



WRANGELL, ALASKA STYLE GUIDE

LOGO INSIGHT

LOGO LOCK UPS

LOGO COLOR SCHEME

LOGO DONT'S

DIVISIONAL MARKS

EXAMPLES

COLOR SCHEME

TYPOGRAPHY



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Wrangell, Alaska Logo Insight



The logo for Wrangell, Alaska, serves as a representation of the community's deep-rooted connection to its land, culture, and heritage. At its core, the design highlights the eagle, a symbol of strength, freedom, and grace, which reflects the spirit of Wrangell's people and their rich history.

The eagle is paired with the distinctive silhouette of Elephant Nose Mountain, an iconic natural landmark that stands as a silent guardian over the town, grounding the logo in its unique geography. The blend of these elements captures both the majesty of the land and the pride of its residents.

The color palette chosen for the logo is inspired by the traditional hues of the Tlingit people, the indigenous tribe that has called this land home for centuries. These colors honor the cultural legacy and vibrant spirit of the local community, while also bridging the past and present.

The design strikes a balance between honoring cultural traditions and portraying the modernity of Wrangell's professional municipal government. It is a logo that embodies both the character of the people and the vitality of the land, while serving as a symbol of unity, strength, and forward-looking governance.

Logo Lock Ups

The primary lock up is to be used in most cases. When deciphering which lock up to use between the primary and the secondary, consider the specs of what the logo will be on.

For example, a circular sticker might better suit the secondary logo since it is closer to a 1x1 ratio.

The mark is best used in cases to represent the Wrangell brand as a secondary representation, not as a substitute for the logo.

(For example: the footnote mark below)

LOCK UPS

PRIMARY LOCK UP



SECONDARY LOCK UP



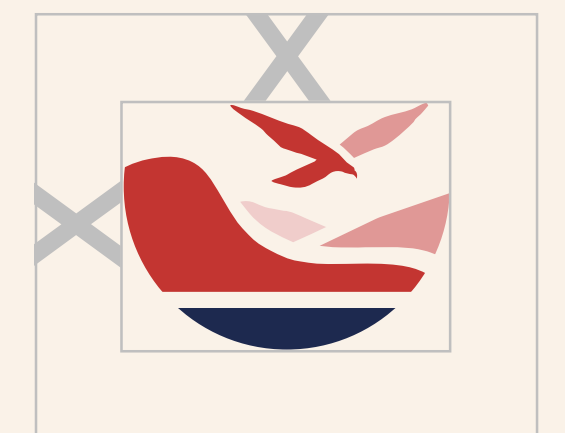
MARK



SAFE SPACE

X = 32px x 32px

A logo's "safe space" (also called "clear space") is the area around the logo that should remain free from any other visual elements, such as text, graphics, or imagery.



Logo Color Scheme

The primary color scheme is to be used on all light backgrounds.

The secondary color scheme is to be used on all medium to dark color backgrounds

PRIMARY COLOR



SECONDARY COLOR



Logo Dont's

1



2



3



4



5



6



1

Do not stretch, twist, or tilt the logo unproportionately.

2

Do not put the primary logo color on a dark background, or on a competing color.

3

Do not change the logo. This includes the mark, or either of the fonts.

4

Do not change the color of the logo.

5

Do not add a drop shadow.

6

Do not put the primary color logo on a complex photo. Opt for the white logo if it is to be on a photograph.

Divisional Marks

To keep unity across all divisions of the Wrangell, Alaska government, the following marks are used.

The same preferences between lock ups and colors follow the main Wrangell, Alaska logo, following the same rules applied to pages 4, 5, and 6.

PRIMARY LOCK UPS

SECONDARY LOCK UPS

MARKS





JANE DOE

Wrangell@email.com
123.456.7890
Office Hours 9am-5 pm



Jon Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Jane Doe

Wrangell@email.com | Office Hours 9am-5 pm | 123.456.7890





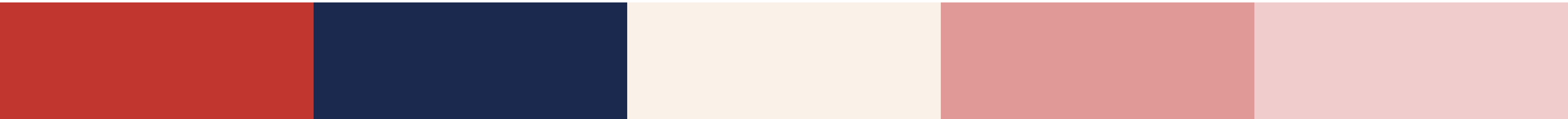
Color Scheme

The color palette chosen for the logo is inspired by the traditional hues of the Tlingit people, the indigenous tribe that has called this land home for centuries.

These colors honor the cultural legacy and vibrant spirit of the local community, while also bridging the past and present. Please follow these colors to its exactness.

PRIMARY COLORS

SECONDARY COLORS



GARNET RED

#C33531
RBG: 195, 53, 49
CMYK: 0, 73, 75, 24

NAVY

#1D294F
RBG: 29, 41, 79
CMYK: 63, 48, 0, 69

SAND

#F9F2E9
RBG: 249, 242, 233
CMYK: 0, 3, 6, 2

SALMON

#E09896
RBG: 224, 152, 150
CMYK: 0, 32, 33, 12

LIGHT SALMON

#F0CDCB
RBG: 240, 205, 203
CMYK: 0, 15, 15, 6

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=

Header Example

SUB HEADER EXAMPLE

Here is an example of **body copy**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Gilroy SemiBold

GILROY SEMIBOLD (200 TRACKING)

Gilroy SemiBold can also be used as the body copy. **Gilroy Heavy can be used to emphasize a specific word or phrase.** *Gilroy Regular Italic can be used to express detail.*

