PETERSBURG
A L A S K A

Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Petersburg, Alaska. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact Liz Cabrera with the Petersburg Economic Development Council at 907-772-4042.

Petersburg, Alaska Logo Usage

The following guidelines illustrate the proper use of the Petersburg, Alaska logo.

Full color logo

The logo may be represented in full color using either spot color or 4color process printing techniques.

One color logo

The logo may be represented in a single color using PMS 201, PMS 423, PMS 5763, PMS 5415, PMS 541, or Black with either spot color or 4color process printing techniques.
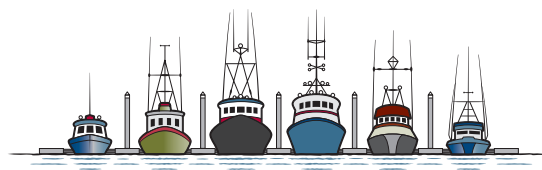
Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.

Logo elements

The elements shown may be used separately from the logo when appropriate following the above color guidelines. They may be used as a group, separately or as a pattern (as shown).

Alternate Petersburg, Alaska Logos

Additional logos have been created for various Petersburg, Alaska entities. Please use the artwork provided and follow the guidlines in this guide for these logos as well. Additional logos may be created but must be approved by the Petersburg Economic Development Council or City of Petersburg brand manager. Different entities or City Departments can be assigned a primary color within the recommended color palette for distinction. For example, Parks and Recreation may choose to use green tones given the nature of their charge.

PETERSBURG
ECONOMIC DEVELOPMENT COUNCIL
A L A S K A

PORT AND HARBOR
PETERSBURG
A L A S K A

PETERSBURG
CHAMBER OF COMMERCE

PETERSBURG
PARKS AND RECREATION

Petersburg, Alaska Logo with Strap line

The Petersburg, Alaska logo may appear with the strap line as shown below. The preferred way the line should be represented is shown below with the strapline appearing Trade Gothic Extended typeface. The line may also be represented in any of the approved typefaces.

PETERSBURG
A L A S K A

Little Norway. Big Adventure.

Additional Petersburg, Alaska Graphic Standards

The following guidelines illustrate the proper use of the Petersburg, Alaska logo.

Recommended Petersburg, Alaska Color Palette

The color palette provides a guide for keeping a consistent color scheme within the community's communications.

Color Palette

PMS 483
C/20 M/81 Y/76 K/61
R/103 G/51 B/39

PMS 201
C/7 M/100 Y/65 K/32
R/152 G/30 B/50

PMS 5763
C/36 M/16 Y/62 K/48
R/110 G/118 B/69

PMS 5783
C/20 M/7 Y/35 K/20
R/169 G/178 B /137

PMS 541
C/100 M/58 Y/9 K/42
R/0 G/63 B/114

PMS 5415
C/57 M/23 Y/10 K/31
R/92 G/127 B/146

PMS 423
C/21 M/14 Y/14 K/38
R/142 G/144 B /143

PMS 422
C/16 M/11 Y/11 K/29
R/162 G/164 B/163

PMS Black
C/0 M/0 Y/0 K/100
R/30 G/30 B/30

Recommended Petersburg, Alaska Typeface

The following typeface family should be used on all Petersburg, Alaska materials.

Trade Gothic LT Std Regular AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

Trade Gothic LT Std Extended AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

(Any of the Trade Gothic LT Std family may be used)

Centaur MT Std Regular AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

Centaur MT Std Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

(Any of the Centaur MT Std family may be used)

Recommended Petersburg, Alaska Spacing

No other object should be placed within the safe area around the logo as specified below.

(Logo Spacing Example)

The safe area is an area identified by the height of the "E" in the logo. (See example)
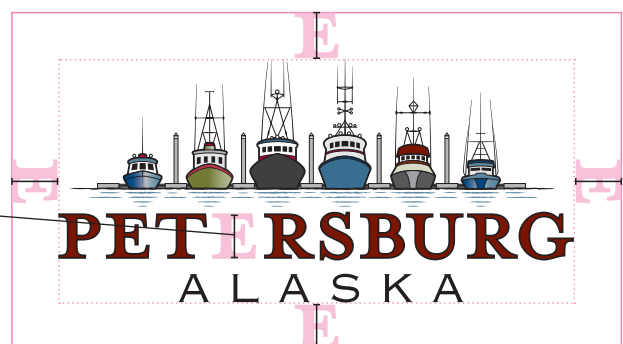
Unacceptable Logo Applications

The following are examples of improper modifications of the Petersburg, Alaska logo that may violate the integrity of the Petersburg, Alaska brand.

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT delete, add or adjust any element of the logo.
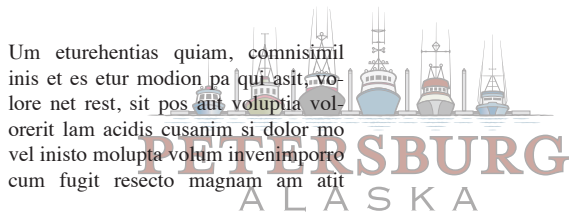

DO NOT change the proportions of the logo.

DO NOT rotate or flip the logo.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

DO NOT screen the logo or use the logo behind text.

DO NOT alter the logo for any other unapproved entity.

DO NOT print the logo on a background or image that makes it difficult to read.