

LOGO IDENTITY STANDARDS

TO BUILD A WINNING CAMPAIGN FOR

LINDBECK



F O R A L A S K A



Inspiration

Steve Lindbeck fell in love with Alaska at age 9 when he moved with his family to the military base on Kodiak Island. In the years since, Steve has dedicated his life to partnering with Alaskans across the state to address tough challenges and revitalize our communities. An independent for most of his life, he's worked with Republicans and Democrats to bring new ideas and determined leadership to make Alaska a better place to live.

He's running for congress to represent every Alaskan and build a strong future for the state and its people. To reflect Steve's personality and communication objectives, the logo will reflect both traditional Alaskan heritage as well as his vision for the future. The color scheme is familiar and follows the state's colors while the simple design is elegant and exciting. It will add to the enthusiasm as Steve travels the state and help him connect with, and inspire, voters.

The campaign logo should be used correctly in all marketing collateral to strengthen and enhance brand recognition and preference towards the values that Steve Lindbeck represents.

Information

Typography |

The primary typeface for Lindbeck For Alaska is Abadi MT Condensed. This font family includes bold and light weights, both of which can be used on marketing materials for the campaign. The bold version should be used sparingly and exclusively for titles and emphasis. The light version can be used for copy. The typeface is primarily used in all-caps.

Abadi MT Condensed Bold

Abadi MT Condensed Bold

Color Palette |



Borealis Blue

R= 36 C= 100 #23336b
G= 51 M= 91
B= 107 Y= 29
 K= 17



Kenai Blue

R= 23 C= 93 #163044
G= 48 M= 74
B= 69 Y= 48
 K= 47



Denali Yellow

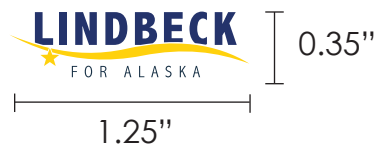
R= 255 C= 1 #ffd10c
G= 209 M= 16
B= 13 Y= 98
 K= 0

Sizing |

In order to remain recognizable and identifiable, the logo should retain a proportional amount of white space around it at all times, as exemplified by this box.



The smallest allowable size for this logo is 1.25" x 0.35". The logo must still retain additional white space around it at its smallest size.



Elements |

In addition to the standard logo, the following elements can be used in different forms for social graphics, newsletters, promotional items, stationary etc.



Configurations

The full color version of the logo should always be used when possible. If necessary, the grayscale and monochromatic versions of the logo can be used. None of the elements can be moved into a different arrangement. The logo must remain in this format.

The full color logo must have a white background behind it at all times. No other colors can be used behind the logo. When using the monochromatic version of the logo, the background color must be Borealis Blue.

Full Color



Grayscale



Monochromatic



Inappropriate Uses



LINDBECK



FOR ALASKA

CREATIVE
BRAND MANAGER

JOSH DOLIN

MAKING MAGIC

SINCE

1992