: www.seelakewood.com

Industry: Tourism

BRAND IDENTITY

JUNE 2024

WWW.SEELAKEWOOD.COM

“See Lakewood”

LOGO VERSIONS ALLOWED

Use these Logo versions only:

MASTER VERSION



GREYSCALE



REVERSED GREYSCALE



NO-TEXT (ICON)



COLOR PALETTE

LIGHT MEANS THE LIGHTEST BACKGROUND COLOR OF EACH EMBLEM IN THE 4-PART ICON
DARK MEANS THE DARKEST BACKGROUND COLOR OF EACH EMBLEM IN THE 4-PART ICON

**THE GRADIENT FOR EACH EMBLEM IS
TOP (LIGHT) DOWN (SEMI-DARK)**

The light area is curved up to give the background of the element a glass effect half way from top to middle of the colored background of the emblem area.

ICON SUMMER SEASON

LIGHT: RGB #F0DA15 CMYK 8 8 100 0

ICON SUMMER SEASON

DARK: RGB #F2BE58 CMYK 4 26 77 0

ICON FALL SEASON

LIGHT RGB #F2C2A0 CMYK 3 27 37 0

ICON FALL SEASON

DARK RGB #CC0705 CMYK 3 100 100 0

ICON SPRING SEASON

LIGHT RGB #D2E6A2 CMYK 18 0 47 0

ICON SPRING SEASON

DARK RGB #399743 CMYK 78 17 100 3

ICON WINTER SEASON

LIGHT RGB #D4E7F0 CMYK 15 3 3 0

ICON WINTER SEASON

DARK RGB #2E4199 CMYK 95 88 2 0

The "WHITE" icons that make up each season is RGB #FFFFFF CMYK 0 0 0 0



COLOR PALETTE FOR TEXT

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SEE - GRAY RGB #898A87 CMYK 48 40 43 5
LAKEWOOD - CHARCOAL RGB #2D302A CMYK 68 60 69 64
WASHINGTON - CHARCOAL RGB #2D302A CMYK 68 60 69 64

ICON COLOR PALETTE OUTER SHELL

ICON BORDER: BLACK #000000 CMYK 72 68 67 88
ICON BACKGROUND: WHITE #FFFFFF CMYK 0 0 0 0

The black border is spaced 4-pixels width from the 4-emblem section
The spacing between the 4-emblem sections is 4-pixels width

TYPOGRAPHY

SEE - Bold Great Vibes “Uppercase” S “lowercase” E’s

LAKEWOOD - Bold BankGothic No Stroke (ALL CAPS)

WASHINGTON - Bold BankGothic No Stroke (ALL CAPS)

See LAKEWOOD
WASHINGTON

“SEE” is placed under the “L” in Lakewood.

Lakewood has a 3 pt stroke (WHITE)

The “L” in Lakewood cuts into the lowercase

“e” at four points

“SEE” is angled slightly rightside up

The “S” dips below and rises above “L”



LOGO SPACING AND MINIMUM SIZE

Clear area: The minimum amount of space that should be given to each side of the logo so that it is clearly displayed. 100 pixels or more TOP, LEFT, BOTTOM, RIGHT (padding / margin)

Minimum size: The minimum size that the logos should be reproduced on screen or in print, in order to maintain legibility. 250 pixels width 1:1 ratio.

USAGE GUIDELINES

Logo Usage Policies for Web and Print

Proper Usage Guidelines

- 1. Display Consistency:** The logo must always be displayed in its original form and proportions. It should not be stretched, compressed, or otherwise distorted.
- 2. Color Scheme:** The logo should always be used in its designated colors. If a monochrome version is required, only approved greyscale versions are allowed (No White, No Black only).
- 3. Clear Space:** Maintain a clear space around the logo to ensure visibility and impact. This space should be free of any other text or graphic elements.
- 4. Size Requirements:** Ensure that the logo is legible at any size. Minimum size requirements are 4 inches for print and 250 pixels width for web at 1:1 ratio.

Inappropriate Usage Guidelines

- 1. No Distortion:** Do not stretch, compress, rotate, or otherwise distort the logo.
- 2. No Color Changes:** Do not change the logo's colors. Always use the approved color palette.
- 3. No Alterations:** Do not add any effects such as shadows, gradients, or patterns to the logo.

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4. No New Fonts: Do not introduce new fonts or modify the text within the logo.

5. No Reconfiguration: Do not reconfigure or separate elements of the logo. The logo must be used as a single unit (the icon can be used separately)

6. No Background Clutter: Avoid placing the logo on busy or cluttered backgrounds that could reduce its visibility.

By adhering to these guidelines, you help maintain the integrity and recognizability of our brand. If you have any questions or need specific logo files, please contact Linda Smith @ lsmith@lakewood-wa.com.

NO EXCEPTIONS POLICIES

Embroidery and Fabric Usage Policy

The logo is not permitted to be embroidered on any fabric or other mediums. It may not be placed on any fabric where the icon's 4-emblems may become distorted. This includes, but is not limited to, fabrics that are stretchy, textured, or uneven, which could compromise the logo's integrity and visibility. For any branding on fabric, please consult with Linda Smith @ lsmith@lakewood-wa.com to explore approved alternatives.

Usage of the Word "WASHINGTON" in the Logo

The word "WASHINGTON" as shown in the logo is to be used exclusively when the logo is displayed or printed as all capitals. It must NOT be used in any standard text, including documents, advertisements, emails, or social media posts where "See Lakewood" is written. For these contexts, please use "See Lakewood" only.

When to use "SEE LAKEWOOD"

When "SEE LAKEWOOD" is written as a header (top of page) in documents, advertisements, emails, social media posts, or any context where the logo is not used, it must be written in all capitals as "SEE LAKEWOOD" with a space between "SEE" and "LAKEWOOD".

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When to use "See Lakewood"

When "See Lakewood" is written as a title or referenced within a paragraph in documents, advertisements, emails, or social media posts where the logo is not used, it should be written as "See Lakewood" with the "S" and "L" capitalized and a space between "See" and "Lakewood".

Web Address Usage "See Lakewood"

When referencing See Lakewood as a web address, it should be written as www.seelakewood.com in a sentence as all lowercase letters. In Headings and Titles areas, the web address can be written in ALL capitals. The web address must not be included with the displayed version of the logo or logo icon.

While it is permissible to use non-www and https:// versions of the web address to clarify a link, please refrain from using these versions of the URL in displayed references within marketing materials.

Usage of Articles with "See Lakewood"

When writing "See Lakewood" in any form, the articles "The," "the," "A," and "a" should not be included.

ICON Color Only

The icon will only be displayed by itself in full color. Any other variation is prohibited.

WHITE and BLACK versions of logo

The full logo (icon + wording) does not have a FULL white or FULL black version. Other than full color, the logo can only be displayed in greyscale, or stroked white on the preferred charcoal background. If the logo can only be displayed on a black background, this is allowed if charcoal background can not be used.

DOWNLOAD LOGOS HERE:

<https://www.dropbox.com/scl/fo/dmddhm7sjua18dwahp9e1/ANJe8I5eRTQ2IzvBkAdPOTQ?rlkey=duqa6omb714jbsg6qqzy92e0u&dl=0>