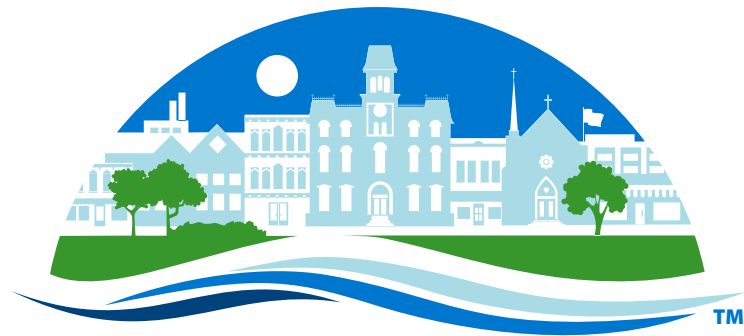


BRAND & VISUAL IDENTITY GUIDE

CITY OF DEFIANCE

2017



DEFIANCE

*a great place to live*

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# THE IMPORTANCE OF IDENTITY

Every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization's identification program is a coordinated one, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the City of Defiance's visual identity program—its graphic design standards—and to illustrate how these standards are applied.

This guide includes specific instructions for the use of the logo and guidelines meant to reinforce the projection of a consistently strong and distinguished image.

## Why we need a visual identity

The logo and standards will promote a uniform identity to the public and support Defiance's reputation as a dynamic and growing city.

The new visual identity program will:

- Ensure citizens can easily identify, recognize and access all City programs, services, facilities and information
- Assist citizens to recognize the value of the services they get for their tax dollar
- Help the City government appear more approachable and modern
- Help reinforce or support the City's reputation (or brand).

Our visual identity is an essential part of a planned approach to building the City's reputation and raising awareness about its facilities, services and programs.

# THE LOGO

The City's logo has long represented a "visual sketch" of our community. The updated graphic adds emphasis on our rivers and visually embodies a more modern, forward-thinking community. The simplified blue and green color palette represents the natural beauty of our landscape.



## LOGO VERSIONS

The City of Defiance logo is available in color, grayscale and solid B&W.

The color logo is the primary identification for the City of Defiance.

**Color Logo:**



**Grayscale Logo:**



**B&W Logo:**



shown reversed

## WORKING WITH LOGO FILES

Logo files are available, for official city use, in three formats:

SVG = Scalable Vector Graphics  
EPS = Encapsulated PostScript  
PNG = Portable Network Graphic

To preserve the integrity of files:

Please do not "OPEN" the original file—instead "INSERT" or "IMPORT" the logos as needed into your documents (depending on your software, "opening" any graphics file may result in loss of resolution and/or quality.)

{ DefiCityLogo17.svg  
DefiCityLogo17.eps  
DefiCityLogo17.png }

DefiCityLogo17\_small.png }

{ DefiCityLogo17\_grayscale.svg  
DefiCityLogo17\_grayscale.eps  
DefiCityLogo17\_grayscale.png }

{note: this grayscale version should be considered for use only when color is not available or cost prohibitive}

{ DefiCityLogo17\_reverse.svg  
DefiCityLogo17\_reverse.eps  
DefiCityLogo17\_reverse.png }

{ DefiCityLogo17\_bw.svg  
DefiCityLogo17\_bw.eps  
DefiCityLogo17\_bw.png }

{the b&w version should be used when neither color nor screen tints are applicable, when size is less than 1.5", or when a solid reverse is required}

### Protected "Buffer" Space

All versions of the logo include a **non-printing** border which establishes margins around the logo.



### < Minimum Size

To maintain legibility, the logo should not be used smaller than 1.5" in width.



### Reversed Logo

When reproducing on a dark background,\* the smallest river wave, TM, logo text and slogan are all to be white:



{ \*black and dark blue are the only approved background colors }

## UNACCEPTABLE USAGE OF LOGO

Do Not "rearrange" or change the colors assigned to each component of the logo.



Do Not make the logo a two-color design.



Do Not customize the logo by adding or deleting text.



Do not alter the text or font of the city slogan.

Do not print the logo on a background without enough contrast.



Do not add outlines.

Do not skew, stretch, rotate, tilt or compress the logo.



## CORRECT USAGE OF LOGO



To ensure the best reproduction quality, always use original logo files, as provided in the DefiCityLogo17 folder.



If full-color printing is not available, the bw or grayscale version of the logo should be used.



Add Division names or other title text beneath the logo, using the Myriad font family.

DIVISION NAME HERE



When reproducing on a dark background, use 'reverse' art as provided (with text, small wave and slogan in white).



Always adjust the scale of the logo proportionally. (in most apps, dragging corner handle will maintain proportion.)

## COLOR PALETTE

The official logo includes four specifically selected colors. Adherence to these color standards will serve to unify the City's image.

*{some variance in colors will occur depending on printing settings, paper type and lighting conditions.}*

### Pantone®

The print industry standard for specifying solid inks.

### CMYK

The print industry standard for full color (or process color) uses 4 cmyk colors to create the spectrum of color seen in most full color printing.

### RGB

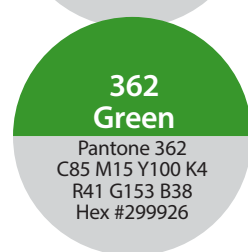
A color system based on red, green and blue, and used to represent the spectrum of color on video display.

### Hex

A color system used for internet code programming.

### Compliment Colors:

*These additional colors have been selected to coordinate with the logo color palette, and may be used on other design elements when deemed necessary and only with pre-approval from City Administration:*



## TYPOGRAPHY

The City of Defiance uses a consistent family of typefaces to coordinate with and compliment the logo, while visually reinforcing the city's identity.

*{NOTE: The serif font in the logo type and the script font in the slogan have been customized – no attempt should be made to duplicate these fonts.}*

The Myriad Pro family includes a variety of weights that coordinate well with the logo.

An alternate, serif font Goudy may be used for correspondence and marketing materials.

*Please do not condense, extend, squeeze, alter, or otherwise distort the fonts in any way.*

### Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Goudy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Use of any type face or font other than these two approved font families on any signage or display will require pre-approval from City Administration.*

## COMMUNICATIONS: CITY STATIONERY & CORRESPONDENCE

Every communication from the City of Defiance should reflect the organization in a professional, positive way. Business stationery — letterhead, envelope and business cards—should adhere to the city's official templates.

### Business Card Front and Optional Card Back [shown actual size] >



### Electronic Communications

Even email correspondence falls under the City of Defiance brand umbrella. All external business emails should follow these signature guidelines.

**DO:** always include your full name, phone number and city website. The city logo may be removed from 'reply' signature.

### Standard E-signature format:

**Your Fullname**  
**Position Title**  
**City of Defiance**  
**419.000.0000**  
**cityofdefiance.com**



### Letterhead Layout ^

Document margins should be set to align with header and footer as follows:

**top = 2"**  
**left = 1.13"**  
**bottom .75"**  
**right .63"**

A letter template **LetterTemplate.docx** is included in the distributed logo folder.

## VEHICLE GRAPHICS

All new city vehicles purchased will be white.

White or light colored vehicles will use logo with blue wave and blue lettering.



For consistency throughout City Divisions, ALL vehicle graphics shall be ordered through the City finance clerk.

Vehicle decals are available in 2 sizes:

- Large = 18" logo width with 2" lettering for Division names.
- Medium = 12" logo width with 1.5" lettering for Division names.

Division lettering will be set in 'Myriad Black\*' or 'Myriad Black\* Condensed' on one or two lines as space allows.

(\*black is part the font name, does NOT indicate color)



Black or dark colored vehicles will use logo with white wave & white lettering.

**MONUMENT SIGNAGE:** CITY ENTRANCE SIGNS + LARGE PARK SIGNS

**LARGE MONUMENT  
Model #25**

1'-4"

5'-0"

11'-10"

modified logo  
smaller text proportion

FONT: Goudy, CAPS  
centered, 1 or 2 lines  
+30% min. letterspace  
Pantone Warm Gray 11

**STUCCO:**  
Colonnade Gray  
SW 7641

**PANTONE COLORS**

541 285 304 362 warm gray 11

**BACKGROUND:**  
Westhighland White  
SW 7566

**Text Variation  
for CITY  
ENTRANCES >**

Trajan Pro  
centered  
40% letterspace  
Warm Gray 11

**Text Variation  
for Park/City  
Entrance  
Combination >**

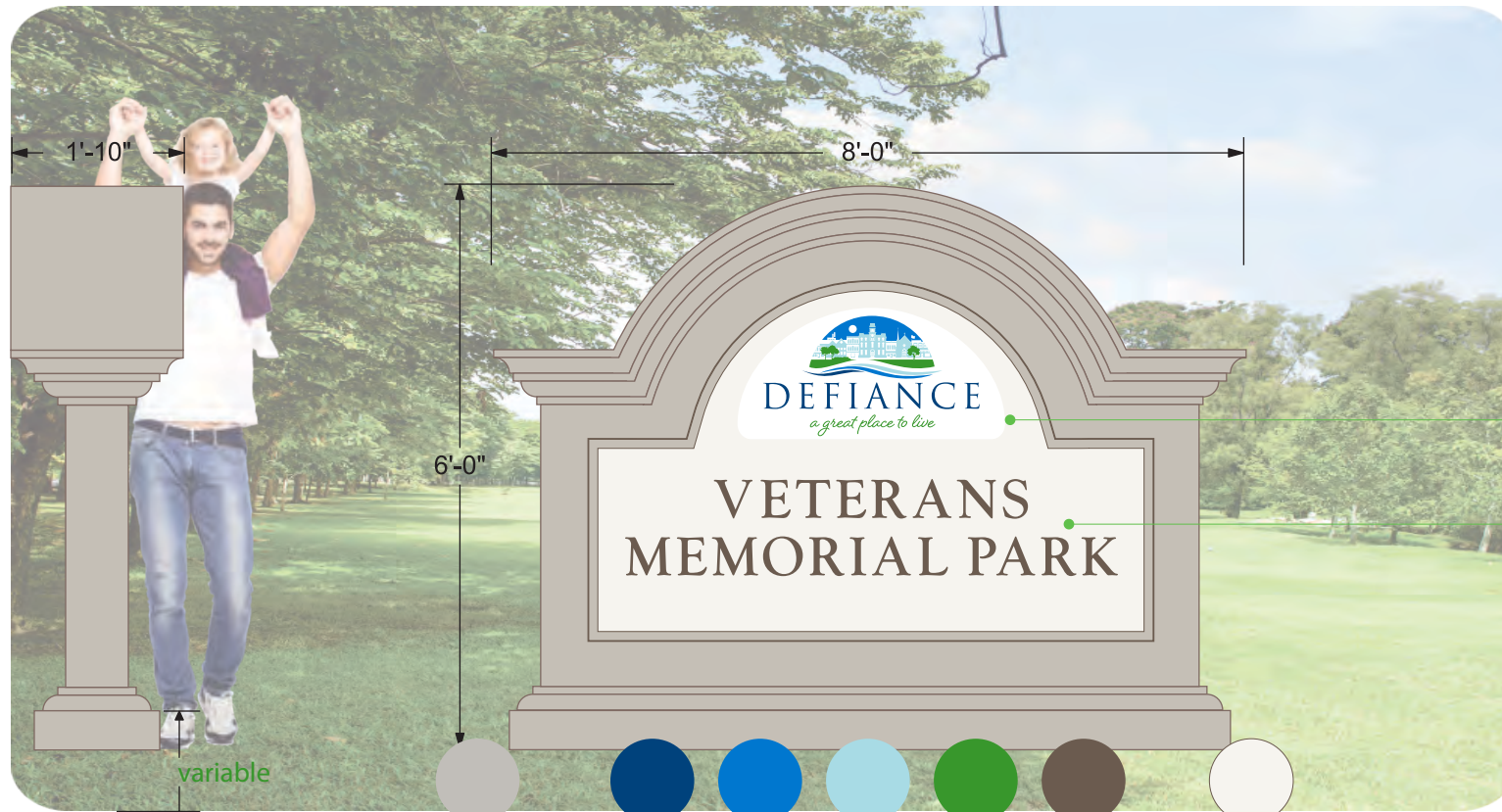
FONT: Trajan Pro, CAPS  
+38% letterspace,  
+ 180 word space  
Blue 541

FONT: Goudy, CAPS  
+30% min. letterspace  
Pantone Warm Gray 11

**WELCOME TO  
DEFIANCE**

**WELCOME TO DEFIANCE  
DIEHL PARK**

## MONUMENT SIGNAGE: FACILITY/BUILDING SIGNS + MEDIUM PARK SIGNS



**MEDIUM  
MONUMENT  
Model #18**

full official city logo  
panel as shown

FONT: Goudy, CAPS  
centered, 1 or 2 lines  
+30% min. letterspace  
Pantone Warm Gray 11

An additional  
6" may be added  
to base height

**STUCCO:**  
Colonnade Gray  
SW 7641

541

285

304

362

warm gray  
11

**BACKGROUND:**  
Westhighland White  
SW 7566

**PANTONE COLORS**

Text Variation for  
Multiple Offices >

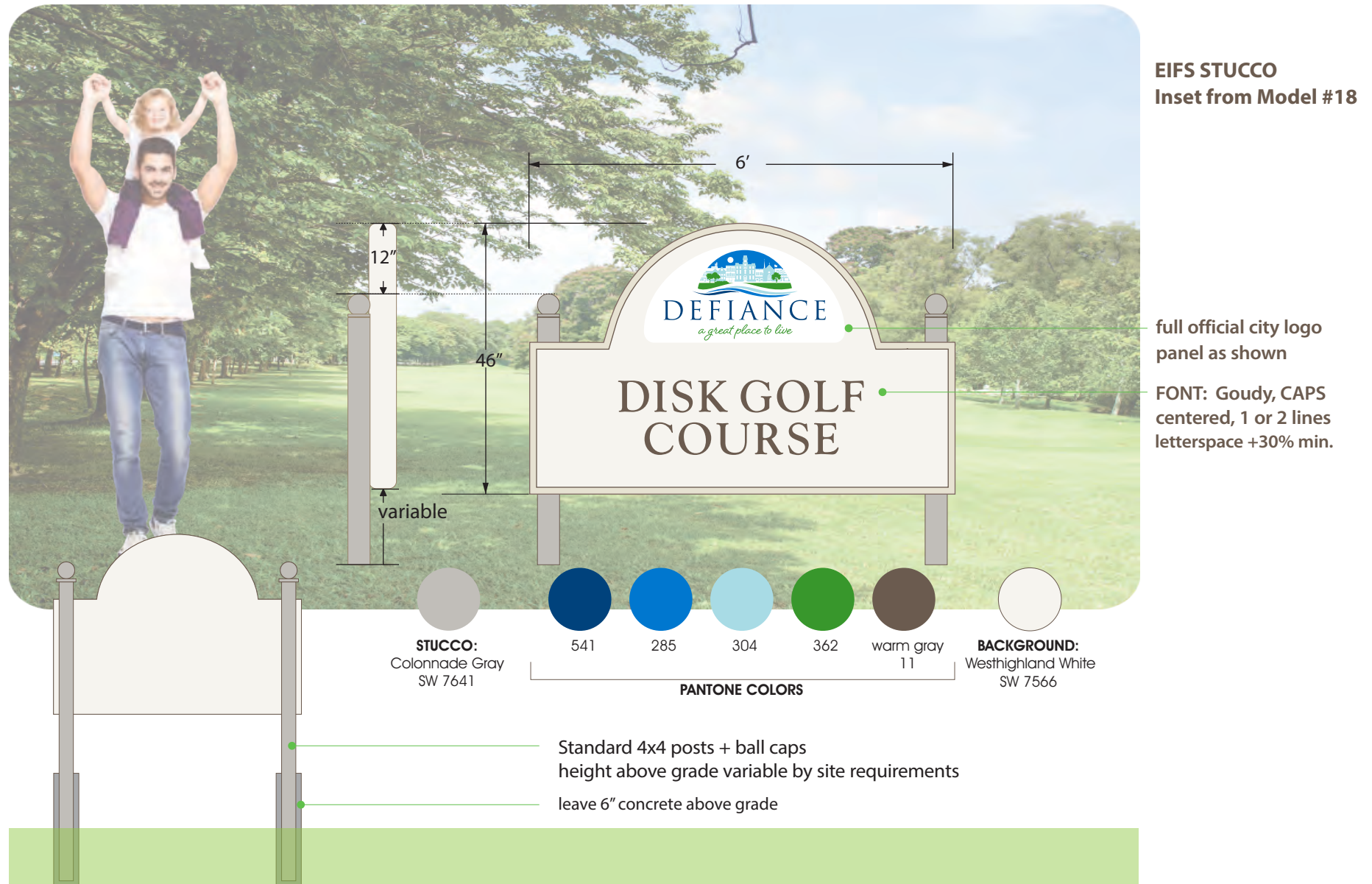


Text Variation for  
Facility Signs >

Additional Text (if necessary)  
Font: Myriad Pro Bold



## POST-MOUNT STUCCO SIGNAGE: SMALL FACILITY/BUILDING SIGNS + SMALL PARK SIGNS



**INFORMATIONAL SIGNAGE: DOOR SIGNS + DIRECTIONAL SIGNS**

^ Vinyl Graphics on Glass or Dark Background  
Use Reverse Logo Graphics (see page 3)



Coated Aluminum Panels with Vinyl Graphics  
align logo center, top  
FONT: Myriad Pro Black  
ALL CAPS, linespace @80%

**EMBROIDERED ITEMS**

^ Embroidered Patch - match background to item and use reverse art on dark items.



^ Embroidered Direct - use reverse art on dark items.

**PROMOTIONS + SPONSORSHIP**

When the City is a sponsor or supporter of an external program, it is to be credited.

Logo requirements on externally sponsored programs vary—as each case is slightly different, please consult with Administration for guidance on the application of the City logo.





#### **More Information**

This guide covers a selection of predictable applications. For logo usage not covered in the guide or for advice about any application, please contact Administration.

#### **Reproduction Materials**

To maintain quality standards it is important to work from original files. All versions of the logo are available through Division Heads.

#### **Third Party Usage**

The logo is reserved for official city use. Any third party seeking to use the city's logo must first obtain written permission from City Administration.