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.
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 Sightseeing has been replaced by a quest for life-defining memories and shareable experiences.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.
“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.

“The BREATHE IN”

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

“The BREATHE FAST”

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

“The 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.

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

WHO
Collectors of experiences, seekers of wow.

PERSONALITY
The words that make up the character of being ‘Only Here.’
Playful
Ambitious
Welcoming
Unexpected
Optimistic
Confident

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

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.
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.
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**: .50"
- **For Web**: 56 pixels
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
- .75”

For Web
- 120 pixels
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

SPACE NEEDLE

.75"

150 pixels
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 part of the artwork. They represent how the brand reverses out of photos or color fields.
**IDENTITY: DON'TS**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="SPACE NEEDLE" /></td>
<td><img src="image2" alt="SPACE NEEDLE" /></td>
<td><img src="image3" alt="SPACE NEEDLE" /></td>
<td><img src="image4" alt="SPACE NEEDLE" /></td>
</tr>
<tr>
<td>Don't stack the type</td>
<td>Don’t use colors outside of our approved colors</td>
<td>Don’t rearrange or re-size elements</td>
<td></td>
</tr>
<tr>
<td><img src="image5" alt="SPACE NEEDLE" /></td>
<td><img src="image6" alt="SPACE NEEDLE" /></td>
<td><img src="image7" alt="SPACE NEEDLE" /></td>
<td><img src="image8" alt="SPACE NEEDLE" /></td>
</tr>
<tr>
<td>Don’t rotate the vertical logo into a horizontal position</td>
<td>Don’t rotate the logo</td>
<td>Don’t outline the logo</td>
<td>Don’t rotate the horizontal logo into a vertical position</td>
</tr>
<tr>
<td><img src="image9" alt="SPACE NEEDLE" /></td>
<td><img src="image10" alt="EVENTS SCHEDULE" /></td>
<td><img src="image11" alt="SPACE NEEDLE" /></td>
<td><img src="image12" alt="SPACE NEEDLE" /></td>
</tr>
<tr>
<td>Don’t change the weight of the type</td>
<td>Don’t combine logo with other words</td>
<td>Don’t alter the logo or wordmark</td>
<td>Don’t remove the logo from the circular containing shape</td>
</tr>
</tbody>
</table>
## Identity: Don’ts

<table>
<thead>
<tr>
<th>Don’t skew or shear</th>
<th>Don’t add effects to the logo</th>
<th>Don’t place a positive logo on a dark background with poor contrast</th>
<th>Don’t place a reversed logo on a light background with poor contrast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t add a drop shadow</td>
<td>Don’t place logo on a visually busy photo</td>
<td>Don’t place text or additional naming in the logo</td>
<td>Don’t place additional graphics in the logo</td>
</tr>
<tr>
<td>Don’t wrap text around the logo</td>
<td>Don’t curve or bend</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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.
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

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

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

**GOTHAM**

**Gotham Thin**
ABCD EFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

**Gotham Book**
ABCD EFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

**Gotham Bold**
ABCD EFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
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**

ACDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

**KNOCKOUT LITEWEIGHT**

ACDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
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**
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**
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.
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.
ELEMENT GRAPHIC: LINEAR & TRANSPARENT FORMS APPLICATION

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.
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 illustrate 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.
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.
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.