



# Logo Guidelines



## Inspiration

Inspired by the rich water of the Klamath River that runs through Klamath. The logo depicts an individual canoing on the Klamath River through the vast and diverse landscape representing heritage and support for the community. Because Klamath CSD serves Yurok Tribal facilities and housing it was important to include elements inspired by the tribe to show their rooted connection within the community.

## Values

Harmony

Support

Cheerful

Community

Connection

Relaxing

## The Seal

This seal has been designed to represent Klamath Community Services District and can be used on all Klamath CSD marketing and communications materials. It is designed to clearly identify Klamath CSD in all media platforms, including digital and mobile applications.

As the primary identifier for Klamath CSD, the seal can be used on all forms of communication and whenever the CSD is being represented.

Consistent use of the seal helps strengthen recognition for Klamath CSD and helps build a unified brand.

## Colors

The Klamath CSD color palette is a set of curated harmonious colors, few of which are found in the seal, that can be used on all Klamath CSD marketing, communications, and media platforms.



Seal/logo



Color Palette

## Alt Configurations

Alternate configurations of the Klamath CSD logo have been made to be used in special cases where space is limited or the available space does not accommodate the seal well. The emblem from the seal has been simplified in these versions to allow a wider range in scalability, especially for when a smaller logo is needed.

The use of the Klamath CSD seal should always be prioritized whenever possible.

Alt logo



**KLAMATH**  
COMMUNITY SERVICES DISTRICT

Emblem

Wordmark



**KCSD**

Emblem

Abbreviation

# Correct Logo Use

Multiple versions of the logo have been created for use on different colored backgrounds. Below are some examples.





## Minimum Size

In order to ensure legibility, the seal/logo should not appear smaller than 1" inch in height in printed materials. The alternate horizontal configurations should not appear smaller than 0.5 inches in height in printed materials. The Klamath CSD wordmark should not appear smaller than 0.25 inches in printed materials.



## Clear Space

Clear space must surround the logo to ensure legibility and provide the greatest impact.

The amount of clear space for the seal must be no smaller than the width of the "M" in Klamath.

The amount of clear space for the horizontal logo must be no smaller than the width of the "K" in Klamath.



# Incorrect Uses

In order to remain consistent and maintain the integrity of the logo it is important that it not be altered in any way. When placing the logo in documents make sure to scale uniformly so as to not squeeze or stretch the logo. The following examples should not be permitted under any circumstances.



Squeezing



Stretching



Skewing



Incorrect colors



Special effects



Distracting Backgrounds



