

MASTER LOGOTYPE & MARK

The Urban Loop is inspired by our city's origins, dating back to the early 1900's when streetcars traveled back and forth from Urbandale to Des Moines.

The logotype is the most immediate representation of Urban Loop to the world. It is a valuable visual asset that must be used consistently in the proper, approved forms.

Always use the provided logo files.

Logotype



Reverse option



Black option



Tagline option



TYPOGRAPHY

Typefaces play an important role in how the brand's internal and external messaging is consumed and interpreted.

Typography in all communications should be simple, clean and readable.

The primary brand typeface is Helvetica Neue, a typeface with an emphasis on legibility. The secondary typeface is Georgia, a typeface resonant with typographic personality.

They can be used in print and digital applications.

Logotype



Helvetica Neue Medium

The Urban Loop will continue to shape our city's future.

Georgia

The Urban Loop is what connects the Urbandale community, and what connects Urbandale to the world. Multi-directional access to major transportation routes allows Urbandale residents and businesses to travel metro to metro, coast to coast, border to border, and back again.

Georgia Italic

“The Urban Loop makes it easy to reach your destination.”

Helvetica Neue Condensed Bold

THE MOST INTERSTATE 35/80 RAMPS OF ANY IOWA METRO

COLORS

The key colors are Pantone 281 and 2995. They act as the primary colors for the brand and compliment the secondary colors: Asphalt, Gris, Stone and Foxtail.

Colors may be used as screens or transparencies to add depth and dimension to photography and designs. Headlines may appear in any color in the color palette, as long as they appear legible and dominant.

PRIMARY

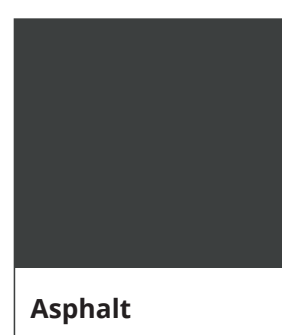


Urban Loop Deep Blue
 #001F5B
 RGB 0 31 91
 CMYK 100 91 31 34
 PMS 281 C



Urban Loop Sky
 #14A4DE
 RGB 20 164 222
 CMYK 73 18 00 00
 PMS 2995 C

SECONDARY



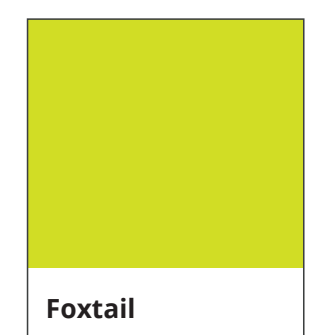
Asphalt
 #3D3F40
 RGB 61 63 64
 CMYK 69 61 59 48



Gris
 #AFADAE
 RGB 175 173 174
 CMYK 33 27 27 00



Stone
 #EFF0F1
 RGB 239 240 241
 CMYK 05 03 03 00



Foxtail
 #D1DD27
 RGB 209 221 39
 CMYK 22 00 100 00