



CITY OF
BROWNWOOD

BRAND STYLE GUIDE

CONTENT

Logo	2
Seal	7
Colors & Typography	9
Collateral	13
Photo & Video	20
Presentation	23
Other Applications.....	25
Improper Usage	30

LOGO

LOGOS

The Vertical, Primary mark & logo combination is the preferred logo to be used in all City of Brownwood communications wherever possible. This logo is the most recognizable visual element and is the foundation of our brand's identity.

The City of Brownwood logo should always be presented as shown here. Never make any alterations to any part of the logo's form or structure. Never redraw the logo or add visual effects/treatments/embellishments such as drop shadows. Never distort, stretch or reverse the logo or add additional text or graphic elements.

Only use approved scalable vector digital files. The City of Brownwood will not recognize any reproductions of the City of Brownwood logo that don't comply with the visual standards specified in these guidelines.

Only when a design dictates, or the Primary vertical logo cannot fit, will the Secondary horizontal logo can be used.

When space is limited or if the design dictates, the Tertiary "B" mark can be used.



Primary LOGO



Secondary LOGO



Tertiary "B" MARK

CLEAR SPACE

To ensure the logo is legible and clearly visible in all applications, the logo must be surrounded by a minimum recommended amount of clear space. This breathing room prevents the logo from being visually cluttered and having to fight for attention with other graphic elements and typography.

The recommended minimum amount of clear space to always surround the logo is equivalent to the height of the “O” in the City of Brownwood wordmark. This rule should also be applied to the Secondary logo and also the Tertiary “B” mark (See Diagrams).

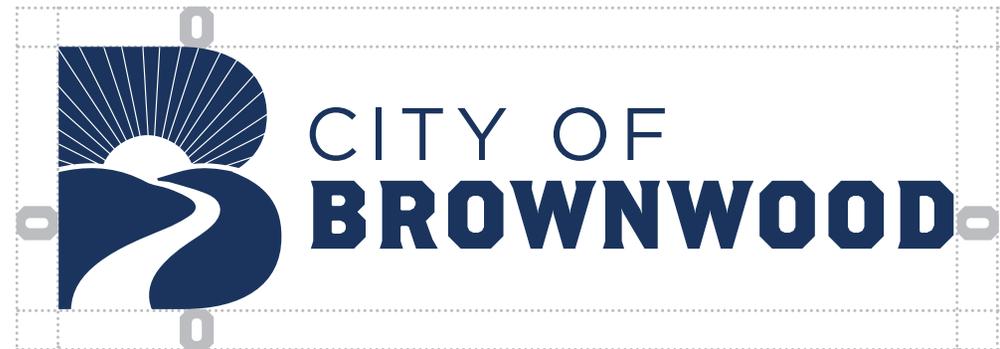
Do not place any graphic elements inside this boundary. If possible and layout permitting, allow even more clear space for greater legibility.

SCALING & MINIMUM SIZE

When reproducing the Primary City of Brownwood logo and scaling it down to appear at a small size, a minimum size has been defined to avoid legibility issues and to maintain the logo’s integrity and readability.

For print, the Primary Logo should not appear smaller than 1.1” wide. For screen/pixels the Primary logo must not appear smaller than 80 pixels wide.

When scaling the Primary Logo, do not scale lower than 80% to maintain readability. If there is a need to scale smaller than 80%, the Tertiary Logo is to be used.



LOGO COLOR USE

Preferred Color

Unless the design dictates otherwise or due to printing limitations or budget requirements, the Primary logo should always be reproduced in its purest form, using the Primary blue (Pantone Solid Coated 534 C) preferably placed on a white background to ensure the highest amount of contrast.

This is the strongest, most recognizable visual element in our identity and it should be repeatedly used in its purest form across all communications to keep reinforcing our brand and building brand recognition.

If the design dictates or due to printing limitations, specifications or budget requirements; a gray-scale 100% black option is available.

Backgrounds: Solid Colors

If the logo is to be placed on a solid colored background, the background color options are limited to the colors available in the approved Primary and Secondary color palettes with the logo reversed in white.

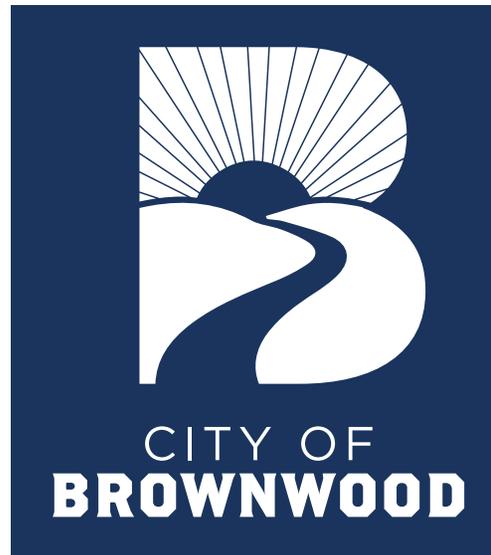
Only use colors from the approved palettes that produce a high level of contrast with the reversed logo.



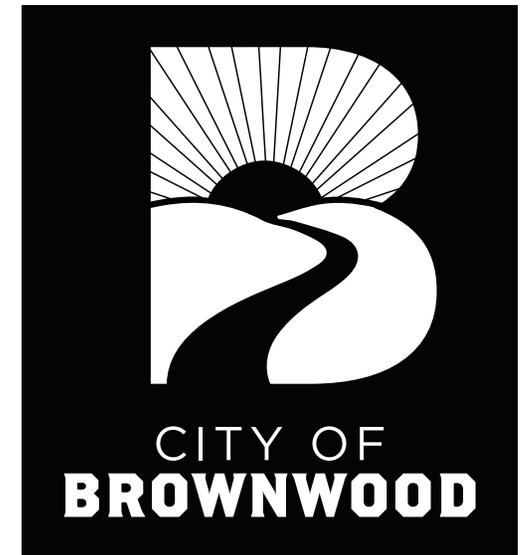
CITY OF
BROWNWOOD



CITY OF
BROWNWOOD



CITY OF
BROWNWOOD



CITY OF
BROWNWOOD

LOGO DEPARTMENT USAGE

Sub-Brands

Our parent brand is the City of Brownwood and our sub-brands include departments, districts, parks, and other City of Brownwood affiliated entities.

A visual hierarchy has been developed to display sub-brand/department names clearly in conjunction with the Primary and alternate logo marks.

Names of sub-brand/departments should not exceed the width of the logo mark. In instances where it does, the name will be required to appear over multiple lines.

All space, size, and color standards remain the same for the sub-brands as for the Primary and alternate logos.



SEAL

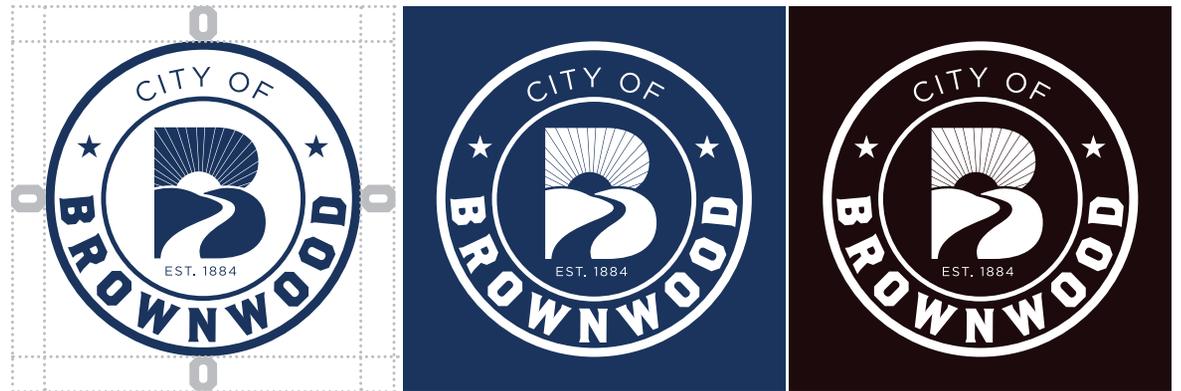
SEAL

The City of Brownwood Seal is the official mark of the City which adds prestige and authenticity to official City communications.

The use of the seal is restricted and should only be used for formal City of Brownwood business communications and ceremonial materials. It may not be used in any other instance without the written permission from the City Manager's Office.

The Seal must stand out from the background it is placed upon. The best general use is a black seal on a white background, but other colors may be used if the design dictates. If a color other than black is used, the City Seal must appear in one of the Primary blue (Pantone Solid Coated 534 C) from the approved Primary color palettes. Embossing or gold foil stamping are the only embellishments that can be used on the seal.

Clear space guidelines must be followed as with the Primary logo of the City.



COLORS & TYPOGRAPHY

COLORS

Color

Consistent use of our brand colors is one of the most fundamental and essential ways to build brand recognition, and a cohesive look across all visual applications that incorporates our identity.

Primary

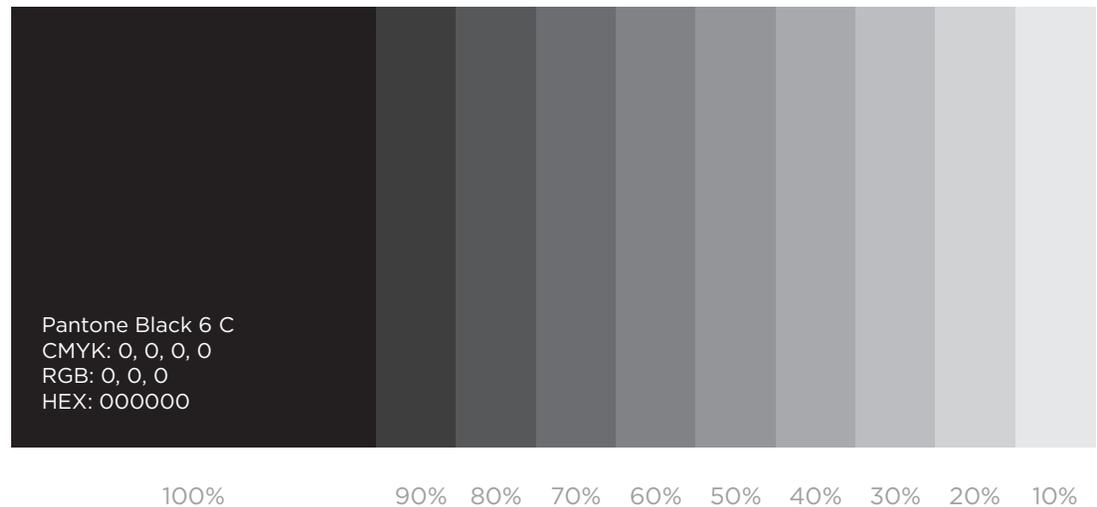
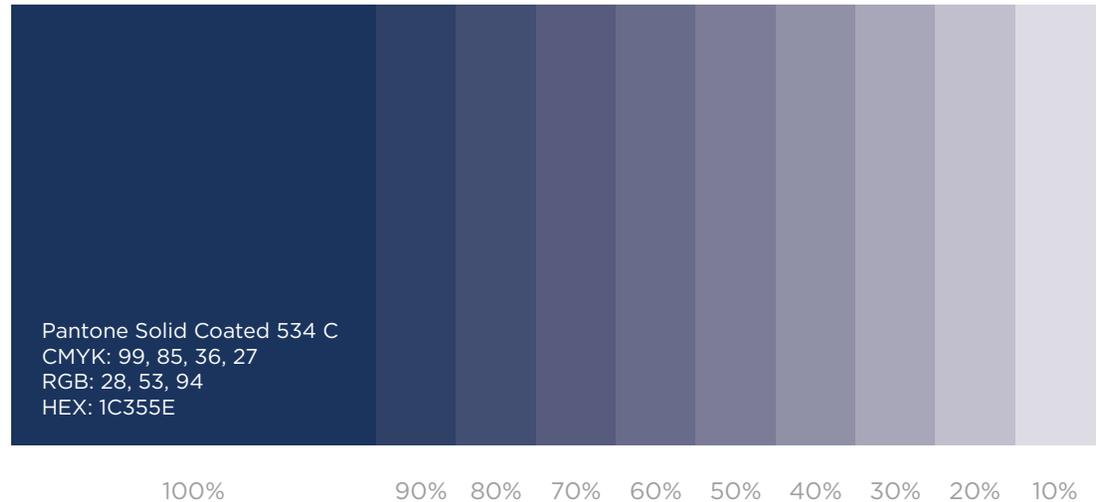
The Primary Palette consists of the colors blue (Pantone Solid Coated 534 C) and black (Pantone Black 6 C). In almost every instance the colors from this Primary Palette should be the dominant colors featured in any visual application of our branding colors. Please see diagram for RGB, CKMY, and HEX color information.

Tints

Primary colors can be expanded by creating screens or reduced %ages of a color commonly known as tints.

The use of this extended range of colors is limited and can only be applied to infographics or any other graphic representation of numerical data or statistics.

Each brand color includes tints, made up of color values set at increments of 10% and can be used depending on the design needs.



PRIMARY FONT

Brothers OT

A typeface is a distinctive part of a brand's identity. How a typeface looks and feels can be compared to the sound and tone of your voice. We've chosen to primarily speak through the typeface Brothers OT.

The Brothers OT has a unique bold presence. We chose this Texas-inspired font for its bold and striking design. It can look serious and mature but can equally look friendly and approachable.

Brothers OT is the Primary typeface to be used on all visual communications. Its consistent use across all applications will create a uniform look and build stronger brand recognition with our audience.

The Primary font is to be used for headers and titles only. It should never be used in the body or general layout. The different variants of the font should be used so as to not compete with the City of Brownwood logo.

BROTHERS OT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Brothers OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brothers OT Super Slant

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY FONT

Gotham HTF Family

Gotham HTF family is to be used for body copy and general layout. Gotham HTF was chosen for its clean aesthetic which can be used for most circumstances.

The goal was to make sure the type chosen for the body copy would not compete with Brothers OT so the City of Brownwood logo and headers would stand out.

Gotham HTF Book or Gotham HTF Light are the preferred typefaces for general use; however, some situations may call for specific emphasis, in which case Medium or Bold variations may be used sparingly. The Italic versions of the typeface may be used for emphasis of a particular word, or for titling or block quotes. Hyphenation should be avoided.

Gotham HTF Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham HTF Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham HTF Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham HTF Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham HTF Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham HTF Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham HTF Ultra Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Gotham HTF Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Gotham HTF Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Gotham HTF Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Gotham HTF Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

COLLATERAL

BUSINESS CARDS

Business cards may be small, light and seem insignificant, but they carry a lot of weight. A business card is sometimes a client or customer's first interaction with our visual identity. Its design, print quality, finishing and paper stock conveys a lot about who we are and what we stand for. It's a reflection of the City's personality and values and it should make an impression!

The City of Brownwood business card is simple, but also bold and professional. On the back, we have the tagline large and centered so the messaging is clear. On the front, we have kept it sleek and clean so the information can be read with clarity.



LETTERHEAD

The City of Brownwood is similar to a traditional letterhead with some different design elements. The letterhead must contain the City logo. The letterhead must not be altered or elements removed.

If appropriate to the situation, the letterhead should contain all the elements of a proper business letter.

The letterhead template uses a .5" margins.



ENVELOPE

To keep the brand unified, the City of Brownwood envelope should use the Primary logo application. It needs to also include the City of Brownwood address.

City of Brownwood
PO Box 1389
Brownwood, Texas 76804



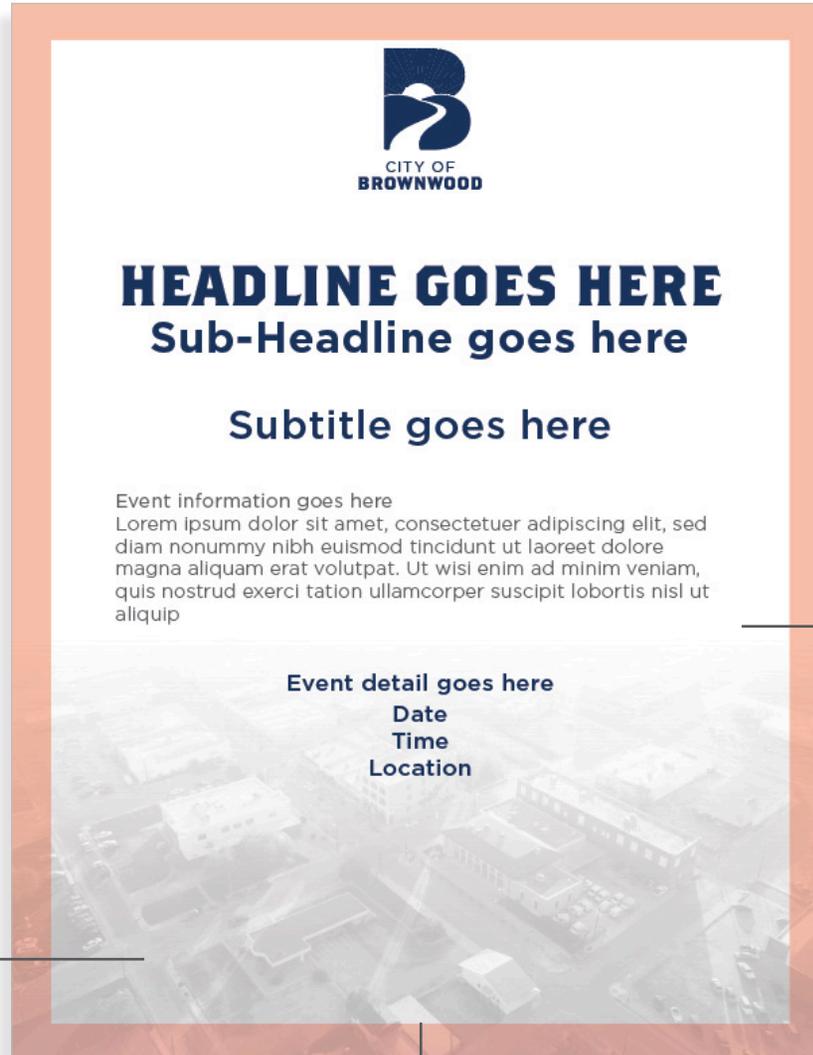
POSTERS & FLYERS

Posters and flyers are a common, highly visible messaging tool for internal and external communications.

We must deliver and maintain a consistent look and feel across all posters and flyers representing our brand.

Brand standards will be adhered to when developing flyers and posters to ensure a consistent look and feel for every flyer and poster generated.

**8.5" x 11" Example*



Fade

A white fade is applied to make the text pop out and blur the edges of the photo used in the background.

Background Image

We usually use an image of the event or an image related to it. A black and white filter is applied and transparency set to 30%.

Safe Area

No text or photos go here

ELECTRONIC INVITATIONS

The electronic invitation takes design cues from the posters and flyers discussed previously in this style guide, but if the concept or design dictates, corporate style portraits can be used.

Typography must be clearly visible, legible, free of visual clutter, interference and not get lost in the background image. A prominent level of contrast must be present. For optimal results, use reversed type on darker colored images and a high contrasting darker colored type on lighter colored images.

All invitations shall adhere to brand guidelines.

*1080px x 1920px Example

EVENT TITLE GOES HERE
Sub-Headline goes here

YOU ARE CORDIALLY INVITED TO

Event information goes here
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit lobortis
nisl ut aliquip

Event detail goes here

Date
Time
Location

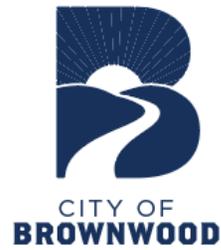
Background Image
We usually use an image of the event or an image related to it. A black and white filter is applied and transparency set to 30%.



Fade
A white fade is applied to make the text pop out and blur the edges of the photo used in the background.

EMAIL SIGNATURE

To keep the brand unified, the City of Brownwood email signature should use the Primary City of Brownwood logo and follow all brand guidelines.



MARSHAL MCINTOSH

Assistant Director
Economic Development

325.641.3745

www.brownwoodtexas.gov

City of Brownwood
PO Box 1389
Brownwood, TX 76804

**PHOTO &
VIDEO**

PHOTO OVERLAY

Refrain from using any variant of the logo mark on photographic or illustrated backgrounds.

If design absolutely dictates, logo variants can only appear on a section or portion of a photographic image or illustration providing that the logo is clearly visible, legible, free of visual clutter, interference and is not lost in the background image.

For optimal results, use the reversed logo on darker colored images and a high contrasting single-color positive version on lighter colored images. Place logo over an area that is clean, open and free of detail.



VIDEO

Intro/Outro

Use the City of Brownwood Primary Logo at the beginning and end of the video.

Lower Third

Lower thirds should be in Gotham HTF for clarity, with the name of the person on top and the position in smaller font at the bottom. Text should be aligned to the right so there is space for the department. The Primary Logo or Secondary Logo on the left. Either logo can be used depending on the design need. Bar and font colors should be selected from the City of Brownwood color palette and compliment the tone of the video.



PRESENTATIONS

PRESENTATIONS

Title Slide

The title slide should always include the City of Brownwood Logo. The title of the presentation should be set in Brothers OT and the subtitle should be set in Gotham HTF. The city website, brownwoodtexas.gov, should be placed in the bottom right corner.

Presentation Slides

Like the title slide, the City of Brownwood logo and the website should be present on each slide. The title should be set on Brothers OT. The headers should be set in Gotham HTF Bold or Medium, and the body copy is to be set in Gotham HTF book or Light at 75% black.

Closing Slide

The closing slide should present the seal to end the presentation in a bold and sophisticated manner.



OTHER APPLICATIONS

EVENT SIGNAGE

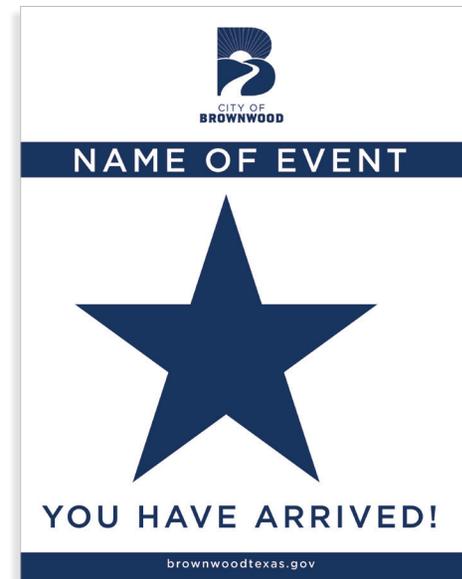
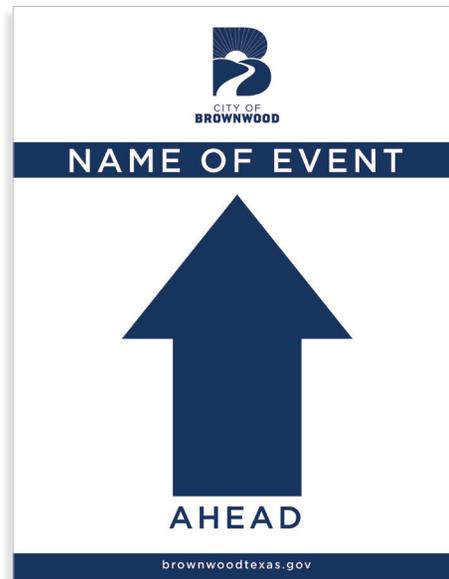
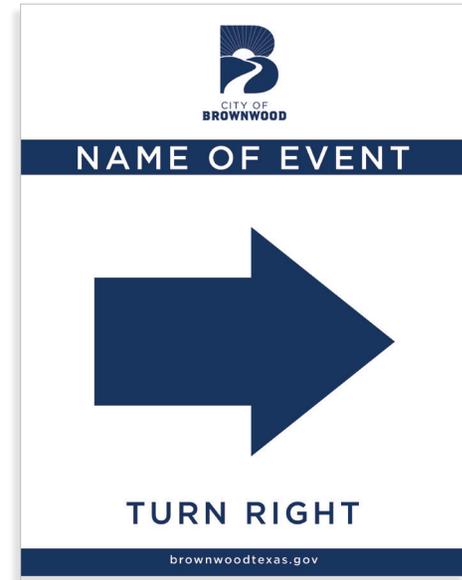
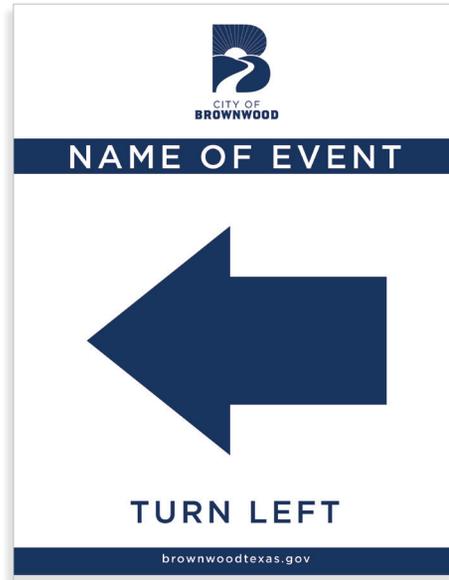
Preferred Colors

Unless the design dictates otherwise or due to printing limitations, directional signs should always be produced using the Primary blue (Pantone Solid Coated 534 C).

Signage should always be placed on a white background to ensure the highest amount of contrast and visibility when viewed from the road.

Signs Featuring Event Names

Only directional signs for singularly important City of Brownwood events may feature the name of the event on the sign.

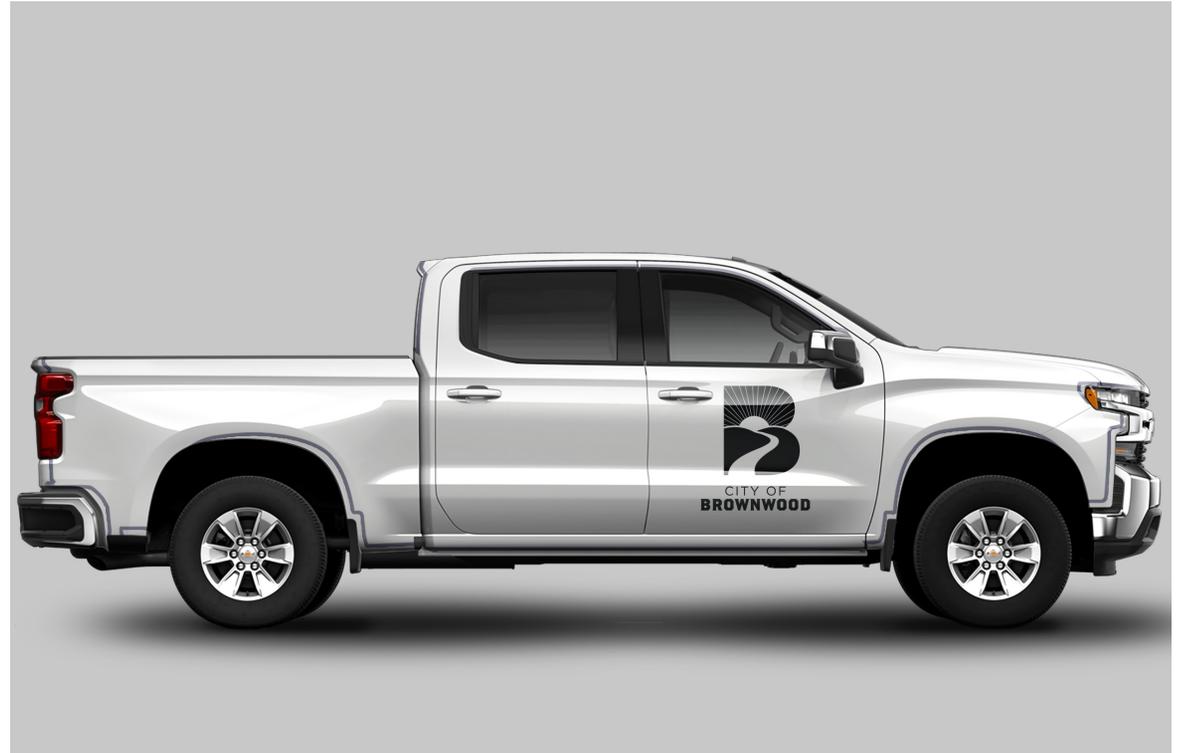


VEHICLE DECAL

The City of Brownwood's visual identity also extends to City of Brownwood vehicles, which should be considered rolling billboards. Using the City's logo on City vehicles immediately identifies those vehicles as official City property.

Presenting the logo in a consistent style across all media affords the City of Brownwood the opportunity to unify its image among a variety of audiences—residents, visitors, our own employees and the world at large. Vehicle decals and permanent signage will use the Primary Logo in the preferred color Primary black (Pantone Black 6 C).

All vehicle logos and decals will conform to brand guide standards over time.





OFFICIAL CITY APPAREL

Unless the design dictates, the City of Brownwood logo should always be produced using the Primary blue (Pantone Solid Coated 534 C) and should always be placed on a white background to ensure the highest amount of contrast and visibility.

If the need arises to use a darker color for the design, consider using the Primary blue (Pantone Solid Coated 534 C), black or grey and the City of Brownwood logo should be set using white.

For official button-down shirts, the Secondary logo is to be used so that department titles can be added. The same guidelines apply.

The only acceptable variation to the Primary apparel color applications is a maroon polo shirt option. This is an approved Tertiary variation in support of the local high school, and should only be used for a polo shirt paired with a white City of Brownwood logo. No other colors should be used when designing apparel unless approved by the City of Brownwood.



WINDOW DECAL

When placing the City of Brownwood logo on glass or on a window, unless the design dictates otherwise, it should always be set using white to ensure the highest amount of contrast and visibility.

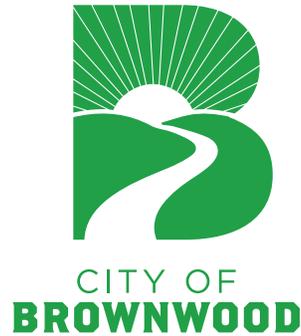
The logos and decals should conform to brand guide standards.



IMPROPER USAGE



Do not place the Primary blue logo on dark backgrounds



Do not set the logo in any colors not specified in the style guide.



Do not remove text from the logo unless using the Tertiary "B" logo.



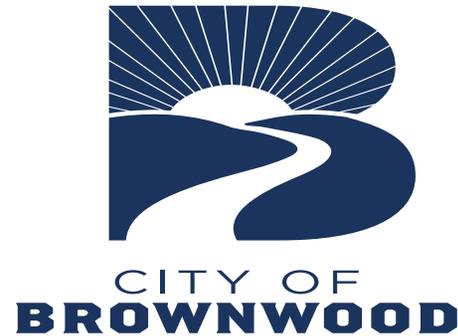
Do not change the orientation of the text logo.



Do not change the typeface.



Do not change the proportions of the mark.



Do not scale the logo disproportionately. The blocks should remain the same proportions when scaled. The text should also remain proportional when scaled.



Do not reduce the logo to the point where the text is illegible. If design requires a smaller logo the Tertiary "B" logo should be used.

