

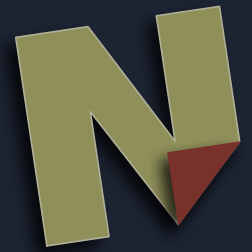
April 2011

**BRAND GUIDELINES**  
FOR SOUTH PARK  
(ENGLISH)

Client  
City of Seattle, OED  
& ECOSS as Fiscal Sponsor

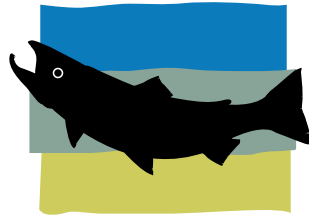
**South Park Brand**  
**Created March 2011 by Noise w/o Sound**

This guide is an effort to introduce cohesive brand standards for South Park, including colors and consistently used typefaces for all materials. The purpose of creating the guideline is to strengthen the brand and improve the recognition and unity of the South Park neighborhood and all associated programs — this can be done only with your help. Any materials not built to the following specifications should be phased out and be replaced with versions that are in harmony with the new brand.



[noisewithoutsound.com](http://noisewithoutsound.com)

noise



# SOUTH PARK

Catch the Culture

## South Park: *Catch the Culture*

### **Salmon: Resiliency**

We share a heritage of resiliency in South Park. Like the persistent salmon, our community strength comes from vision, dedication, and plenty of honest hard work. Our neighborhood includes a busy community center, working farmland, industrial parks, and a wildlife river corridor. We are students, parents, business owners, artists, machinists, environmentalists, and civic leaders. Some of us, like the salmon, have migrated across oceans to thrive near the Duwamish River.

### **Three Banner Colors: History, Industry, Community**

#### **History**

South Park families arrive from many parts of the world to build their dreams here. Visitors can learn about the history of the Duwamish people who first fished along the river and farmed its shores, and the more than 150 years' of immigrant families who have settled and flourished in South Park.

#### **Industry**

South Park is a pulsing hub of industry, and an important part of Seattle's success as a port city. Shipping from Elliot Bay arrives via the Duwamish Waterway. Business parks and industrial facilities support manufacturing, recycling, and nearby aerospace, all conveniently located just north of SeaTac and surrounding industrial areas.

#### **Community**

We are a community of character. For decades the citizens of South Park have raised strong families, farmed the fertile land, and forged independent businesses. We embrace our diverse histories, languages, and cultures with a community of caring, family-oriented neighbors.

South Park residents ensure neighborhood safety, health, and happiness by working together.

In the 1960s we spoke up to defend our residential homes. In the 1980s we rebuilt our community center to support play and learning for everyone. Today we still face our community challenges together, whether it's to rally for the rebuilding of the bridge, or to preserve our local environment with annual Duwamish Alive! community cleanup and restoration events.

BRAND STORY

**Quick Visual Guide**  
**Basic Logo & Brand Guidelines at a Glance**

**Client:**  
**South Park Neighborhood**

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**Primary Logo**



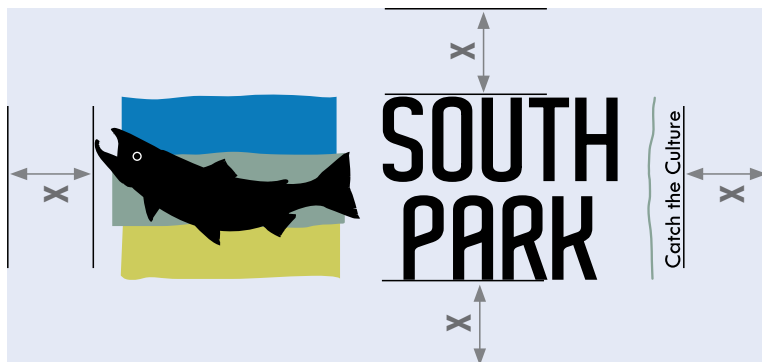
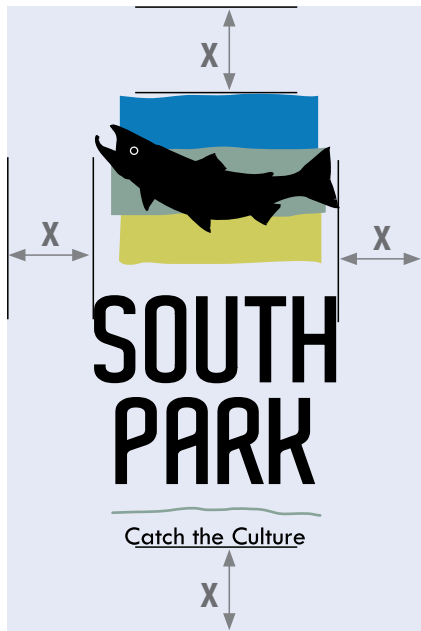
**Secondary Logo**



## Quick Visual Guide Basic Logo & Brand Guidelines at a Glance

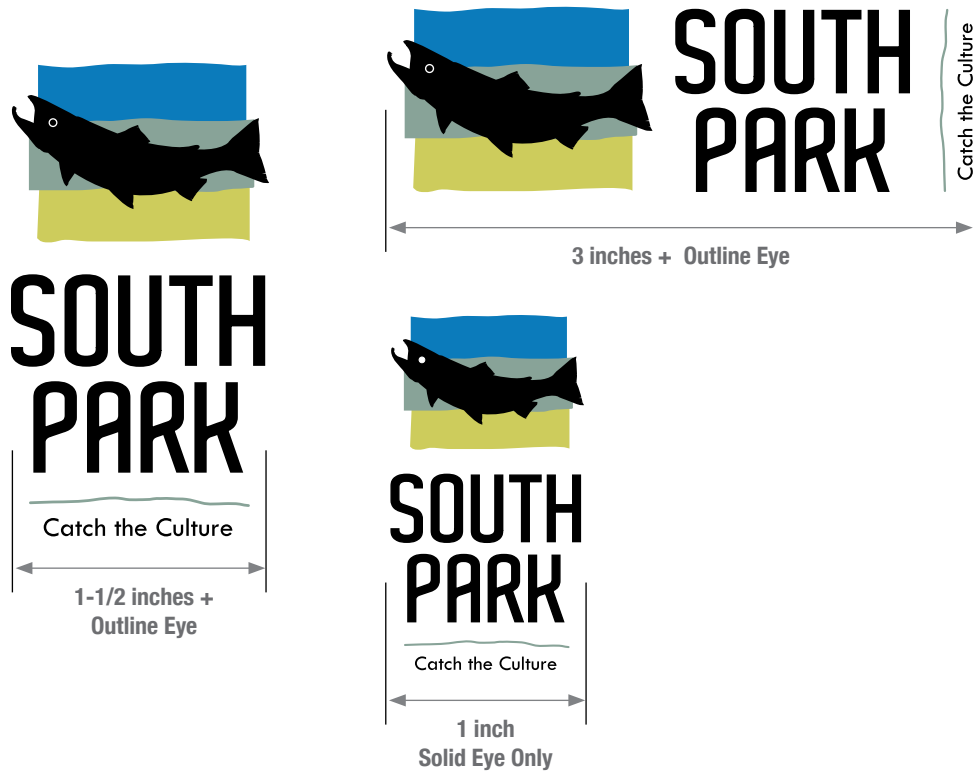
### Logo Clearance

Light blue indicates Clear Space. The blue area MUST be kept free of other elements. The minimum required clear space is defined by the measurement "X" (equal to the height of the uppercase letters in South Park).



**Quick Visual Guide**  
**Basic Logo & Brand Guidelines at a Glance**

**Minimum Logo Widths + Heights for Alternative Logos**



**Alternate Color Backgrounds + Reverse Logos**

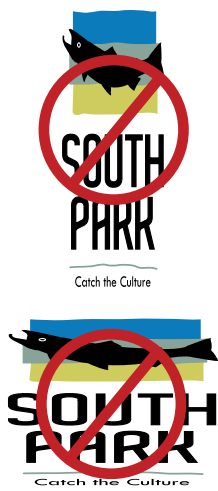


# Quick Visual Guide Basic Logo & Brand Guidelines at a Glance

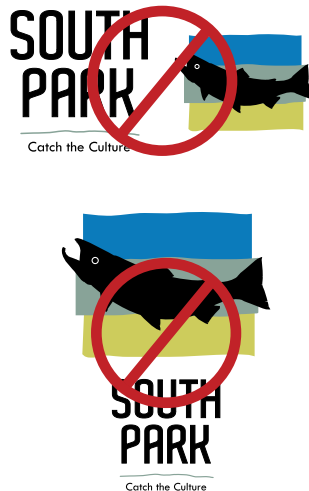
## Neighborhood Affiliate Logo Usage



## Don't Abuse the Logo



Don't Stretch  
or Distort Logo



Don't Change Icon  
Size or Position



Don't Change Colors  
or Fonts

# Quick Visual Guide

## Basic Logo & Brand Guidelines at a Glance

### Social Profiles + Website Favicon



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### Color Palette

#### Primary Colors



Pantone 285  
83C 41M 0Y 5K  
11R 123G 187B  
#0a7bbb



Pantone 5625  
25C 0M 21Y 34K  
136R 163G 152B  
#88a398



Pantone 398  
9C 0M 73Y 15K  
205R 204G 92B  
#cecc5c

#### Bkgd Color



Pantone 2965  
0C 1M 92Y 11K  
15R 62G 99B  
#0f3e63

BRAND GUIDELINES

**Quick Visual Guide**  
**Basic Logo & Brand Guidelines at a Glance**

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**Fonts**

**Aldo Semibold**

Semi-Bold

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ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuwxxyz

**Tw Cen MT**

Regular

1234567890-= !@#\$%^&\*()\_+ ,./<./:”';{}|[]\

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuwxxyz

**Bold**

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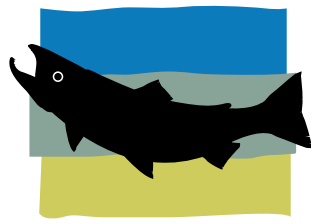
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**abcdefghijklmnopqrstuwxxyz**

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Questions? Should any questions arise that are not covered in this guide,  
please call Kathi 'george' Wheeler at 206-909-7966 or email [info@noisewithoutsound.com](mailto:info@noisewithoutsound.com)





# SOUTH PARK

Captura la Cultura

## South Park: *Captura la Cultura*

### **Salmón: Resiliencia**

Compartimos una herencia de resiliencia en South Park. Al igual que el salmón persistente, nuestra fuerza de la comunidad proviene de la visión, dedicación y un duro y honesto trabajo. Nuestro barrio incluye un centro comunitario muy activo, tierras de cultivo, parques industriales, y un corredor fluvial de vida silvestre. Nuestra comunidad de South Park esta compuesta por estudiantes, padres, empresarios, artistas, maquinistas, ambientalistas y líderes cívicos.

Algunos de nosotros, hemos emigrado, tal como el salmón, a traves de oceanos para aquí poder prosperar, cerca de nuestro Río Duwamish.

### **Los tres colores de la bandera: Historia, Industria, Comunidad**

#### **Historia**

Las familias de South Park llegan de muchas partes del mundo para construir sus sueños aquí. Los visitantes pueden aprender sobre la historia del pueblo Duwamish quienes primero pescaron a lo largo de el río y sus orillas, y los más de 150 años de las familias inmigrantes que se han asentado y prosperado en South Park.

#### **Industria**

South Park es un centro latiente para la industria, y una parte importante del éxito de Seattle como una ciudad Portuaria. Desde Elliot Bay se envia carga que llega a través del Río Duwamish. Exsten aqui Parques empresariales e industriales instalaciones de apoyo a la fabricación, el reciclado, y al espacio aéreo cercano, todo convenientemente ubicado justo al norte de SeaTac y las zonas circundantes industriales.

#### **Comunidad**

Somos una comunidad única con personalidad. Durante décadas los vecinos de South Park han criado familias fuertes, han cultivado la tierra fértil, y han forjado empresas independientes.

Celebramos historias de diversidad, idiomas diferentes y culturas.

Somos una comunidad que se preocupan, y que tienen valores familiares.

Los vecinos de South Park garantizan la seguridad, la salud y la felicidad trabajando juntos. En la década de 1960 nos unimos para defender nuestros hogares. En 1980 reconstruimos nuestro centro comunitario para apoyar el deporte y el aprendizaje para todos.

Hoy en día todavía enfrentamos nuestros desafíos de la comunidad en conjunto, ya sea para la reconstrucción del puente, o para preservar nuestro medio ambiente local con eventos como el Festival de Limpieza para un ¡Río Duwamish anual sano y vivo!

HISTORIA DE LA MARCA