CITY OF
KOOTENAI

City of Kootenai / Guidelines

CITY OF KOOTENAI
IDAHO
EST. 1910

Clear space

The logo of the city of Kootenai embodies the unique identity of the region, combining its natural, cultural, and historical aspects. It is designed in a modern minimalist style, with elements symbolizing the key features of the city and its heritage.This logo integrates visual elements that are easily recognizable and create a strong association with the city of Kootenai. The minimalist design and clean lines make it adaptable for various formats and media, from printed materials to digital platforms.

Logo / Primary

City of Kootenai / Guidelines

The logo reflects the richness of nature, the cultural legacy of Indigenous peoples, and the city's connection to infrastructure development. Each element represents important aspects of the city's life and surroundings:

Moose — Representing the abundant wildlife and the city's bond with nature..

Sun — A beacon of prosperity, energy, and new beginnings for the growing community.
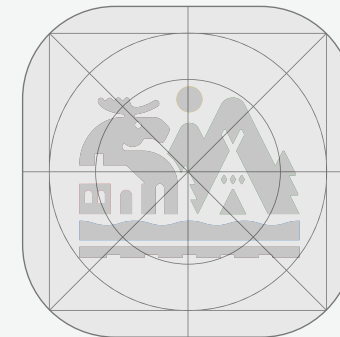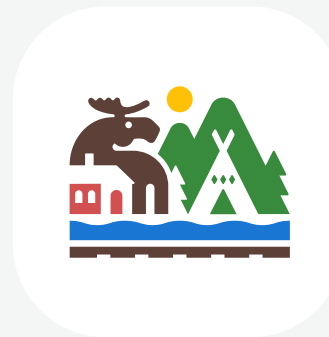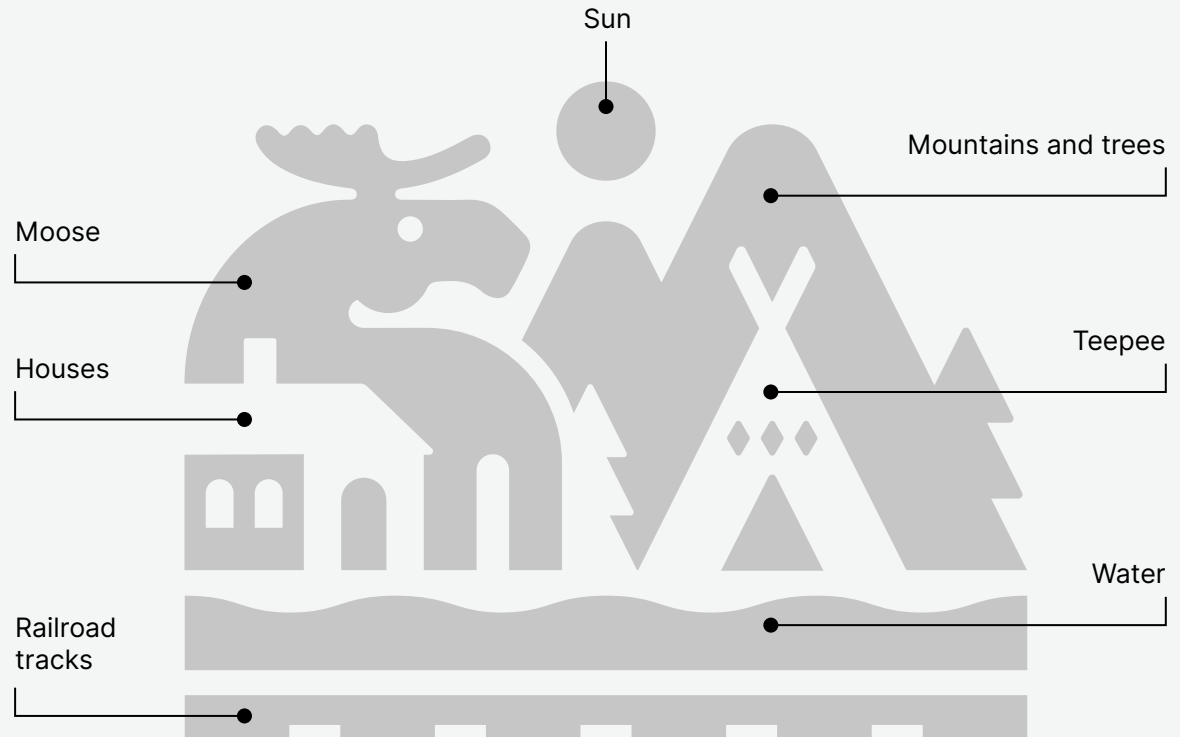
Mountains and trees — Highlighting the towering landscapes and dense forests that define the region's natural beauty.

Houses — Reflecting a strong, connected community built on a solid foundation.

Teepee — Honoring the Indigenous cultures and historical heritage that shape Kootenai's identity.

Water — Symbolizing the lakes and rivers that sustain life and recreation in the area.

Railroad tracks — A reminder of Kootenai's economic roots and historic ties to rail transport.
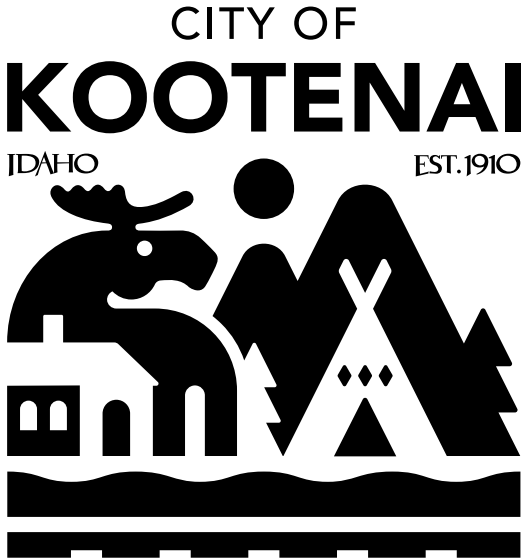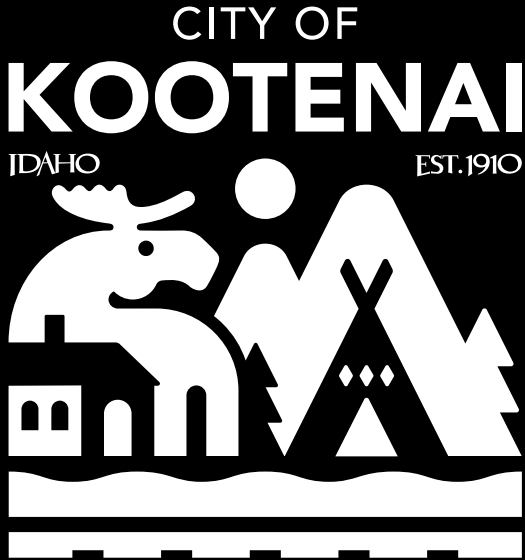
Sun

Mountains and trees

Moose

Teepee

Houses

Water

Railroad tracks

Logo / Symbol

City of Kootenai / Guidelines

BROWN	BLUE	GREEN	YELLOW	RED
HEX: #5D4037				
RGB: 93, 64, 55				
CMYC: 0, 31, 41, 64				
PANTONE 476 C				
HEX: #5D4037	HEX: #1976D2	HEX: #388E3C	HEX: #FFC107	HEX: #D35050
RGB: 125, 102, 95	RGB: 25, 118, 210	RGB: 56, 142, 60	RGB: 255, 193, 7	RGB: 211, 80, 80
CMYC: 0, 18, 24, 51	CMYC: 88, 44, 0, 18	CMYC: 61, 0, 58, 44	CMYC: 0, 24, 97, 0	CMYC: 0, 62, 62, 17
PANTONE 7531 C	PANTONE 293 C	PANTONE 348 C	PANTONE 137 C	PANTONE 7618 C

Logo / Color

CITY OF KOOTENAI

IDAHO · **EST. 1910**

Clear space

Logo / Secondary

City of Kootenai / Guidelines
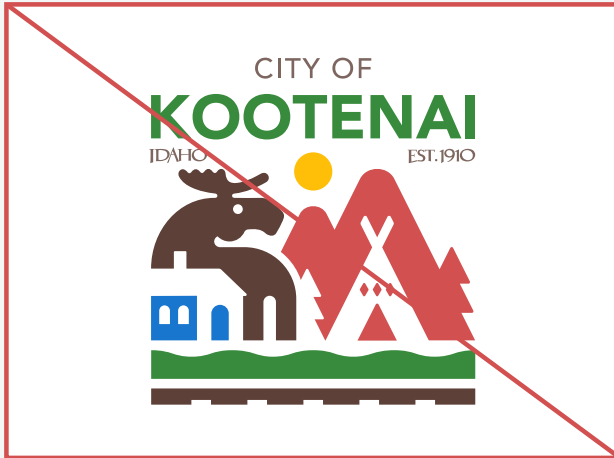

Logo / Monochrome color

City of Kootenai / Guidelines

Logo / Appearence on different background colours

City of Kootenai / Guidelines

Do not alter the logo's colors.
Use only the approved color palette.

Do not distort the proportions of the logo.
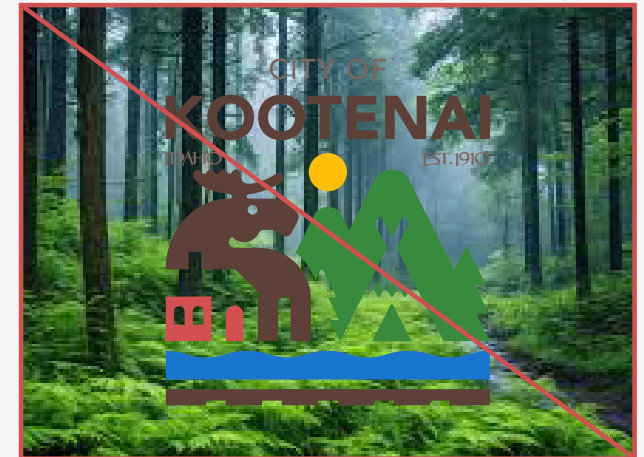Always maintain its original aspect ratio.

Do not replace fonts. The typography
of the logo must remain unchanged.

Do not add an outline to the logo. Outlines
or any additional lines disrupt the original design.

Do not add effects. Shadows, gradients,
gloss, or textures are not allowed.

Do not place the logo on unsuitable backgrounds. The
background must not interfere with the visibility of
the logo. Use approved backgrounds or ensure
sufficient contrast.

Logo / How Not to Use the Logo

MEDIUM

CITY OF

BLACK

KOOTENAI

EST.1910

MEDIUM

MEDIUM

Avenir

The Avenir font was chosen for its modern and versatile character, which perfectly aligns with the spirit of the City of Kootenai. Its clean lines and balanced proportions reflect the harmony between nature and architecture embodied in the logo.

*It is important to note that Avenir is used exclusively for headings. This ensures that key information stands out while maintaining visual consistency. For body text use the **Inter** font

Logo / Font

City of Kootenai / Guidelines

Logo / Preview