



SPACE NEEDLE

BRAND EXPRESSION GUIDELINES

Version 1.2

October 23, 2018

TABLE OF CONTENTS

Welcome

This is an introduction to the Space Needle brand expression. This foundation encompasses the timeless, basic components such as our strategy, voice and iconic identity, as well as the composition of our assets via focused examples. When composed, the result is a timely visual expression that outwardly exudes our distinctive, eye-catching and emotional soul.

02 Strategy

- Who We Are For
- Our Guests’ Spirit
- What We Do
- Why We Do It
- Brand Shifts
- Brand Experience
- Brand Pillars
- Brand Personality Tone
- Brand Promise
- The Space Needle Brand

13 Brand Voice

- Inspiration
- Our Emotive Tone
- Our Pace & Structure
- Naming

19 Brand Identity

- Logo & Wordmark
- Lock Up & Configurations
- Logo Constraints
- Wordmark Constraints
- Lockup Constraints
- Usage
- Don’ts

28 Brand Expression

- Definition
- Concept
- Visual Elements

Color

- Foundational Base
- Atmos Backdrops
- Atmos Backdrop Library
- Limited Use Pantone

Typography

- Primary
- Secondary
- Tertiary

Element Graphics

- Linear Forms
- Transparent Forms
- Application

Photography

- Panoramas
- The Needle
- Atmospheric Treatment

49 Contact

Strategy

We set out to unify our brand and tell our story in a new way. Our evolved brand is strategically grounded in the unique truths of who we are today and our aspirations for tomorrow. It builds on equity developed over six decades while helping open new doors for our company.

WHO WE ARE FOR

We genuinely care about our guests and what they desire.

Collectors of experiences, seekers of wow

Today's guest to the Space Needle is more traveler than tourist. Sightseeing has been replaced by a quest for life-defining memories and shareable experiences. Compared with the stereotypical tourist of the past, we must recognize that today's traveler is younger, social media savvy, curious about culture, ready to spend, and increasingly more likely to be from Beijing than Bellingham.

OUR GUESTS' SPIRIT

The motivation that drives people to seek experiences. Why they come to visit.

“We travel because we need to, because distance and difference are the secret tonic to creativity. When we get home, home is still the same, but something in our minds has changed, and that changes everything.”

- *Jonah Leher, Why We Travel*

WHAT WE DO

The transactional offering that drives the growth of our sustainable business model.

Provide a window into the spirit of Seattle

Seattle has always been a city of inspiration, and innovation. It has reshaped landscapes, cultures and minds. At its heart is human passion and creativity fueled by progress and possibility. It has always been, and remains, a step ahead. The Space Needle channels that vision and offers a holistic experience in the same spirit. From the ground to the top and back down again, we offer an elevated experience that changes a person's view of the world; providing moments that leave one speechless, breathless, or simply awestruck with inspiration.

WHY WE DO IT

An aspiration to reach for, that motivates us to rise to our higher purpose.

To be Seattle's global symbol of Century 22

In 1962, a great, ambitious, human endeavor was undertaken — to create an architectural marvel that captured the zeitgeist of the day and created an icon that would forever stand for unimaginable potential. As we look ahead to the next fifty years, we must stay true to the spirit of the 1962 dreamers, risk-takers, and daredevil builders; the spirit of the city; the spirit of possibility. We must allow the ambition of tomorrow to drive everything we do. The Space Needle is no longer a reflection of 21st Century Seattle, but a vision of what the world might become in Century 22.

BRAND SHIFTS

In addition to widening the observation deck aperture, there are other shifts we need to make at a brand level.

CURRENT SPACE NEEDLE

View

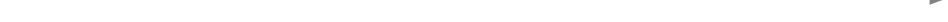
Attraction

Honoring the Past

Space Puns

The “Seattle” Building

Century 21



FUTURE SPACE NEEDLE

Vision

Destination

Symbol of the Future

What-if Words

A Global Marvel

Century 22

BRAND EXPERIENCE

The rhythm of what our guests can expect throughout their journey at the Space Needle.

“BREATHE IN”

The initial wow of stepping off the elevator and seeing that open expanse.

= AWE

“BREATHE FAST”

The heart-racing exhilaration of stepping onto the rotating glass floor.

= ASTONISHMENT

“BREATHE DEEP”

The contemplative wonder of being surrounded by light and possibility.

= AMAZEMENT

BRAND PILLARS

These are our superpowers. They are the meaningful benefits we offer our guests that set us apart.

KEEP IT FUN

Our joy, optimism and commitment to transforming moments puts wonderous smiles on all our guests’ faces.

ALWAYS BE OPEN

Open-hearted, open-minded, quick to share, quick to care, this is a promise to be people-centric in every way.

AIM FOR AWE

Our ambitious spirit is reflected in the way we try to create elevated moments; a little bit more; a touch, notch, or a mile above average.

MAKE IT SIMPLE, MAKE IT SMART

Our best moves are the ones that recognize the power of deliberate, intelligent decision-making.

NEEDLE PROUD

We have earned the right to behave like a destination that lives on the world stage. Confident, but never cocky.

BRAND PERSONALITY TONE

These are the words that describe our character.
They frame and guide our personality.

Playful

Ambitious

Welcoming

Unexpected

Optimistic

Confident

BRAND PROMISE

Our internal North Star, this statement conveys our commitment to our guests and ourselves. It's what we strive to live up to every day.

To Inspire Wonder

The Space Needle was born out of ambition and dreams. Out of passion, risk, and the insatiable quest to show the world what comes next. But from first sketch to next sky, the Space Needle will always be a balance of energy and emotion; of physics and fun; a touch of elegance and a touch of magic; the potential vision of what might be, and the visceral thrill of what's right before our eyes.

As believers in tomorrow, we offer a viewpoint that puts a person at the focal point to look up, to look out, to look ahead. We offer an experience both thrilling and thoughtful. A place to feel wowed and to be open to infinite possibilities.

As a beacon standing tall above the city of tomorrow, a progressive city that lives at the edge of social, technological, and human advancement, we will aim to be a global marvel with an eye on the 22nd century, shining our light brighter than ever to inspire wonder.

THE SPACE NEEDLE BRAND

These foundational truths direct us to our purposeful promise, unifying and empowering our goals.

OUR PROMISE TO INSPIRE WONDER

WHY

To be Seattle’s global symbol of century 22.

WHO

Collectors of experiences, seekers of wow.

WHAT

To provide a window into the spirit of Seattle.

EXPERIENCE

The rhythm of our guests journey.

Breathe In - Awe
Breathe Fast - Astonishment
Breathe Deep - Amazement

PILLARS

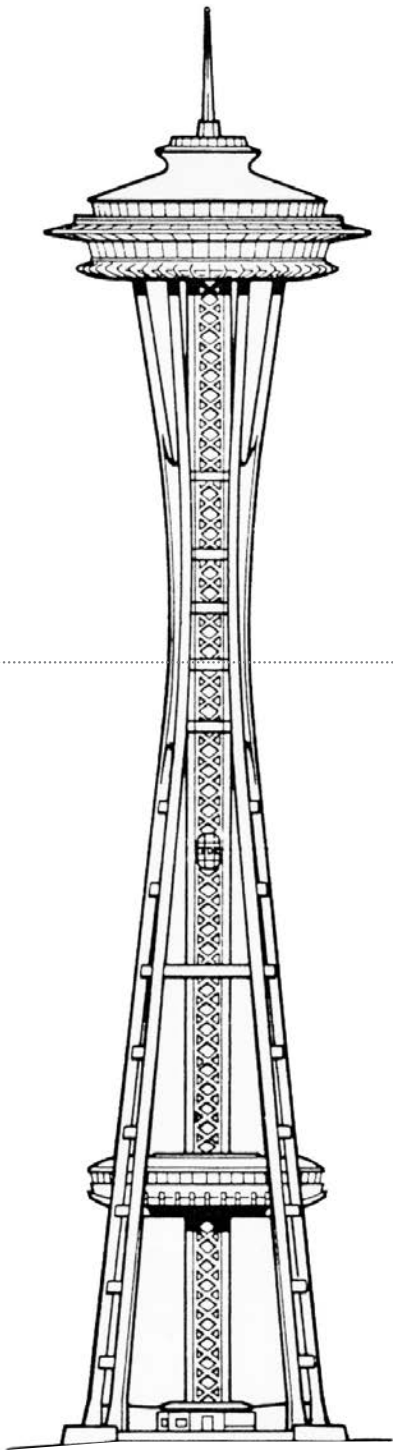
The beliefs of how we act on our best day.

Keep it Fun
Always be Open
Aim For Awe
Make it Simple / Make it Smart
Needle Proud

PERSONALITY

The words that make up the character of being ‘Only Here.’

Playful
Ambitious
Welcoming
Unexpected
Optimistic
Confident



North Star

Core Foundation

Brand Voice

BRAND VOICE: INSPIRATION

Our inspiration is centered around our pride as a global icon, and the memorable impact we can have on our guests

One of a kind, millions of memories

People expect us to stand for something.

The Space Needle is more than the symbol of Seattle and a globally recognized icon. We stand for a vision that is unique, ownable, and authentic.

As both a place and idea, the Space Needle represents the future and all its exciting, challenging, evolving, inspirational possibility. We capture its essence with a signature voice, personality and point of view. Projecting that persona consistently and confidently ensures we'll continue to make connections and stand apart.

BRAND VOICE: OUR EMOTIVE TONE

The empathetic understanding of our audience based on the expectation of the new experiences we offer.

Elevating and expressing the “new”

The Space Needle has evolved from Observation to Participation:

- Experiential Participation
(step out, look down, lean in)
- Inspirational Participation
(look inside, see beyond, go ahead)

Know these three things:

ECHO THE PULSE

Hearts will beat faster up here

This projects a vibrant, visceral experience with short, bold, impactful sentences.

CAPTURE THE RHYTHM

Shift imagination into overdrive

Exemplify the intensity with powerfully personal observations and insights.

BE PROFOUNDLY FUN

Elevate with levity

Evoke a deeper, lasting connection with witty, unexpected turns of phrase.

BRAND VOICE: OUR PACE & STRUCTURE

Our guidelines within a guideline, intended for clear and consistent messaging.

**When we
communicate,
we strive to be:**

Balanced

For headings, strive for an even copy count which reflects the symmetry and unity of our structure.

Active

Our communications are actionable and eye-opening.

Uplifting

The energy we project is dynamic, pulsating and alive.

Succinct

We seek to be sparse, smart and staccato.

BRAND VOICE: OUR PACE & STRUCTURE

Breathe In

Anticipate the adventure

Where do you stand?

Where does your future lead?

Prepare to be elevated.

*You'll walk towards new horizons,
new viewpoints and new inspirations.*

*Step ahead. You're about to be lifted skyward.
And transported beyond.*

Breaking down the Breathe In voice:

- Lead with a question – make it personal
- Equal parts heartbeat / heartfelt
- Bold, inspirational, anthemic sentences
- Full circle resolution – positively conclude the initial challenge

The key:

Anticipation engages all emotions. Both visceral and intellectual. Messaging should reflect this.

Examples

This:

The view will floor you
Take your “wow” to a higher level
Open your eyes to the future
Elevate your awe

Not this:

Our revolving glass floor is one-of-a-kind
Be amazed at what you'll see and learn
Learn and discover what the future holds
Lean out over our glass wall

Breathe Fast

Experience the exhilaration

Where do you stand?

This is it.

You're about to walk into a memory

*Soaring 520 feet skyward. The city actually, really
truly at your feet.*

*Step up. Step out. Step beyond your comfort
zone. Experience wonder on a higher level.*

Breaking down the Breathe Fast voice:

- Lead with a question – make it personal
- More heartbeat / less heartfelt
- Short, active, staccato sentences
- Full circle resolution – positively conclude the initial challenge

The key:

Exhilaration is vibrantly visceral!
Messaging should reflect this.

Examples

This:

The view will floor you
Step up. Leap ahead
Next lives here
720° is the new 360°

Not this:

Lean into our infinity wall
Walk out over Seattle
Experience what the future holds
Now you can see in 720°

Breathe Deep

Exemplify the emotion

Where do you stand?

Where will your vision take you?

Think forward. Be inspired by the “next.”

*At the one place on (and over) earth where the
future is always in the present.*

*Connect to your wonder at the Space Needle.
And make “what if” real.*

Breaking down the Breathe Deep voice:

- Lead with a question – make it personal
- More heartfelt / less heartbeat
- Uplifting sentences – authentic to inspiration
- 360° resolution – positively conclude the challenge

The key:

This voice is emotionally energizing and extending.
Messaging should reflect this.

Examples

This:

A view that's alive with light
Envision what's over the horizon
Feel like you're floating on air
Take “what if” to an entirely new level

Not this:

Incredible colors on the horizon
See what the future holds
Enjoy a drink atop our amazing glass floor
Let your imagination soar

BRAND VOICE: FORMATTING

Date

Month Day, Year. No “st” or “th” on the day.

Example: August 28, 2018

AM/PM

Capitalize the AM and PM.

Example: 8:00AM

Time Duration

Examples:

- **12:00PM – 1:00PM**
- **If limited space then: 12PM – 1PM**

Height

Digital use to comply with web disabilities. These can be used depending on the context. Foot or feet is written out so that a vision disabled person can be able to use a voice feature on their device to hear the words on the page.

Examples:

- **520 foot or 520-foot**
- **520 feet or 520-feet**
- **If limited space then: 520’**

BRAND VOICE: NAMING

1 Skyrisers™



2 The Loupe™



Access

- 3 Oculus Stairs
- 4 Lake Union Elevator
North/Blue

Puget Sound Elevator
Southwest/Yellow

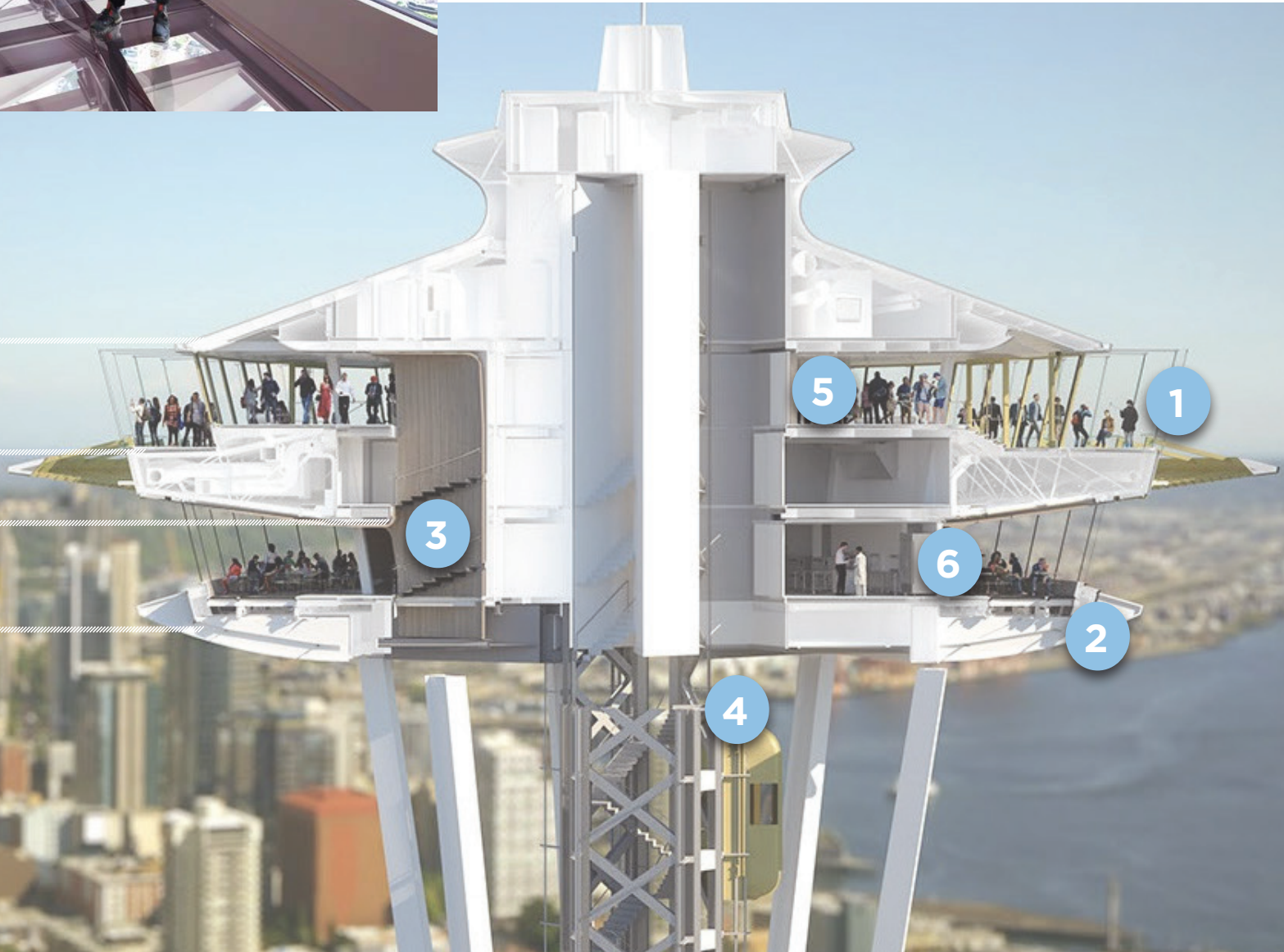
Downtown Elevator
Southeast/Red

Food & Beverage

- 5 Atmos Café
- 6 Atmos Wine Bar

ATMOS

- Upper Atmos
- Ring Level
- Lower Atmos



Brand Identity

IDENTITY: LOGO & WORDMARK

We have an evolved identity to serve as an iconic representation.

Our brand identity is composed of two parts that can be used independently.

The iconic needle logo has been slightly refined and placed within a circle to give it a bold presence.

Our new Space Needle wordmark is comprised of Gotham. It’s as pure and timeless as the architecture of the Space Needle itself.

On the following page, you will see two appropriate lock-ups.

Logo



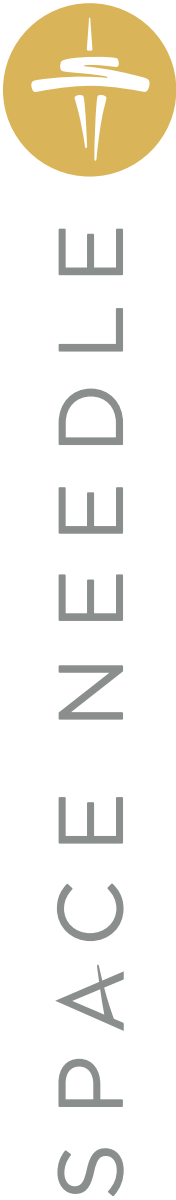
Wordmark

S P A C E N E E D L E

IDENTITY: LOCK UP & CONFIGURATIONS

There are two ways in which to use the logo and wordmark together. Tall and long. It's that simple. You are free to scale the two elements independently from one another as the need arises.

Vertical Combination Mark



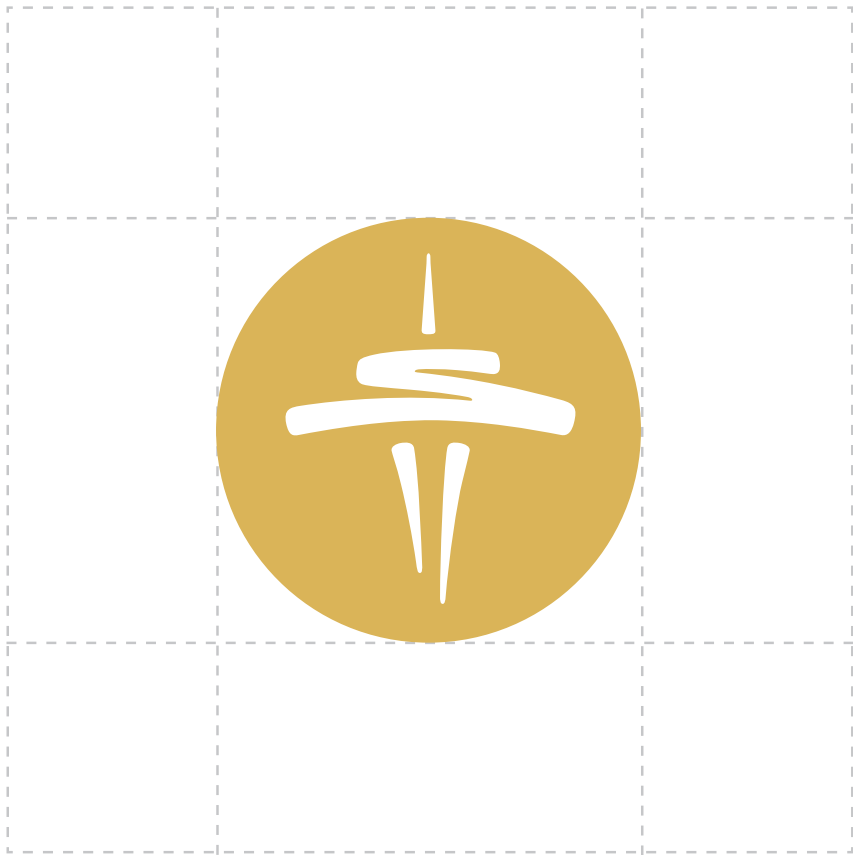
Horizontal Combination Mark



IDENTITY: LOGO CONSTRAINTS

Clear Space

The preferred amount of clear space is equal to half the height of the round logo. Never place graphics of any kind within the clear space.



Minimum Size Requirements

To ensure sufficient legibility, the logo should never be used smaller than the sizes specified here.

For Print



For Web



IDENTITY: WORDMARK CONSTRAINTS

Clear Space

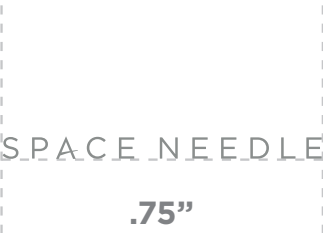
The preferred amount of clear space is equal to the height and of the “S” in Space. Never place graphics of any kind within the clear space.



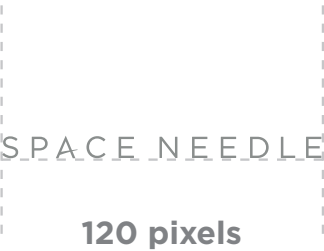
Minimum Size Requirements

To ensure sufficient legibility, the logo should never be sized smaller than specified here.

For Print



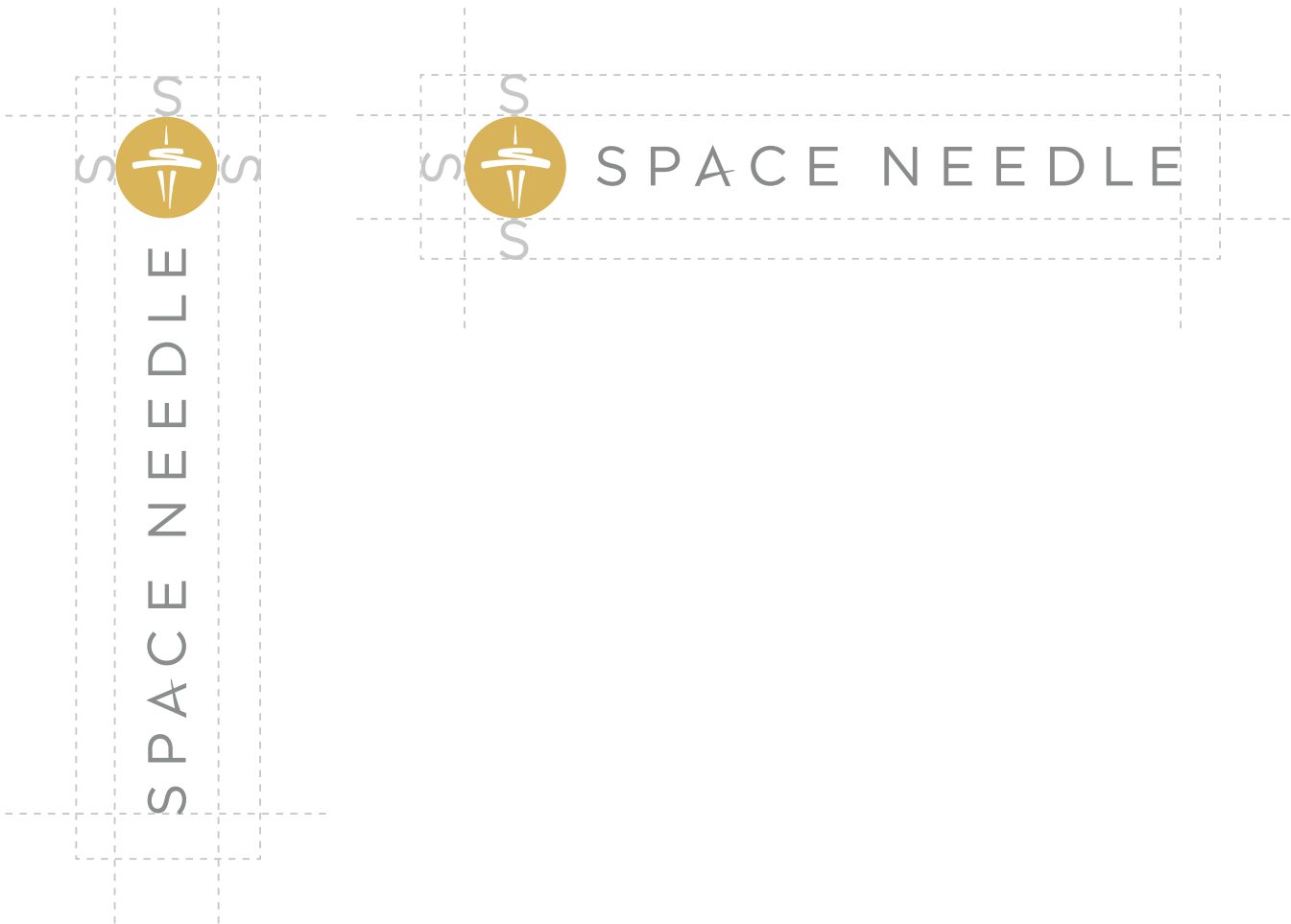
For Web



IDENTITY: LOCKUP CONSTRAINTS

Clear Space

The preferred amount of clear space is equal to the height and of the “S” in Space. Never place graphics of any kind within the clear space.



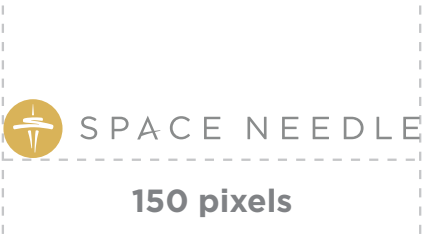
Minimum Size Requirements

To ensure sufficient legibility, the logo should never be sized smaller (whether horizontal or vertical) than specified here.

For Print



For Web



IDENTITY: USAGE

Our full color logo, wordmark and combination mark are primary assets and should be utilized as often as possible for branded design executions.

In the case of color or legibility limitations, reverse versions of the logo, wordmark or combination mark may be used. Reverse assets should only be used when appearing over photography or on fields of color.

If printing in color is not possible, or if a grayscale version of the logo is desired, the logo may be shown in full black.

Please Note: The gray rectangle and square shapes shown on this page should not be considered as apart of the artwork. They represent how the brand reverses out of photos or color fields.

Color Wordmark

S P A C E N E E D L E

White Wordmark














Color Logo



Color Logo



IDENTITY: DON'TS

 <p>Don't stack the type</p>	 <p>Don't use colors outside of our approved colors</p>	 <p>Don't rearrange or re-size elements</p>	 <p>Don't rotate the horizontal logo into a vertical position</p>
 <p>Don't rotate the vertical logo into a horizontal position</p>	 <p>Don't rotate the logo</p>	 <p>Don't outline the logo</p>	
 <p>Don't change the weight of the type</p>	 <p>Don't combine logo with other words</p>	 <p>Don't alter the logo or wordmark</p>	 <p>Don't remove the logo from the circular containing shape</p>

IDENTITY: DON'TS



Don't skew or sheer



Don't add effects to the logo



Don't place a positive logo on a dark background with poor contrast



Don't place a reversed logo on a light background with poor contrast



Don't add a drop shadow



Don't place logo on a visually busy photo



Don't place text or additional naming in the logo



Don't place additional graphics in the logo



Don't wrap text around the logo



Don't curve or bend

Brand Expression

What is the Space Needle's brand expression?

It's the creative orchestration of inspired brand elements, applied with purpose to emotionally communicate our uniqueness to our audience.

BRAND EXPRESSION: CONCEPT

This is the philosophical idea that inspired the creative direction and resulting expression elements for our new brand.

Open

The Space Needle remodel is about opening up the atmospheric space through the physical reduction of matter. By removing the barriers—opaque walls and floors—and replacing them with translucent glass, we openly and brilliantly illuminate our new space to the fullest degree. We celebrate, in all its breathtaking beauty, the Seattle skyline. Its promise. And the potential that makes it rise up, grab a piece of sky and hold on. This fusion of the outside brought inside creates a more immersive and emotionally engaging experience for our guests to experience and remember.

BRAND EXPRESSION: VISUAL ELEMENTS

These are the individual components that make up our brand.

It’s time to introduce you to the visual components of the Space Needle brand. Each element was inspired into creation from the tangible elements or experiences we offer. They all serve a unique role and can be thought of in application as atmospheric layers to be used in combination to communicate a focused message — or incrementally peeled away for a more reductive expression. This layering enables a more diverse expression, while allowing maximum flexibility in our communication programs.

Color
Typography
Element Graphics
Photography

Color



Inspired by the ever-changing atmospheric beauty and majestic diversity of the Pacific Northwest landscape.

ATMOSPHERIC / REGIONAL / FULL SPECTRUM



COLORS: FOUNDATIONAL BASE

Inspired by the iconic colors and materials of the Space Needle form.

Our foundational colors draw direct inspiration from our iconic Space Needle. Therefore, they are used in much the same manner for our brand and serve as the colors of our corporate wordmark and identity.

Our primary colors are specifically used for the wordmark and logo. The secondary colors serve as a complimentary backdrop or, in some cases, knockout color alternatives for the logo and wordmark.

Please note: Outside of logo color use, Halo Gold can also appear in limited-use headlines. Base Gray can be more widely used for typography of all needs.

Primary

Base Grey

PMS 425C
CMYK 48 29 26 76
RGB 84 88 90
HEX 54585A

Halo Gold

PMS 10127 C
CMYK 7 24 73 8
RGB 218 178 90
HEX DAB159

Secondary

Midday Grey

PMS 423C
CMYK 22 14 18 45
RGB 137 141 141
HEX 898D8D

Light Mist Grey

PMS Cool Gray 1 C
CMYK 4 2 4 8
RGB 217 217 214
HEX D9D9D6

Spire White

PMS WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

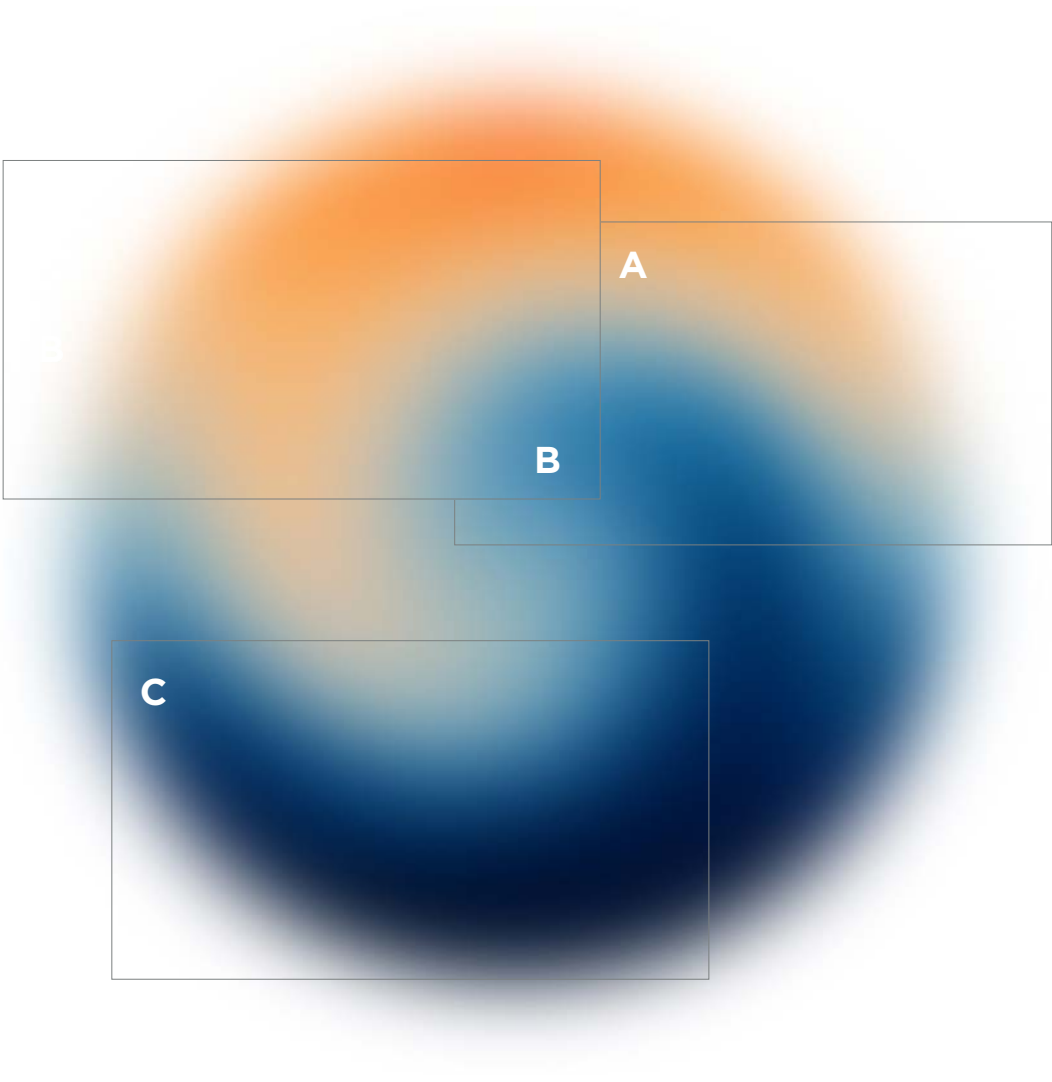
COLORS: ATMOS BACKDROPS

Inspired by the incredible horizon of ever-changing atmospheric colors.

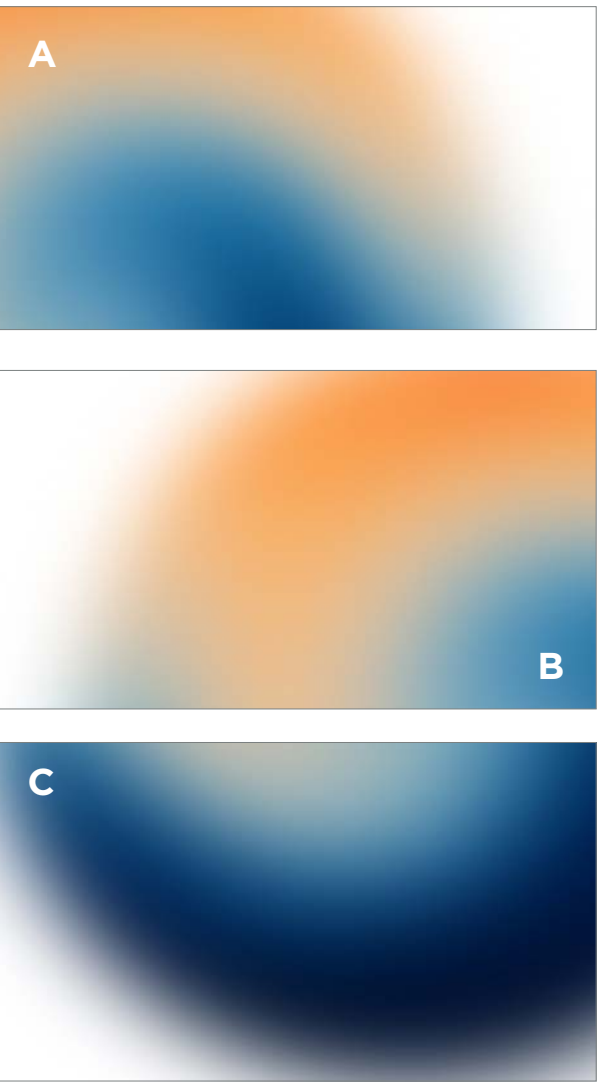
Like the ever changing skies of our beautiful Pacific Northwest skyline, our color palette is also unique and special. Because of this, we have created a series of proprietary art elements to utilize for your brand expression needs. They are a series of 12 atmospheric gradients we called Atmoses. They are constructed as scalable, vector assets in which there is some creative liberty to zoom into them and dynamically crop for ultimate versatility and reproduction. Here is one of those assets and a few examples of how to crop the art.

Please note: The Atmos asset must be cropped. Do not use as a complete, uncropped shape.

Evening Atmos 06



Example Cropping



COLORS: ATMOS BACKDROP LIBRARY

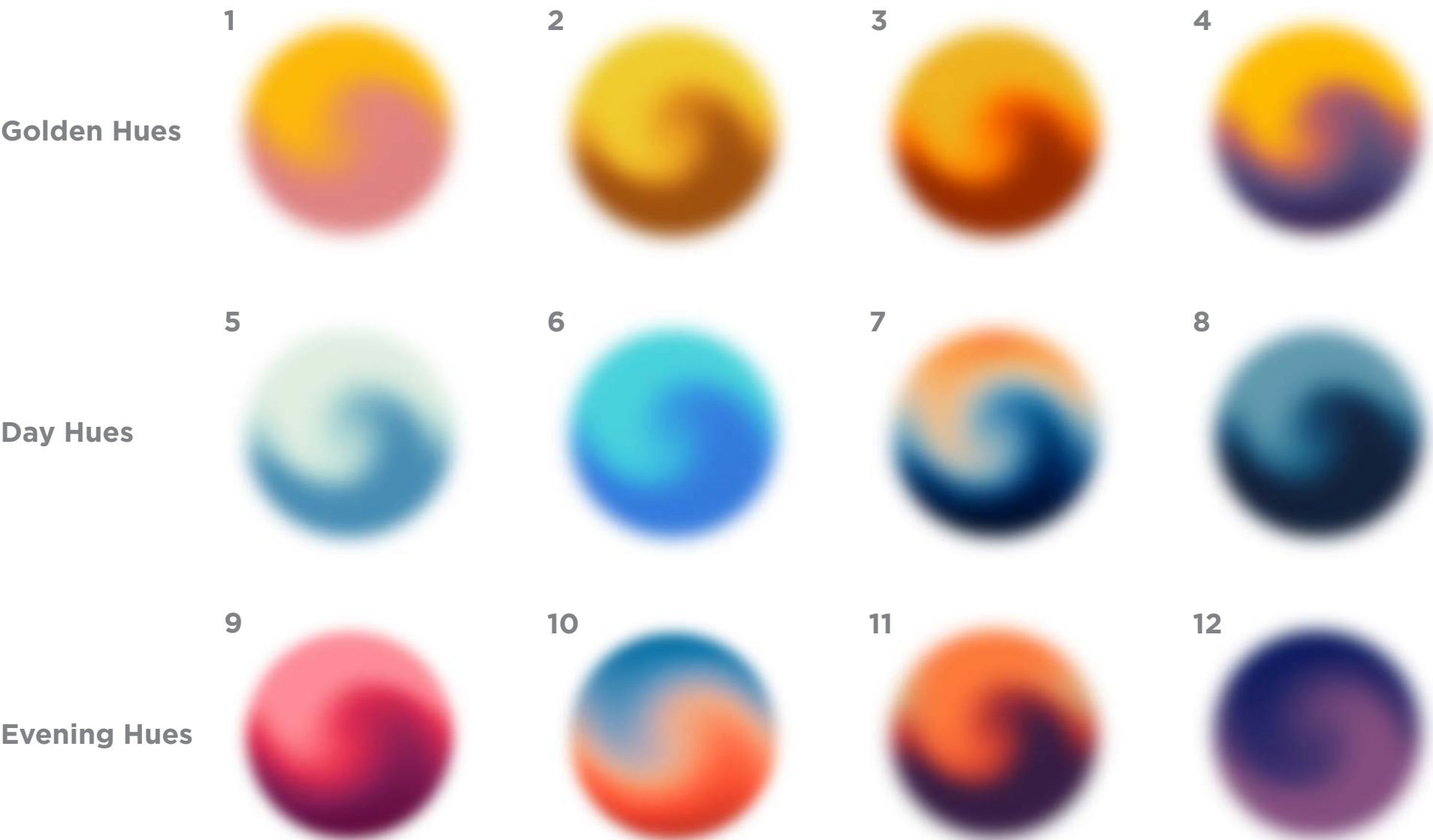
Inspired by the incredible horizon of ever-changing atmospheric colors.

Here is our flexible and vibrant array of Atmos Backdrops. Organized based on the hues of the day, Atmos backdrops may range from near-monochromatic to strikingly contrasted in color.

Golden Hues are defined by warm blends of color rooted in the bright yellows and oranges of the sunrise.

Day Hues rely on varying shades of blue to reflect cooler temperatures. Just as a day in the Pacific Northwest, these hues can skew from airy and clear to dark and stormy.

Evening Hues are inspired by our dramatic and ephemeral sunsets. In addition, these hues visually reference the sparkling, diverse nightlife that teems in our city.



COLORS: LIMITED USE PANTONE

Inspired by the incredible horizon of ever-changing atmospheric colors.

When the Atmos gradients cannot be technically reproduced by one of our vendors, we have a special limited use palette from which to draw. It is intended for merchandising or when the limitations of traditional reprographic print vendors, utilizing serigraphy or flexography or any other non-CMYK spot color, offset printing needs. These PMS colors should be used as ‘eyeball’ target matches, to best assure the accuracy of the final product.

Please note: Refer to the back of this book for examples on how to use these colors successfully with the Space Needle branded elements.

Cool Hues

<div>Horizon</div> <div>PMS 543 C CMYK 37 9 0 1 RGB 164 200 225 HEX A4C8E1</div>	<div>Sky</div> <div>PMS 2170 C CMYK 69 21 6 0 RGB 95 155 198 HEX 5F9BC6</div>	<div>Puget</div> <div>PMS 2150 C CMYK 83 39 15 13 RGB 54 116 157 HEX 36749D</div>	<div>Twilight</div> <div>PMS 2153 C CMYK 97 49 11 38 RGB 0 86 126 HEX 00567E</div>
--	---	---	--

Warm Hues

<div>Sunrise</div> <div>PMS 2008 C CMYK 0 25 78 0 RGB 239 192 110 HEX EFC06E</div>	<div>Sunset</div> <div>PMS 1665 C CMYK 0 79 100 0 RGB 220 68 5 HEX DC4405</div>	<div>Blush</div> <div>PMS 7619 C CMYK 0 78 85 12 RGB 192 76 54 HEX C04C36</div>	<div>Dusk</div> <div>PMS 7652 CMYK 42 92 0 50 RGB 94 39 81 HEX 5E2751</div>
--	---	---	---

Typography

Timeless and futuristic, our typography is as sturdy and beautifully complex as the Space Needle. An iconic, architectural form.

MODERN / CLEAN / TIMELESS

TYPOGRAPHY: PRIMARY

Our three typefaces that have specific roles and hierarchy. Meet Gotham.

As our primary typeface, Gotham serves as an enduring choice for our timeless headline and body copy.

Modern

Clean

Timeless

GOTHAM

Gotham Thin
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY: SECONDARY

And here’s Knockout.

Knockout is designed to grab your attention and hold it. For this reason, we have relegated it to the role of a short worded (1-6 words) headline typeface for impactful moments such as print and digital menu board headlines.

Please note: It is not recommended or intended to be used as a body copy typeface.

Expressive

Editorial

Efficient

KNOCKOUT

KNOCKOUT BANTAMWEIGHT

ABCDEDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

KNOCKOUT LITEWEIGHT

ABCDEDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

TYPOGRAPHY: TERTIARY

Introducing Cocon, our friendly, outward communicating voice.

Cocon is the typeface that best expresses the warmth of our outward-facing brand voice. It’s our headline typeface, for timely advertising and promotional communications. When we need to emotionally reach out and speak to potential guests.

Please Note: Cocon is intended to be limited-use, tertiary typeface. Cocon is best for written content imbued with a conversational tone that speaks directly to an audience.

Playful

Human

Approachable

Cocon Pro

Cocon Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Element Graphics

Inspired by our beloved, iconic form. The elemental construction of the Space Needle informed our distinct and flexible graphic system. With these elements, we can create excitement and energy through the abstraction of these beautiful and basic shapes.

OPEN / CONNECTED / HUMAN / RADIANT



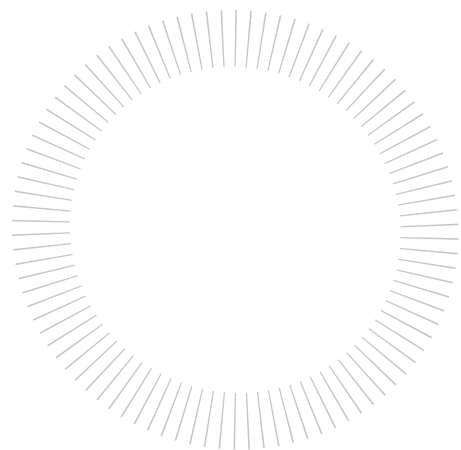
ELEMENT GRAPHICS: LINEAR FORMS

These graphics communicate our feelings through their shape and mood of colors.

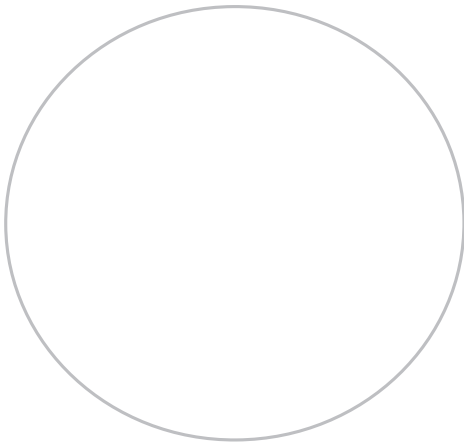
Our element graphics are directly inspired by the architectural features and curves of the Space Needle itself. There are three basic shapes to utilize; Halo, Radius and Eclipse. Their pure form is round but can be distorted and altered in much the same way guests experience the Space Needle’s different vantage points; from above, below and at various perspective heights.

Please note: As abstracted shapes, you are free to work with them to create interesting and dynamic designs. You will see some branded composition examples in the upcoming pages.

Halo - Round



Radius - Round



Eclipse - Round



Halo - Perspective



Radius - Perspective



Eclipse - Perspective



ELEMENT GRAPHICS: TRANSPARENT FORMS

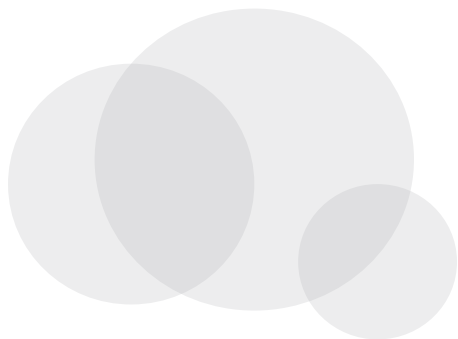
These graphics communicate our feelings through their shape and mood of colors.

We have two hybrid graphic elements that can be used alone or in addition to the linear graphic elements. They are based on the Radius and Eclipse graphics. As transparent graphical elements, they help convey the see-through, floor to glass wall experience. These elements work best when used sparingly (1-3 per design layout) and when scaled in difference to one another.

Please note: The tinted, gray objects are the four basic, elemental shapes you can use to rotate, distort and overlap in your branded design compositions. The shapes shown are strictly a diagrammatic representation of the overlap tint technique. They are not intended to be used as a locked up asset.

See the next page for design composition and background examples.

Radius



Eclipse



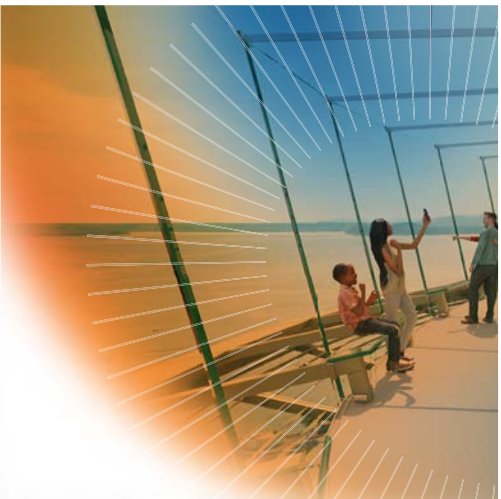
ELEMENT GRAPHIC: LINEAR & TRANSPARENT FORMS APPLICATION

These graphics communicate our feelings through their shape and mood of colors.

These are a few possible examples of the Space Needle brand elements composed together to represent the intent of the artwork.

This is the most subjective part of the guidelines, requiring a good creative eye to effectively design and lay out the brand elements. As such, this application offers up the most versatile creative latitude for you to compose, layer and most importantly, have fun. We urge you to refer to this page, as well as the proof of concept examples at back of this document.

Composition Examples



Photography

We are inspired by our panoramic view. When we remove the opaque structure with transparent glass, we promise a more emotionally engaging, interactive experience that leaves guests inspired and in awe.

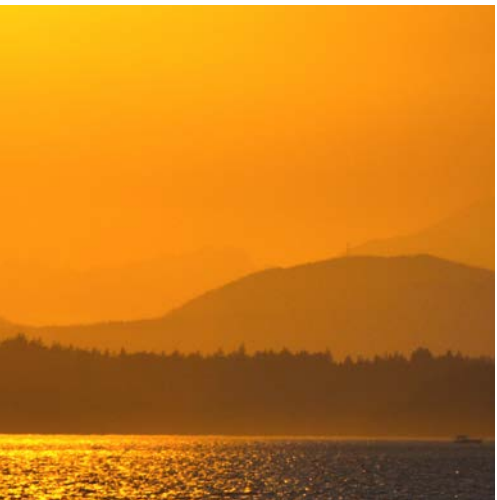
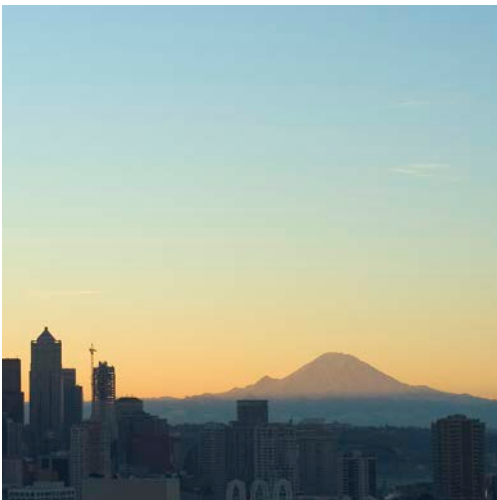
PANORAMIC / IMMERSIVE / TIMELESS



PHOTOGRAPHY: PANORAMAS

Inspired by the panoramic beauty of our elevated vantage point in Seattle.

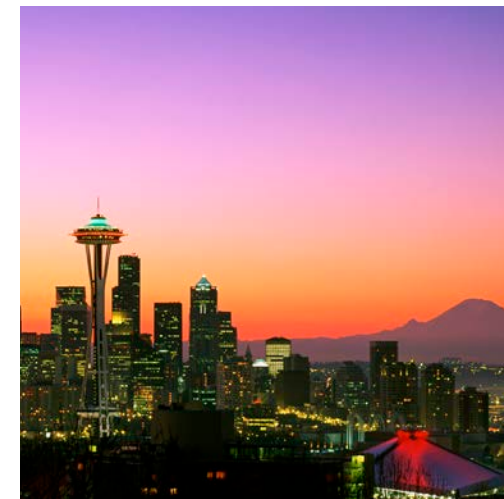
Panorama photography harnesses awe-inspiring imagery from unique vantage points to celebrate views that can be seen from the Space Needle and those that embody the beauty of Pacific Northwest. Photography may include rich depictions of natural environments in our region, imagery representing the ever-changing urban city scapes of Seattle and imagery that combines the two. As these images are “outward” in nature, they do not include images of the Space Needle itself. Just as with Atmos backdrop assets, the coloration of photography may range from near-monochromatic to strikingly contrasted in color.



PHOTOGRAPHY: THE NEEDLE

Inspired by our iconic presence in defining the skyline of a beautiful city.

Needle photography focuses on the striking presence of the Space Needle and its surrounding backdrop. Imagery should abstractly convey the importance of the Space Needle as a bold icon of possibility and symbol of Century 22 within a city that is constantly evolving. Photography may be captured from any vantage point provided the Space Needle is featured prominently from a compositional standpoint. Just as with Atmos backdrop assets, the coloration of photography may range from near-monochromatic to strikingly contrasted in color.



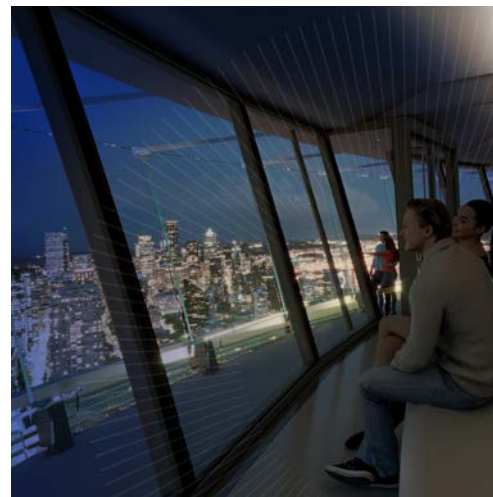
PHOTOGRAPHY: ATMOSPHERIC TREATMENT

This is when we take an everyday photo and make it feel like an emotive, everlasting memory.

The goal is to create imagery that feels ownable and uniquely branded by the Space Needle. With this in mind, atmospheric treatments may be used in varying degrees.

Graphic elements, including linear and transparent forms, can be lightly superimposed over color images to preserve coloration of photography.

Atmos assets may be combined with black and white, 'multiplied' effect photography to create specific hues. This pushes the content to be more saturated, delivering a greater emotive sense of wonder. Depending on the use case of a photographic asset, atmospheric color treatment may range from minimal to heavy in hue application.

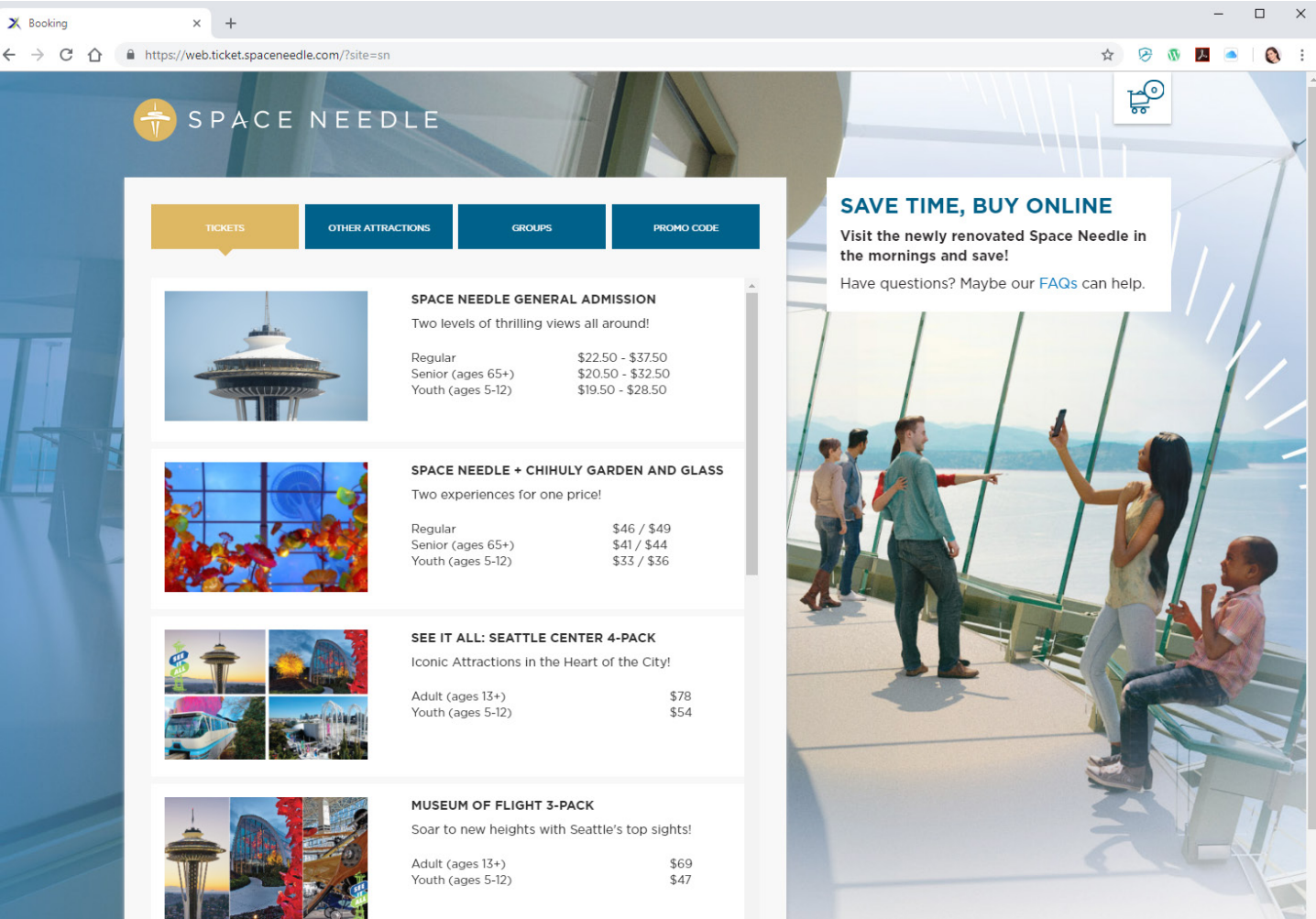


Examples

The next pages illustration how the logo, artwork and ad copy interact together.

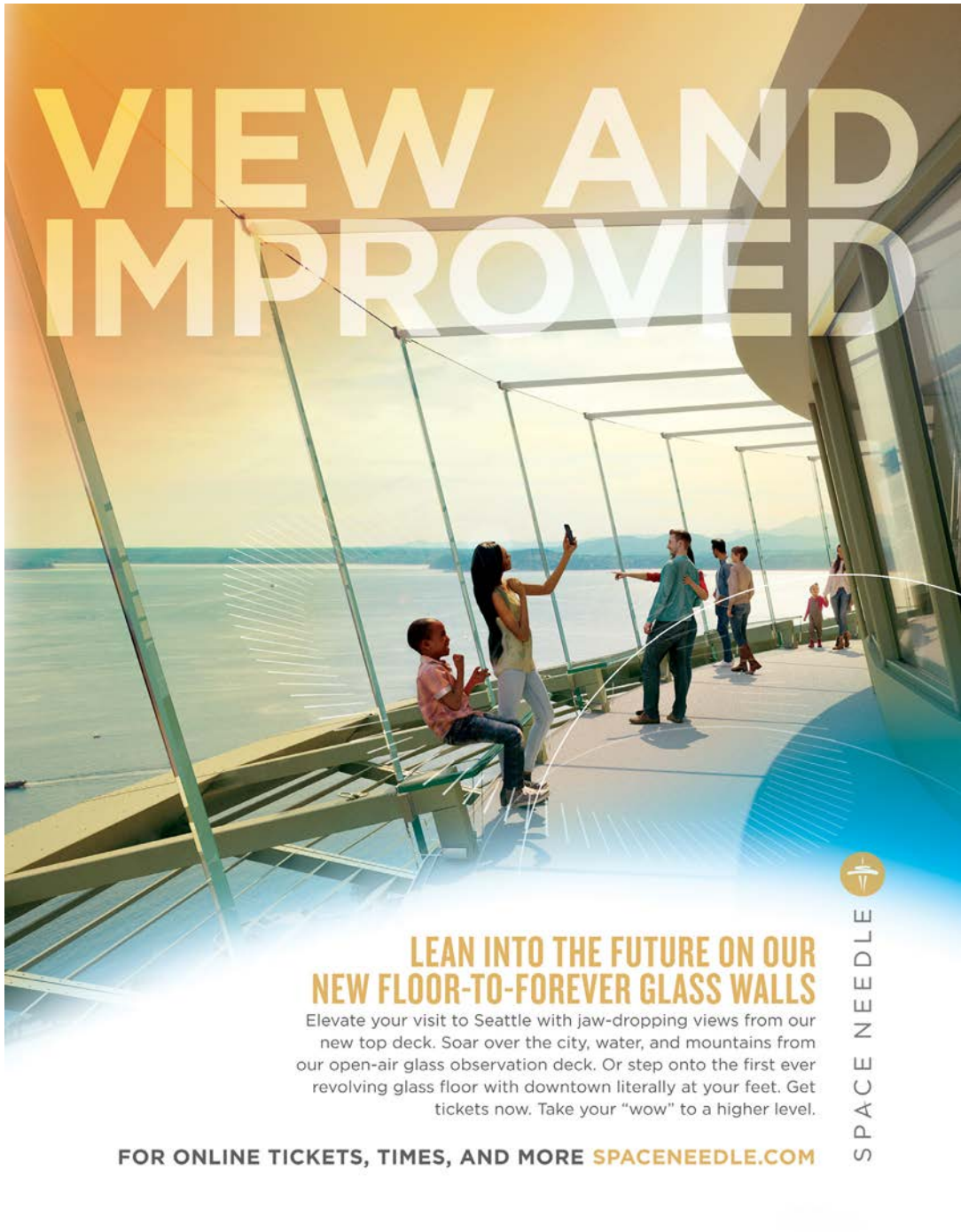
HORIZONTAL LOCKUP

The horizontal lockup is the easiest to read, from left to right. This is the primary logo to use in situations when our brand needs to be quickly recognized within seconds, such as with website design and event tickets for example.



VERTICAL LOCKUP EXAMPLES

The vertical lockup is best used in a portrait oriented layouts. This vertical logo serves as more of a secondary option, and is most often used in ads and other print materials to give more room to other more prominent copy and photography elements.



VIEW AND IMPROVED

LEAN INTO THE FUTURE ON OUR NEW FLOOR-TO-FOREVER GLASS WALLS

Elevate your visit to Seattle with jaw-dropping views from our new top deck. Soar over the city, water, and mountains from our open-air glass observation deck. Or step onto the first ever revolving glass floor with downtown literally at your feet. Get tickets now. Take your “wow” to a higher level.

FOR ONLINE TICKETS, TIMES, AND MORE [SPACENEEDLE.COM](https://www.spaceneedle.com)

SPACE NEEDLE



THE VIEW WILL FLOOR YOU

A GLASS FLOOR. NOW REVOLVING.

Enjoy thrills on an entirely new level! Venture out onto an all-glass floor 500' above the city. Seattle’s “must see” is now a “must do!”

FOR ONLINE TICKETS, TIMES & MORE [SPACENEEDLE.COM](https://www.spaceneedle.com)

SPACE NEEDLE

WORDMARK

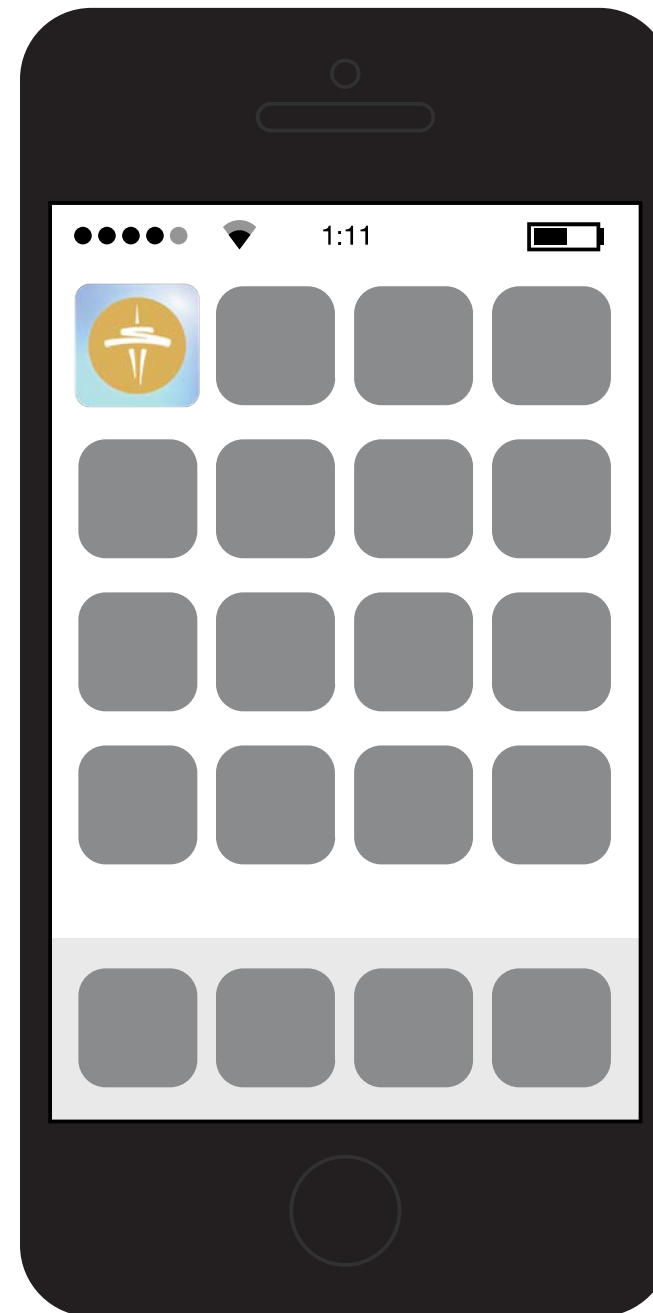
The wordmark on its own can be used in situations where it makes sense to separate it from the icon. Below shows a specific example of the frontline team uniform shirts where guests need to be able to quickly recognize a team member from multiple angles, from the side and back.



ICON

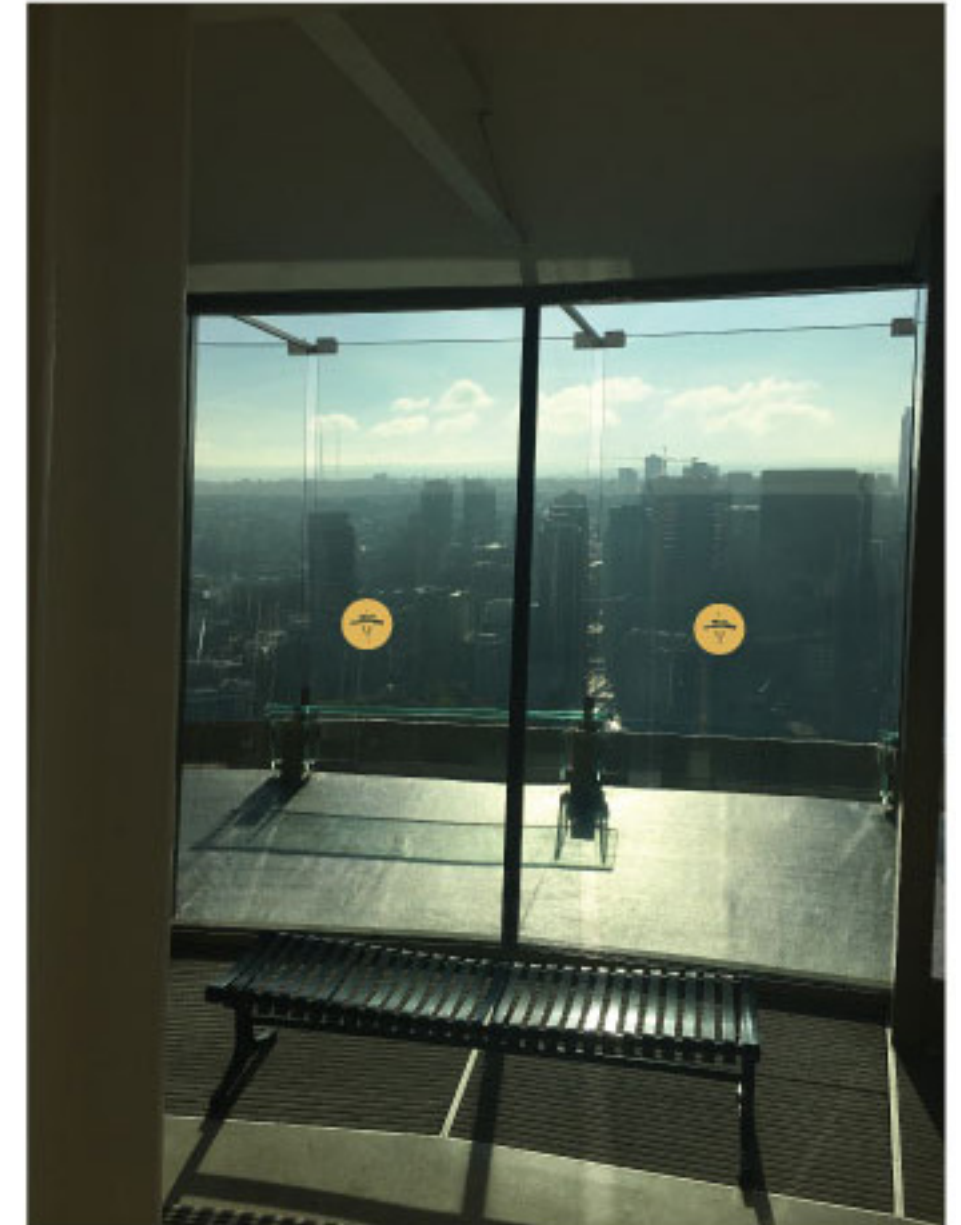
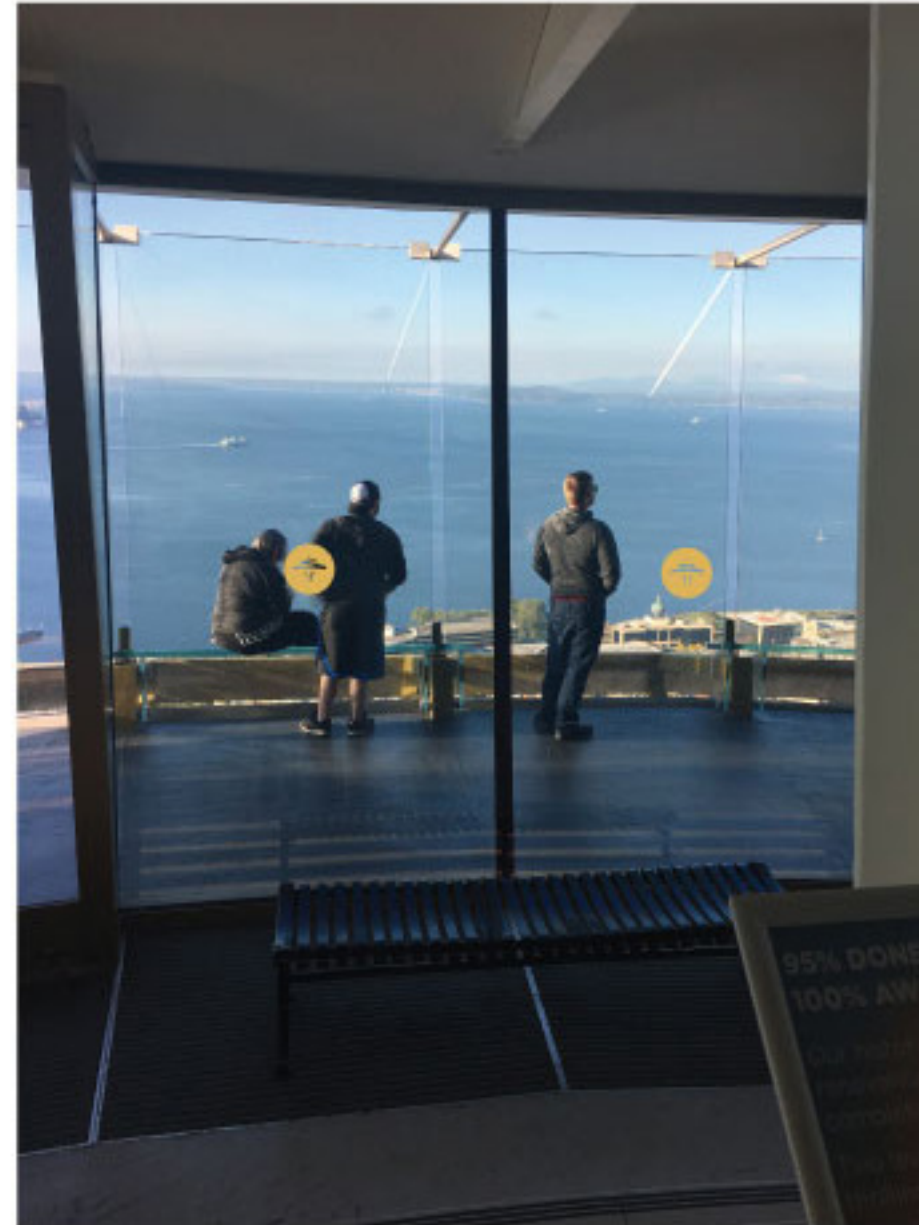
The icon can be used on its own where there are space constraints in a smaller square space, or as a simple decorative element.

App icon



KNOCKOUT

The icon on its own, or with the lockup can be “knocked out” or shown as transparent only when the background that it appears on doesn’t have any color. To clarify, an example would be the business card, or vinyl graphics on windows, or other applications when using laser etching or die cut metal.





Kelley Brox Senior Creative Manager

kellyb@spaceneedle.com

(206) 905-2133