COWLITZ
INDIAN TRIBE

Brand Guidelines | 2023

Contents

Cowlitz Indian Tribe | Approved Logo

All Purpose Logo

Cowlitz Indian Tribe | Approved Logo Graphics

The Forever People

Cowlitz Indian Tribe | Approved Logo Graphics

Logo with Side Text

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

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

Cowlitz Indian Tribe | Approved Logo Graphics

Logo with Top & Bottom Text

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

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.
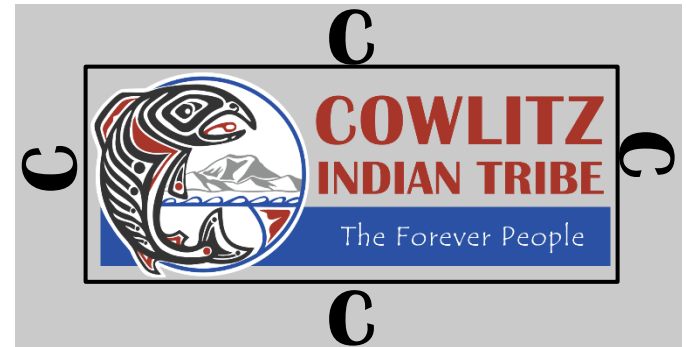
Things to Avoid

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.

For Print (CMYK)	**JPG** • Not scalable—will lose quality when resized • Good for basic printing on home/office printers • White background	**PDF** • Scalable—won't lose quality when resized • Can be inserted into Adobe and Microsoft Office programs • Transparent background	**EPS** • Scalable—won't lose quality when resized • Compatible with design programs and professional printers · Editable vector file • Transparent background
For Screens (RGB)	**PNG** • Not scalable—will lose quality when resized • Use for websites, digital documents and presentations, email signatures, etc. • Transparent background	**PDF** • Scalable—won't lose quality when resized • Can be inserted into Adobe and Microsoft Office programs • Transparent background	**EPS** • 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
RBG: 42/81/163
HEX: #2A51A3
Pantone: 2621

Gray / Silver
Alternate color

CMYK: 1/1/0/43
RBG: 145/145/146
HEX: #919192
Pantone: Cool Gray 8

ilani Gold
Alternate color

CMYK: 0/12/40/30
RBG: 179/158/107
HEX: #B39E6B
Pantone: 7503

Black
Tertiary color

CMYK: 0/0/0/80
RBG: 51/51/51
HEX: #333333
Pantone: Black 7

ilani Blue
Alternate color

CMYK: 88/41/0/67
RBG: 10/50/85
HEX: #0A3255
Pantone: 2189

Typography

Britannic Bold
Primary Font

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-

Arial
Secondary Font

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-
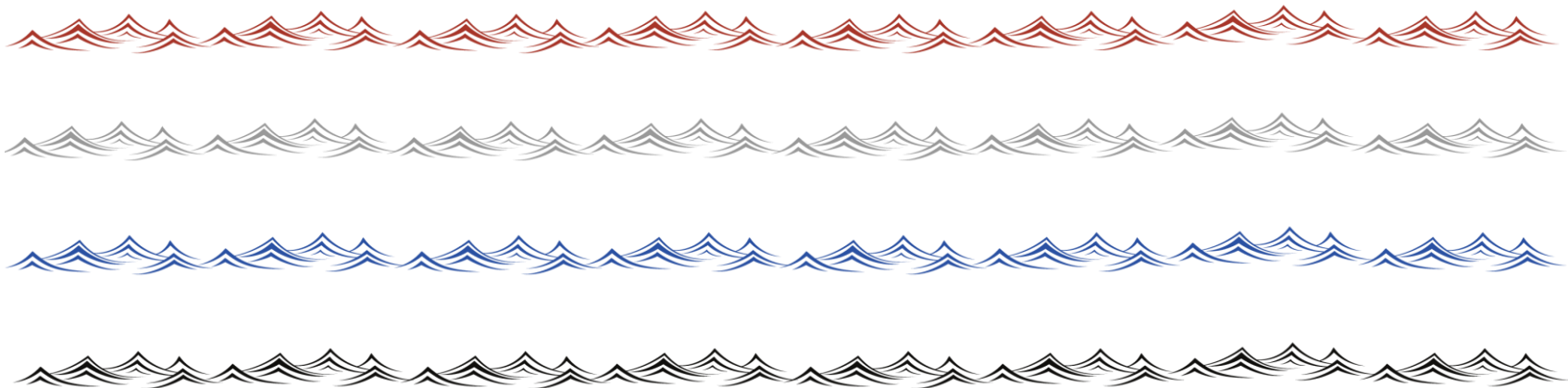
Calibri
Tertiary Font

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-

Tempus Sans ITC
The Forever People – **ONLY for this text**

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
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**