



Logo Standards



Topeka Brand Logo

The Topeka Brand Logo (the Dome Icon + “Topeka”) is the primary graphic element used to represent the community.

Primary/preferred format: The Standard Full-Color Logo (on light backgrounds) or the standard reverse-color logo (on dark backgrounds).

Secondary format: The standard one-color logo. This black-and-white version is to be used only if there are color limitations.

The brand logo should never be altered when used to promote the Topeka brand as a whole. Alterations allowed for partnering organizations are detailed on the following pages.

Guidance for Consistency

- The color arrangement of the splash in the Topeka Brand Logo is always to appear as shown here. Do not alter it in any way.
- When the logo appears on a black background, use the one-color logo.
- If one of the logo colors closely matches a colored background and therefore visually disappears (for instance, if the yellow of the splash nearly disappears on a yellow background), use the one-color logo.



Standard Full-Color Logo



Standard One-Color Logo



Standard Reverse One-Color Logo

Topeka Brand Icon

The Topeka Brand Icon (the Dome Icon) will, in time, become identified as Topeka’s visual brand. It is to be used in either the full-color or one-color versions:

- On merchandise
- On directional signage
- On vehicles
- As a secondary design element



Standard Full-Color Dome Icon



Standard One-Color Dome Icon



Standard Reverse One-Color Dome Icon

Clear Space Restrictions

When using any brand logo, maintain a consistent clear space around the logo (as shown). This space represents the minimum distance between the identity and any other design element or text.

The proper and consistent amount of clear space allows it to stand apart and be easily recognizable in all usage.



Minimum Size Restrictions

The Topeka Brand Logo (the Dome Icon + "Topeka") should always be at least 1" wide. This allows it to stand out and be easily recognizable.

The Topeka Brand Icon (the Dome Icon only) should always be at least 0.5" wide. This size is consistent with the full logo's minimum size and maintains its legibility.



This icon should never be less than 0.5" wide.



This logo should never be less than 1" wide.