



BRAND GUIDELINES

Fall 2024

LOGO VARIATIONS

PRIMARY (FULL COLOR)



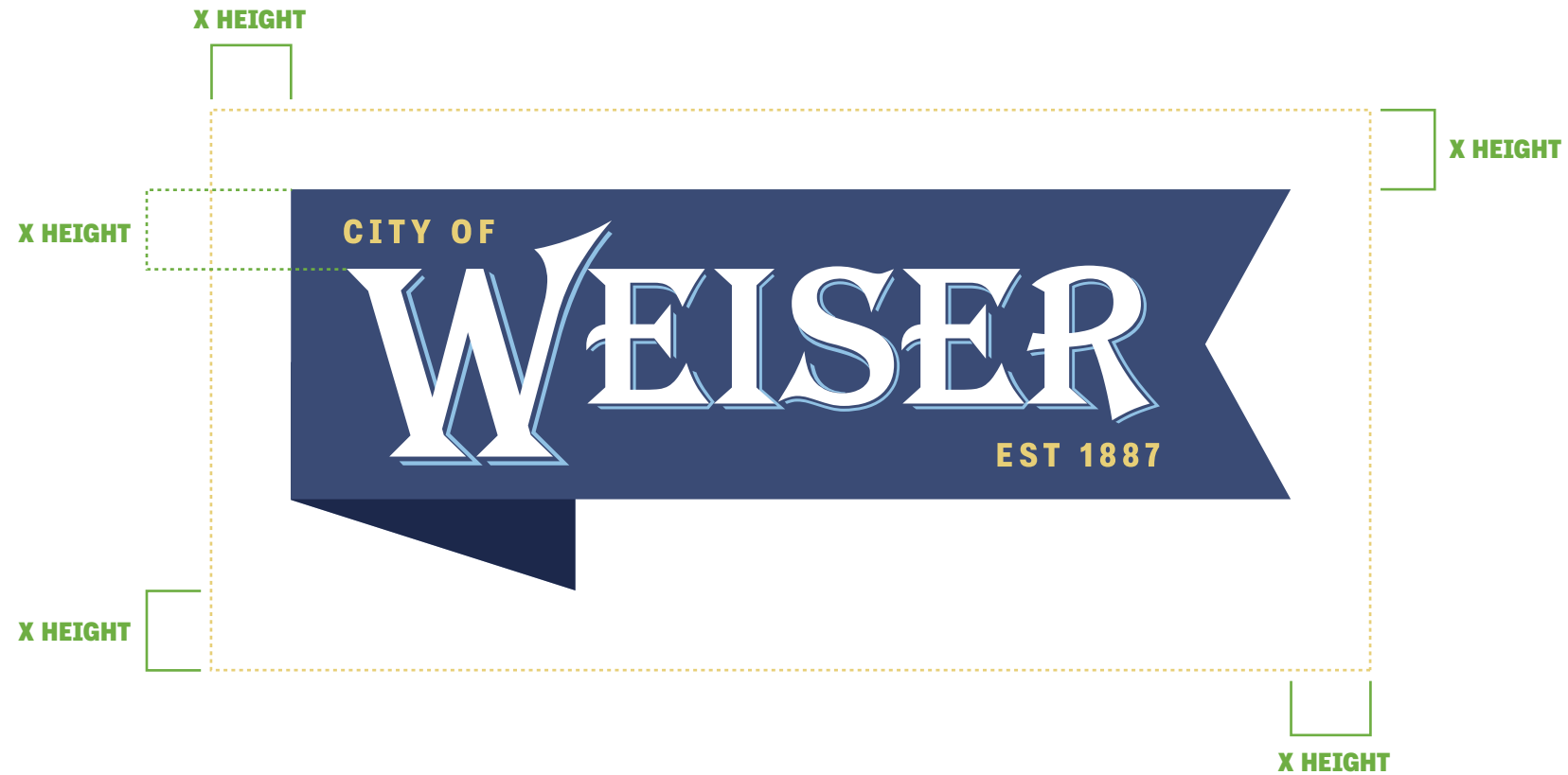
SECONDARY COLOR OPTIONS



LOGO CLEAR SPACE

PRIMARY (FULL COLOR)

It's important to leave proper amounts of space around the logo. Keeping an "X Height" (see below) space between the logo and other design elements will ensure proper readability.



COLORS

WEISER RIVER	CMYK 72/14/2/0	RGB 23/170/221	WEB HEX 17AADD	WEISER GRASS	CMYK 62/9/100/1	RGB 111/174/67	WEB HEX 6FAE43
	WEISER WHEAT	CMYK 10/14/64/0	RGB 232/208/120	WEB HEX E8D078			
	WEISER NAVY	CMYK 89/70/0/80	RGB 0/11/59	WEB HEX 000B3B			
	WEISER DARK BLUE	CMYK 63/45/0/50	RGB 59/77/117	WEB HEX 3B4D75			
	WEISER LIGHT BLUE	CMYK 41/12/2/0	RGB 145/193/227	WEB HEX 91C1E3			



TYPOGRAPHY

Algerian Mesa WOO Regular

Nitti Grotesk Condensed - Light

Nitti Grotesk Condensed - Regular

Nitti Grotesk Condensed - Medium

Nitti Grotesk Condensed - Bold

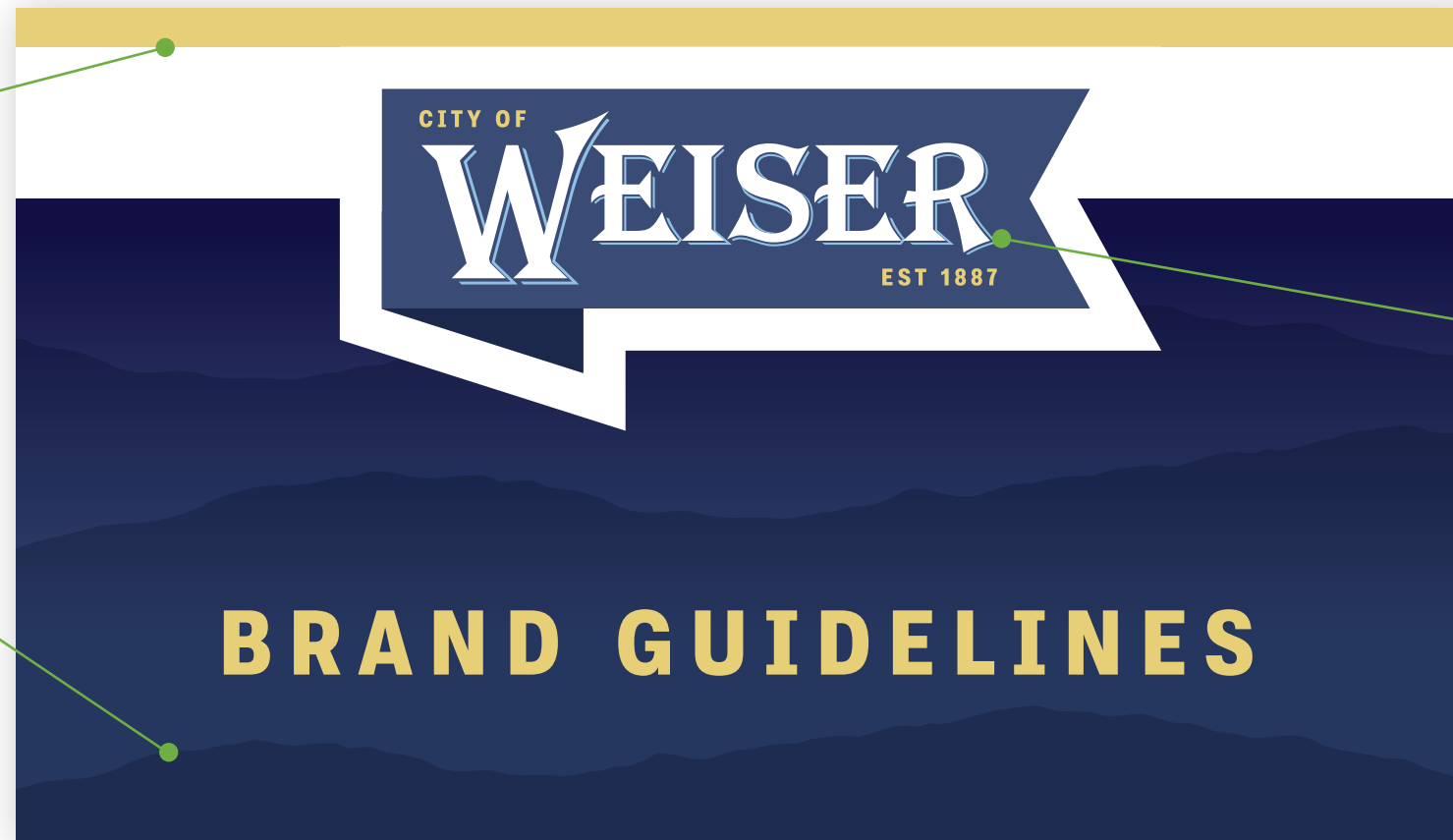
Nitti Grotesk Condensed - Black

GRAPHIC ELEMENTS

**BARS OF
WEISER WHEAT**

**LAYERED TRANSLUCENT
MOUNTAIN OUTLINES**

**HARD-EDGED DROP
SHADOWS WITH
A SPACEGAP**



ASSET EXAMPLES

PRINT

The print assets include a large poster titled "BETTER TOGETHER" with five sections: "We're All Part of the Weiser Community", "Give Respect, Get Respect", "When We Listen, We Learn", "Stay Focused on the Issues", and "Your Voice Matters". Each section has an icon and a short paragraph. Below the poster is a "CITY COUNCIL MEETING" notice for September 9, 2024 at 7 P.M. in Council Chambers. Another notice for "SHAPE THE FUTURE OF WEISER" is also shown, with the same date and time.

DIGITAL

The digital assets include a large banner for "CITY COUNCIL MEETING" on September 9, 2024 at 7 P.M. in Council Chambers. There are also smaller banners for "SHAPE THE FUTURE OF WEISER" with the same date and time. A social media-style graphic for "CITY COUNCIL MEETING" is also shown. The assets use the City of Weiser logo and a blue and yellow color scheme.

