



COWLITZ INDIAN TRIBE

Brand Guidelines | 2023

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Cowlitz Indian Tribe | Approved Logo

All Purpose Logo



Cowlitz Indian Tribe | Approved Logo Graphics

Logo with Side Text



COWLITZ
INDIAN TRIBE



COWLITZ
INDIAN TRIBE



COWLITZ
INDIAN TRIBE



COWLITZ
INDIAN TRIBE

Graphic **text colors** may be white or any of the 6 logo colors, see color palette

Cowlitz Indian Tribe | Approved Logo Graphics

Logo with Bottom Text



Cowlitz Indian Tribe | Approved Logo Graphics

Logo with Top & Bottom Text

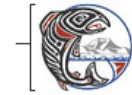


Sizing and Spacing

Minimum Size

The minimum size of the logo ensures legibility on print materials and screens. It is measured by the height of the logo.

Print: 0.45"
Screen: 32px



Clear Space

Text and other graphic elements should remain outside the clear space to ensure the logo's prominence and visibility. The minimum clear space is equivalent to the height of the "C" in the Tribe name.



Things to Avoid

Avoid the following treatments in order to maintain the integrity of the logo.



✘ Don't change the colors.



✘ Don't place the logo over low color contrast backgrounds.



✘ Don't place the logo over busy backgrounds.



✘ Don't reorganize elements in the logo.



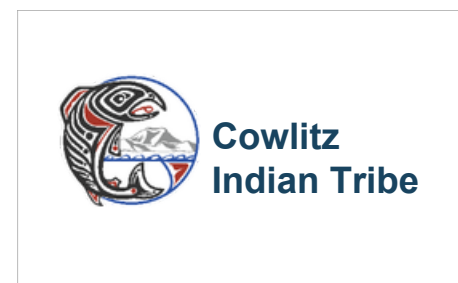
✘ Don't stretch or compress the logo.



✘ Don't add effects like shadows or gradients.







✘ Don't remove the white background behind the logomark.



✘ Don't change the typeface. Only use **Britannic Bold**.

Image File Formats

The logo is available in multiple formats, optimized for different uses, such as print or screen.

<p>For Print (CMYK)</p>	 <ul style="list-style-type: none">• Not scalable—will lose quality when resized• Good for basic printing on home/office printers• White background	 <ul style="list-style-type: none">• Scalable—won't lose quality when resized• Can be inserted into Adobe and Microsoft Office programs• Transparent background	 <ul style="list-style-type: none">• Scalable—won't lose quality when resized• Compatible with design programs and professional printers• Editable vector file• Transparent background
<p>For Screens (RGB)</p>	 <ul style="list-style-type: none">• Not scalable—will lose quality when resized• Use for websites, digital documents and presentations, email signatures, etc.• Transparent background	 <ul style="list-style-type: none">• Scalable—won't lose quality when resized• Can be inserted into Adobe and Microsoft Office programs• Transparent background	 <ul style="list-style-type: none">• Scalable—won't lose quality when resized• Compatible with design programs and professional printers• Editable vector file• Transparent background

Color Palette

Red

Primary color

CMYK: 0/68/76/34

RGB: 168/53/41

HEX: #A83529

Pantone: 7620

Blue

Secondary color

CMYK: 74/50/0/36

RGB: 42/81/163

HEX: #2A51A3

Pantone: 2621

Gray / Silver

Alternate color

CMYK: 1/1/0/43

RGB: 145/145/146

HEX: #919192

Pantone: Cool Gray 8

ilani Gold

Alternate color

CMYK: 0/12/40/30

RGB: 179/158/107

HEX: #B39E6B

Pantone: 7503

Black

Tertiary color

CMYK: 0/0/0/80

RGB: 51/51/51

HEX: #333333

Pantone: Black 7

ilani Blue

Alternate color

CMYK: 88/41/0/67

RGB: 10/50/85

HEX: #0A3255

Pantone: 2189

Typography

Britannic Bold

Primary Font

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()+=-

Arial

Secondary Font

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()+=-

Calibri

Tertiary Font

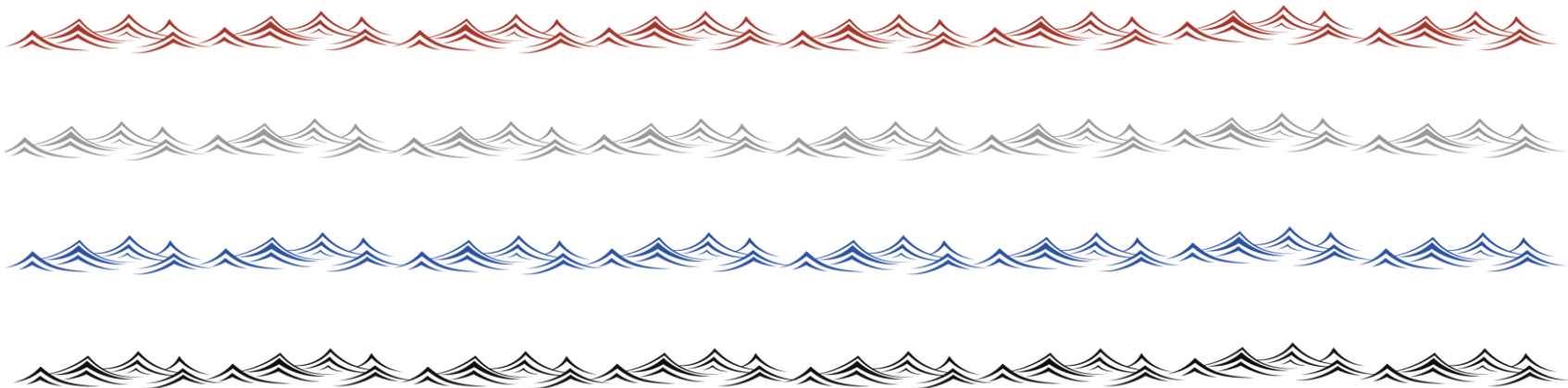
ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()+=-

Patterns



Graphic **text colors** may be white or any of the 6 logo colors, see color palette

Photography

Focus on real people: Use photos that highlight the real-world impact of the work. Avoid photos that feel too “stock” or unnaturally posed.



Focus on the Cowlitz Culture: Use photos that portray the rich culture such as Tribal art, nature, clothing, food, etc.





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For more information or to request a Logo contact Communications@cowlitz.org