

OUR LOGO



SOLDOTNA
City of Soldotna, Alaska

Strong Community, Inspiring Surroundings.

The Kenai River and beauty of our natural surroundings have always defined our community and sense of self.

The river shaped “S” of our logo represents this most essential element. It is respectful of our past, and also a statement about our vision for the future. Soldotna is a forward-thinking community with deep roots. The bright, natural colors in the logo are from our landscape. The clean, modern font and strong styling reflect our positive outlook and our belief that Soldotna – as a community - will continue to lead and innovate.

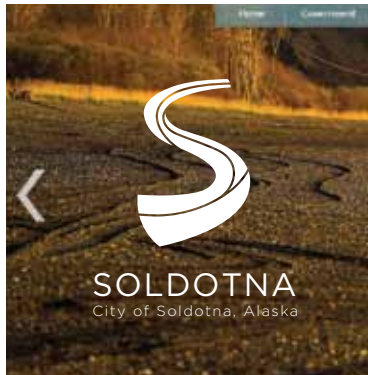
Soldotna has grown and changed, but our values remain the same. Our residents are resourceful and connected. We’re a community of caring people that work together to reach for great things.

And our location in the center of the Kenai Peninsula, Alaska’s Playground, provides opportunities in every direction for adventure and risk-taking, or peace and quiet. Our natural surroundings are extreme and awe-inspiring, and a great place to play. We choose Soldotna so we can have it both ways; the comfort and closeness of a tight-knit home town, and thrill and adventure right outside our doorstep.

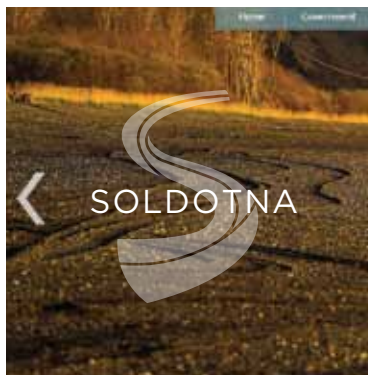
LOGO VARIATIONS

The point is to allow flexibility while maintaining consistency.

For use on solid-color backgrounds and photographs



Watermark version



Please note that this version should only be used in white and ONLY on photographs, not on solid-color backgrounds.

LOGO VARIATIONS

Additional acceptable formats for the logo and notes about usage.

Grayscale versions
For use when using color is not possible
(example: newspaper ads).



SOLDOTNA
City of Soldotna, Alaska



SOLDOTNA
City of Soldotna, Alaska



SOLDOTNA
City of Soldotna, Alaska

Horizontal format with full text



SOLDOTNA

Horizontal format without full text



SOLDOTNA
Soldotna Public Library

Sample logo with department text addition
This format should not be generated without approval.



SOLDOTNA

Logo variation without full text

LOGO DO'S AND DON'TS

Below are some guidelines about how to use the logo and what to avoid.

GIVE THE LOGO SOME SPACE



A good rule of thumb is to give the logo at least half of the "S" spacing around it. More space is even better! More space allows the logo room to stand out.

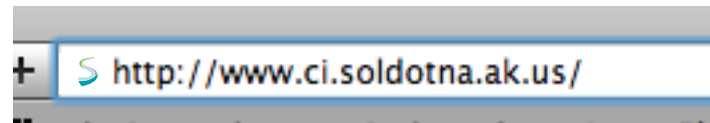
MINIMUM SIZE

.15"  SOLDOTNA

When the logo is used at a small size, this is the best format to use. The minimum size for the logo is .15". The sample below shows the logo in the browser bar on the website.



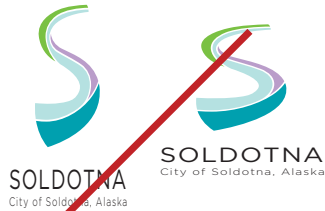
The size of the text can be altered if desired, but it should never be smaller in width than the width of the logo.



LOGO DON'TS



Don't turn the logo a uniform color. When used in color, the variation with four colors is ideal.



If the logo does not fit into a space, it is better to make the entire logo smaller than to squeeze it.



Setting the logo at an angle takes away its impact.



When using the logo at very small sizes, use the horizontal version. The vertical version used above loses text readability as very small sizes.







The watermark logo should only be used in white over photos or color backgrounds.



Dropshadows should never be used with the logo. Please use the logo variations provided rather than adding to the logo.

COLORS

LOGO COLORS

	PANTONE 368 C R 122% G 193% B 67% C 57% M 0% Y 100% K 0% HEX: 7AC143
	PANTONE 529 C R 186% G 157% B 202% C 26% M 40% Y 0% K 0% HEX: BA9DCA
	PANTONE 324 C R 181% G 225% B 225% C 28% M 0% Y 12% K 0% HEX: B5E1E1
	PANTONE 320 C R 0% G 160% B 175% C 100% M 0% Y 31% K 7% HEX: 00A0AF

50% 10%



PANTONE 5743 C
R 51% G 70% B 14%
C 33% M 0% Y 85% K 82%
HEX: 33460E







PANTONE 7448 C
R 96% G 82% B 112%
C 32% M 42% Y 0% K 55%
HEX: 605270



PANTONE 330 C
R 0% G 89% B 83%
C 100% M 0% Y 48% K 60%
HEX: 005953

The colors in this box should be used as accent colors in small amounts.

All other colors may be used as background colors.

	PANTONE 185 C R 239% G 62% B 66% C 0% M 91% Y 76% K 0% HEX: EF3E42
	PANTONE 1807 C R 181% G 18% B 27% C 0% M 100% Y 96% K 28% HEX: B5121B
	PANTONE Warm Red C R 242% G 101% B 49% C 0% M 75% Y 90% K 0% HEX: F26531
	PANTONE 107 C R 255% G 234% B 83% C 0% M 4% Y 79% K 0% HEX: FFEA53

25%



10%



PANTONE 390 C
R 193% G 205% B 35%
C 22% M 0% Y 100% K 8%
HEX: C1CD23



BLACK



PANTONE 408 C
R 180% G 165% B 159%
C 0% M 10% Y 11% K 34%
HEX: B4A59F

FILE TYPES

PNG

Web and screen use, Microsoft Office documents.
Transparent background.
Not suitable for high quality printing.

JPG

Web, screen, and printing use.
Contains a white background.
Suitable for standard printing.

EPS

Printing use, vector file. Transparent background, larger file size.
Best for high quality printing such as business cards.
Can be “inserted as picture” in Microsoft Office documents.

FONTS



Gotham Bold
Gotham Book
Gotham Light

**Century Gothic Bold
Headline Font 16pt**

Century Gothic Regular
Subheader Font 14pt

Garamond Regular
Body Copy Font 12pt

Century Gothic Bold Headline Font 16pt
Century Gothic Regular Subheader Font 14pt

Garamond Regular 12pt font is good for large quantities of text. Cupcake ipsum dolor sit amet pastry danish cookie. Liquorice marzipan liquorice gummi bears jelly beans liquorice soufflé. Donut I love soufflé gingerbread ice cream soufflé topping biscuit. Jelly-o applicake gummi bears I love powder wafer dessert. Jelly-o applicake gummi bears beans liquorice.

Brownie carrot cake candy chocolate liquorice chupa chups cookie donut muffin. Cotton candy marshmallow I love chocolate bar cake cotton candy sesame snaps I love.

Brownie I love bonbon cupcake chocolate liquorice candy canes. Fruitcake chocolate cake I love. Chupa chups candy canes cookie gingerbread. Jelly beans croissant dessert sweet roll tart bonbon. Pudding apple pie lollipop bonbon.

Century Gothic Bold 12pt works well for pull quotes. Cupcake ipsum dolor sit amet pastry danish cookie. I love Liquorice marzipan love liquorice gummi bears jelly beans liquorice soufflé. Donut and I love soufflé gingerbread ice cream soufflé topping.

CENTURY GOTHIC REGUALR SUBHEADER FONT 14pt

Dragée jujubes sesame snaps muffin wafer jelly beans wafer carrot cake jelly-o. Pudding cotton candy pastry chupa chups apple pie chocolate bar gummies gummies. Muffin gummi bears bonbon sugar plum brownie brownie. I love dragée sweet roll liquorice. I love chocolate bar cake cotton candy sesame snaps I love.

LOGO IN CONTEXT: Photos

Photos that focus on real settings and people in Soldotna and the surrounding area tell a story about our town and help our brand stand out. The black or white versions of the logo should be used on photos.



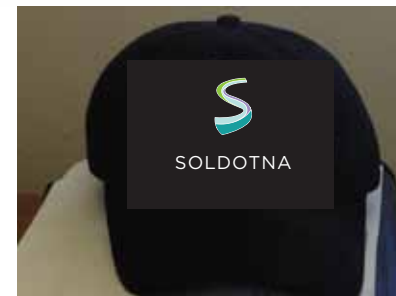
Unnatural, staged photos should be avoided. Photos that have an effect or treatment (e.g. duotone or posterization) should not be used.



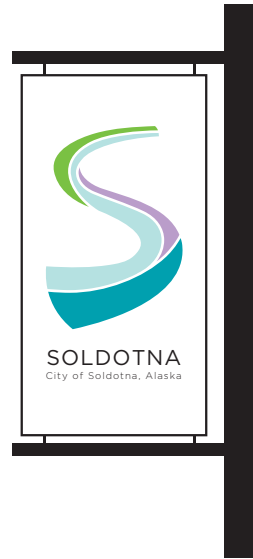
LOGO IN CONTEXT: Local Area Logos



LOGO IN CONTEXT: Various Samples



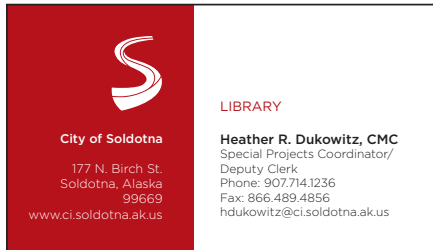
SAMPLES: Street Banner Concepts



SAMPLES: Business Cards and Email Signature

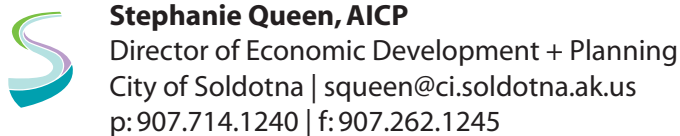
BUSINESS CARDS

Below are business card samples using different colors for each department.



EMAIL SIGNATURE

For the body of emails, please use **Myriad Roman** or **Garamond** fonts.



Logo at .5" width Text is Myriad Roman 11 pt

SAMPLES: Letterhead



Planning Department
177 N. Birch St.
Soldotna, AK 99669
Phone: 907.XXX.XXXX
Fax: 907.XXX.XXXX
www.ci.soldotna.ak.us

Hello, Greetings,

Garamond Regular 12pt font is good for large quantities of text. Cupcake ipsum dolor sit amet pastry danish cookie. Liquorice marzipan liquorice gummi bears jelly beans liquorice soufflé. Donut I love soufflé gingerbread ice cream soufflé topping biscuit. Jelly-o applicake gummi bears I love powder wafer dessert.

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SAMPLES: Newsletter



PHOTO: CITY OF SOLDOTNA

**Partnering
with Soldotna
businesses for
a more vibrant
downtown**

Cars cross the David Douthit memorial bridge on the Sterling Highway in July. According to the State of Alaska DOT&PF, an average of 18,329 vehicles a day passed through our downtown in 2010.

City Announces New Storefront Improvement Program

Matching grants to fund exterior improvements to businesses on the highway corridors

In April 2011, the City adopted a new long-range plan, Envision Soldotna 2030. Among the many goals in the plan were several directly related to creating a more vibrant downtown, beautifying the highway corridors, and ensuring a healthy economy by supporting local businesses.

To achieve these goals, the City has initiated a new Storefront Improvement Program (SIP), intended to revitalize Soldotna's commercial core by stimulating additional private investment in our local businesses. By partnering with local businesses to fund exterior improvements, the program aims to boost traffic, increase property values, and improve the overall look of our community.

The SIP is a reimbursable grant, which can fund up to 50% of the cost of eligible improvements, up to a maximum of \$5,000. Grant funds are paid as reimbursement upon completion of approved work.

The first year of the program will focus on businesses located on the Kenai Spur and Sterling Highways. Eligible participants include property owners and business lessees with written authorization from the property owner.

The SIP can fund a variety of improvements, including:

- storefronts;
- signs and graphics;
- windows;
- exterior lighting;
- canopies and awnings;
- painting and masonry work;
- permanent landscaping; and
- accessibility improvements.

Some properties - such as structures primarily in residential use and new construction less than 5 years old - are ineligible for the program. For a full list of program requirements, please contact the City for the official program guidelines.

The application process is simple, and begins with the submittal of an application form and brief project description. A selection committee at the City will review applications on a first-come first-served basis, and select those projects they feel offer the greatest public benefit to the community. If selected, additional design assistance will be available for your use at no cost from one of several local design professionals.

If you would like more information about the program, or are ready to submit an application, please contact: Stephanie Queen, Planning Director City of Soldotna | 177 N. Birch Street 714.1240 | squeen@ci.soldotna.ak.us



