The Downtown Selah Style Guide is intended for use to establish and affirm a consistent “place-brand” for the city of Selah. The branding elements included in this document should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.

**COMMUNITY LOGOS**

**COLOR PALETTE**

- PANTONE 200C
- PANTONE 7694C
- PANTONE 7494C
- PANTONE 7402C

**TYPOGRAPHY**

**GIN LINES**

ABCDEFHJKLM NOPQRSTUVWXYZ

**ARCHER MEDIUM**

ABCD GFHJKLM NOPQRSTUVWXYZ

abc defghijklm nopqrstuvwxyz

1234567890

**CABIN**

ABCD GFHJKLM NOPQRSTUVWXYZ

abc defghijklm nopqrstuvwxyz

1234567890

The Downtown Selah Style Guide is brought to you by Selah Downtown Association, a certified Washington State Main Street Program and affiliate member of the National Main Street Center. The branding elements included in this guide were developed through a community wide branding effort led by creative branding firm Arnett Muldrow.