

# SECTION 2

## Visual Identity: Brand Standards



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Boise City Department of Arts & History  
**BRAND GUIDELINES**

# SECTION 2.1 - LOGO

## Department Logo

### PRIMARY LOGO



### SECONDARY LOGO



# SECTION 2.1 - LOGO Usage

## DECLARATION OF PRIMARY USE

As the official stamp of our brand, the Primary Logo is easily recognizable and should be used in most circumstances. The Secondary Logo should be used when the dandelion seed graphic could hinder the legibility of the logo or when technical limitations prohibit the primary logo from being accurately reproduced.

## WHEN THE DANDELION SEED PRIMARY LOGO SHOULD BE USED

The Dandelion Seed **Primary Department Logo** is to be used on collateral materials communicated to the public *directly from the Department*.

Examples include department ads, grant posters, email newsletters, public art brochures.

### Graphic Element — The Dandelion Seed

As a primary graphic element, the dandelion seed in A&H branding is a subtle, visual metaphor for growth (seedling/blooming), survival (the dandelion in its “puffball” state spreads billions of seeds with just the faintest of breezes), and communication (the dandelion in its seed form ties to the element of air, and air represents all things relating to communication).

[See: Department Specifications 4.1]

## WHEN THE SECONDARY LOGO SHOULD BE USED

The **Secondary Department Logo** without the Dandelion Seed icon is provided to partners for use in advertising materials.

Signage or other “permanent” installations would also use the **Secondary Department Logo**.

[See: Partner Usage 2.2.1]



# SECTION 2.1 - LOGO Variations

## FULL COLOR

Whenever possible, full-color use is preferred. Boise City logo must always appear with the department logo. Use the “city gray” version of the city logo in full-color applications.



## BLACK & WHITE

Black & White is preferred when full-color is not an option. Reverse logos to white on dark backgrounds.



# SECTION 2.2 - LOGO INTEGRITY

## Size

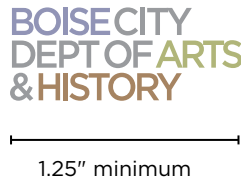
### MINIMUM SIZE

Refer to chart below for minimum size rules. No maximum size limit.

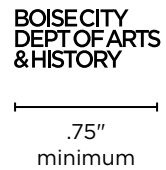
PRIMARY DEPARTMENT LOGO  
WITH DANDELION SEED  
MINIMUM SIZE



IF SIZE REQUIREMENTS FALL  
BELOW 1.5" MINIMUM, USE  
SECONDARY DEPARTMENT LOGO

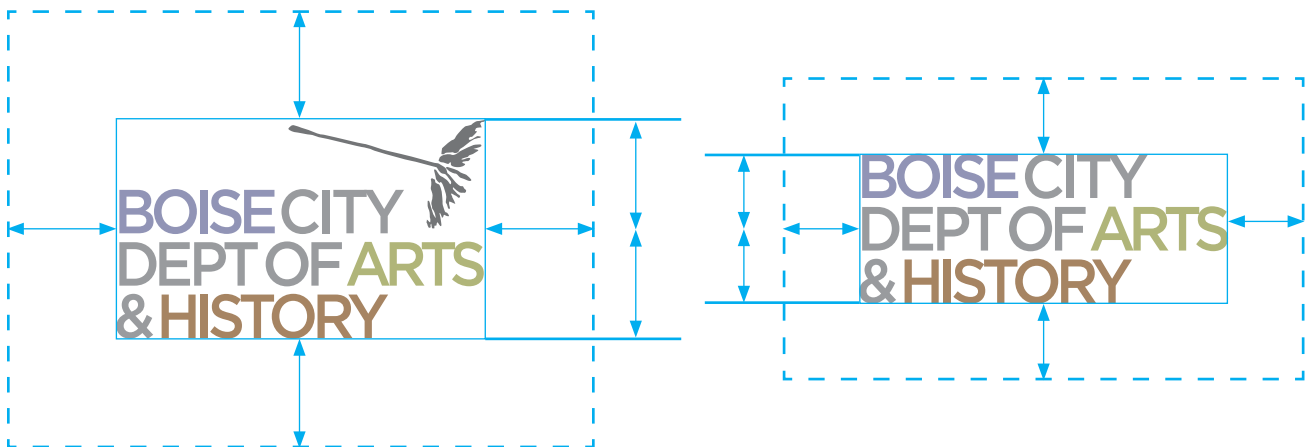


IF SIZE REQUIREMENTS FALL  
BELOW 1.25" MINIMUM, USE  
SECONDARY DEPARTMENT LOGO,  
B&W VERSION



### CLEAR SPACE

The clear space area protects the department logo from distracting design elements. The clear space area is equal on all sides and measures half the height of the logo.



The blue lines with arrows on each end represent half the height of the logo, the clear space requirement.

# SECTION 2.2 - LOGO INTEGRITY

## Partner Usage

### HOW LOGO IS USED BY PARTNERS

The **Secondary Department Logo** without the Dandelion Seed icon is provided to partners for use in advertising materials.

For example, a poster for an event sponsored by Boise City Department of Arts & History and produced by another entity, would include the **Secondary Department Logo** without the Dandelion Seed icon.

### EXAMPLE:



*Secondary Logo in use on interpretive sign.*

# SECTION 2.2 - LOGO INTEGRITY

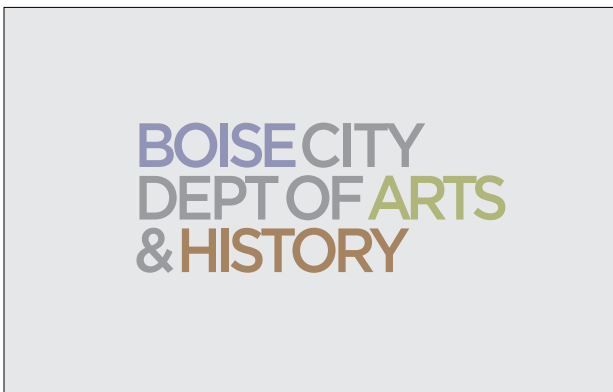
## Backgrounds

### USE OF LOGOS ON BACKGROUND PATTERNS AND COLORS

It is the department preference for logos to appear without textures, patterns or photos as a background. Design clear spaces for logos to appear (See: Page 2.2 Size). In instances without a clear space option, please make considerations for legibility and accessibility. Tonal value between the logo and background should be between 50-70% difference. Consider black and white logo options.

In most instances the Department of Arts & History secondary logo will be used if clear space is not available.

### EXAMPLE

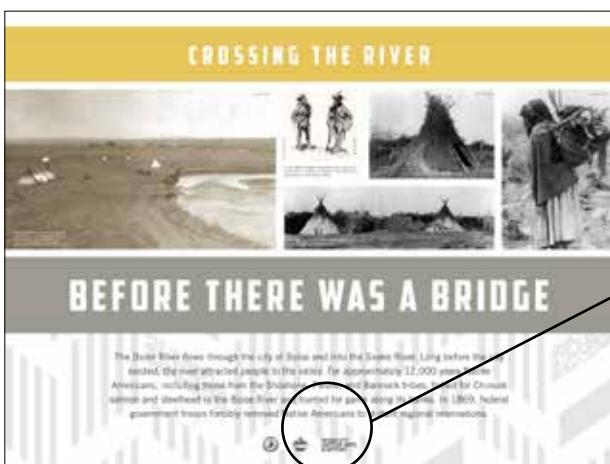


*Acceptable background color.*



*Not enough contrast. Busy background.*

### EXAMPLE



*Pattern is light in contrast to black logo.*

# SECTION 2.2 - LOGO INTEGRITY

## Backgrounds

### USE OF LOGOS ON PHOTOGRAPHS

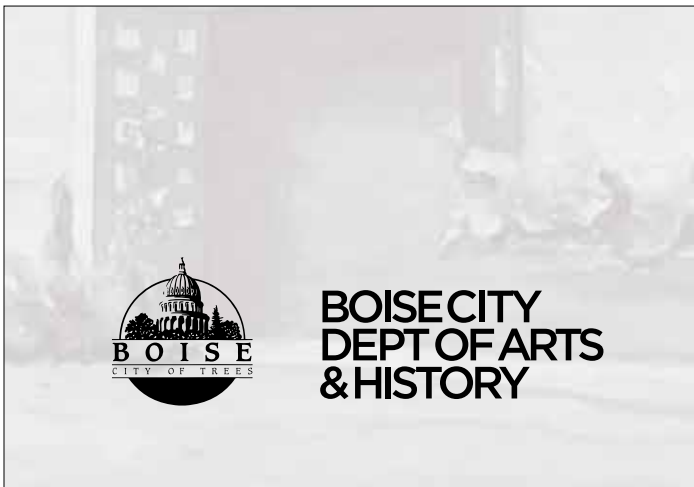
If necessary, tone the photo lighter or darker in the area where the logo will appear.

#### EXAMPLE



*White logo on photo with dark background.*

#### EXAMPLE



*The photo has been adjusted in the area where the logo is placed.*