

Logo Specifications Guide





LOGO SPECIFICATIONS

The Cook Inlet Housing Authority logo is specifically designed to identify Cook Inlet Housing. This logo is composed of the representative icon, logotype and tagline. The logo is a symbol of the strategic direction for Cook Inlet Housing Authority. The stylized house and people represent CIHA's enthusiasm to find new and better ways to provide warm, safe and affordable housing in the Cook Inlet Region.

These guidelines specify how the logo and its colors are to be used to create a foundation for visual unity, impact and consistency when used in print, broadcast and electronic media.



color LOGO SPECIFICATIONS

Spot Pantone 716 and 3145 should be used when printing spot colors, and the process build should be used when using four-color printing. If Pantone 3145 (teal) is not one of the spot colors, the logo should be printed in black.



(tangerine) Spot Pantone 716

4 Color Process Build:
C 0, M 55, Y 100, K 0



(teal) Spot Pantone 3145

4 Color Process Build:
C 100, M 0, Y19, K 23

Black and white LOGO SPECIFICATIONS

Use black ink when printing a one-color logo. If not using black ink, you may print this logo in the ink required, although it damages the consistency of the logo. If printing two to three spot colors, and one is not Pantone 3145, use black and white logo only. The black and white logo use solid areas of color, no screens.

Black and white logo



Use reverse logo on dark backgrounds



type LOGO SPECIFICATIONS

Never recreate the logo. Do not substitute the font in the tagline or in Cook Inlet Housing Authority. Optima is the suggested typeface for body copy when creating a layout, although this is not the typeface used in the Cook Inlet Housing Authority logo. (The Macintosh font Hiroshige is used, with a stylized lower case i.) When Optima is not available, Ariel is an acceptable body copy choice and Garamond for headline use.

Never use the icon / house and family without “Cook Inlet Housing Authority”. You may use the “smoke swoosh” as a textural element in your designs as long as the entire logo is used in the piece also.

Cook Inlet Housing is ultimately responsible for approving uses that do not follow the established guidelines. The basic goal is to meet the needs of Cook Inlet Housing without doing damage to the consistency of the identity system.

don'ts LOGO SPECIFICATIONS

- Never replace the typeface either in the tagline or in the Cook Inlet Housing with your own.
- Never change the layout of the logo to make it more vertical or horizontal.
- Do not use the logo on a busy pattern or background that impairs its legibility.
- Do not sketch any part of the logo at any time.
- The format cannot be compromised: do not slant or rotate the logo in any way.



COLOR PALETTE

The Cook Inlet Housing family color palette is fresh and professional. This palette is composed of five colors, teal, warm gray, tangerine, green and gold. Each logo mark in the family is composed of two of these colors.

While in some of the logos the primary colors are used as a screen-back percentage, in layout of materials, the primary colors should be primarily used at 100% only. The only exception to this is when the warm gray is used as a background, and then a screen of 15% is permitted.



Teal: 100%
Tangerine: 100%
Tangerine: 50%
Teal: 40%
Teal: 100%
Teal: 40%



TEAL

Pantone: PMS 3145
CMYK: 100c 0m 19y 23k
RGB: 0r 132g 165b
Web HEX: 0084A5



WARM GRAY

Pantone: PMS WARM Gray 7
CMYK: 0c 08m 14y 38k
RGB: 145r 137g 126b
Web HEX: 91897E



Tangerine: 100%
Warm Gray: 100%
Warm Gray: 100%
Tangerine: 100%



TANGERINE

Pantone: PMS 716
CMYK: 0c 55m 100y 0k
RGB: 238r 110g 20b
Web HEX: EE6E14



GREEN

Pantone: PMS 583
CMYK: 35c 0m 100y 19k
RGB: 148r 175g 0b
Web HEX: 94AF00



PLUM

Pantone: PMS 222
CMYK: 0c 100m 10y 59k
RGB: 105r 0g 65b
Web HEX: 690041



Warm Gray: 100%
Plum: 100%
Warm Gray: 100%
Plum: 100%



GOLD

Pantone: PMS 130
CMYK: 0c 30m 100y 0k
RGB: 232r 165g 0b
Web HEX: E8A500