

CITY OF TAYLOR LOGO GUIDELINES



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INTRODUCTION

This guide is intended to communicate our core values with a unified identity, which strengthens our community brand. We have adopted a new visual identity which honors our rich heritage while conveying our future outlook for the city. This guide creates a framework whereby anyone wishing to use the logo can do so with a unified look.

HOW TO USE THIS GUIDE

There are numerous occasions where city departments or city organizations will have varying needs in designing materials for print, web and other media. This guide includes chapters that address the various visual elements and styles used in different media and the guidelines for their use. If you have any questions or comments please feel free to contact us. Your input is valued.

LOGO USE

Logo Components

The logo consists of the following:

1. Taylor, Texas logotype
2. Banner with City of Taylor TX

The logo came into use in October 2014. All elements comprise the logo and should never be used separately except for special instances which are shown below.

Use of the logo by non-City of Taylor entities must be approved by the City of Taylor. See contact information on page 18 of this guide about making requests to use this logo.



LOGO



LOGO W/O BANNER



LOGO GREYSCALE



LOGO BLACK & WHITE

GENERAL USE

This logo must be used in as clean and simple a design as possible. The logo should not be outlined or used with drop shadow.

The logo will only be used in its intended fashion. Angling, additional or changed colors, or additional graphic elements covering or touching the logo are not permitted outside of what is listed in this guideline.

Localization

Translation or localization of the City of Taylor logo is not allowed. The City of Taylor logo with its attached logotype may be used in English only.

Referencing

When referenced in writing, the City of Taylor name should appear in the same typeface as the body copy. No effort should be made to stylize the name in a typeface other than the one already being used in the body copy in which the City of Taylor name is being referenced.



CLEAR AREA

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility & legibility. No other text or images should be placed in this area. The 'r' in Taylor is the "x-height" and is the basis for the clearance measurement.

GENERAL COLORS

The optimal use of the City of Taylor logo is with any of the listed colors below, depending on the type format. Changing colors outside what is specified in this document is not permitted.



**C 85
M 10
Y 100
K 10**



**PMS
361 U**



**PMS
362 C**



**C 0
M 0
Y 0
K 50**



**PMS
430 C**



**PMS
422 U**

FILE FORMATS AND SIZE

The City of Taylor logo should not be used in a size so small that it becomes illegible. Please use your best judgment when sizing the logo.

The minimum size for regular logo is approximately 1.5 inches in width.



WRONG



CORRECT

LOGO VERSIONS AND RULES

Logo versions with tag lines are primarily used for their respective entities. Use of other entities logos requires permission from the holder or Taylor Marketing Team for the Taylor Made Texas logo.



CITY OF TAYLOR



**TAYLOR ECONOMIC
DEVELOPMENT CORPORATION**



TAYLOR ISD



**TAYLOR CHAMBER OF
COMMERCE**

LOGO ON COLORS

When the City of Taylor logo is used on colors other than white, the logo can be made all white or all black or in a variation utilizing the color on a black background.

Use your judgment to ensure the logo is prominent on colors. In some instances, all black may be best and in other instances, an all-white logo would be optimal.



LOGO



LOGO W/O BANNER



LOGO GREYSCALE



LOGO BLACK & WHITE

CITY OF TAYLOR SEAL

A City Seal design can be used by the City of Taylor as an additional branding element. All other potential uses must be approved beforehand by the Public Information Officer.



APPROVED TYPEFACES

To ensure consistency, readability and a professional appearance, these fonts are to be used for City of Taylor printed or paper publications (such as reports, letters, pamphlets, forms, or advertisements) and web pages. As an integral part of Taylor's brand the following Franchise and Berthold Akzidenz Grotesk should be used. These fonts are Taylor's unique handwriting and add emphasis to the personality of this new identity. Please refer to the following samples for usage.

FRANCHISE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BERTHOLD AKZIDENZ GROTESK LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**BERTHOLD AKZIDENZ GROTESK BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ Z
abcdefghijklmnopqrstuvwxyz
1234567890**

*BERTHOLD AKZIDENZ GROTESK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

*BERTHOLD AKZIDENZ GROTESK MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ Z
abcdefghijklmnopqrstuvwxyz
1234567890*

***BERTHOLD AKZIDENZ GROTESK BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ Z
abcdefghijklmnopqrstuvwxyz
1234567890***

Headers

FRANCHISE

should be used for headers

Body Copy in Letterhead

Berthold Akzidenz Grotesk Regular 11 pt. is recommended (If Berthold Akzidenz is unavailable use Helvetica.

Secondary Typefaces

Secondary fonts are for use when more than one typeface is required for a design or publication.

Berthold Akzidenz Grotesk

is the suggested secondary typeface for use when more than one font is required.

Do Set Type

- In upper and lower case
- Left justified
- With plenty of surrounding white space

Do Not Set Type

- In all capitals, except for **FRANCHISE**
- That has been condensed or expanded
- In other typefaces

STATIONARY SAMPLE

To ensure consistency, readability and a professional appearance, these fonts are to be used for City of Taylor printed or paper publications (such as reports, letters, pamphlets, forms, or advertisements) and web pages.



HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus elit in purus vehicula convallis. Quisque iaculis libero nec quam hendrerit, quis eleifend tortor dapibus. Cras sagittis arcu et libero elementum, ut pretium arcu ullamcorper. Curabitur a ante et nisl consectetur tincidunt et eget nibh. Vivamus a rutrum augue, vitae volutpat nibh. Praesent mi dolor, condimentum quis metus eu, porta maximus turpis. Sed at mauris non enim ultrices euismod non ac sapien. Nam arcu sapien, tempus id nulla ut, tincidunt tincidunt ipsum. Fusce at sem gravida, lobortis dolor eu, consequat lorem. Phasellus pharetra mi ligula, vel malesuada ipsum scelerisque sed. Nunc pharetra sem sit amet lectus porttitor ullamcorper.

Cras pulvinar dolor et iaculis lobortis. Phasellus feugiat bibendum viverra. In non lorem gravida, convallis urna vitae, elementum justo. Cras lobortis erat nec odio scelerisque, et convallis augue tincidunt. Mauris non mi tristique, elementum arcu gravida, imperdiet eros. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut fermentum lacus eu leo sodales bibendum. Integer mollis consectetur ipsum. Ut at fermentum ipsum. Morbi vel felis euismod, maximus lorem vitae, finibus lorem. Morbi enim ipsum, gravida rutrum erat vel, aliquet vulputate odio.

HEADER 2

Donec pellentesque dolor venenatis nisl commodo, ut rutrum ex varius. Praesent vitae orci sodales, egestas sem in, posuere ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis posuere hendrerit nunc, vel blandit massa commodo sit amet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer hendrerit pellentesque ipsum, sit amet accumsan metus pulvinar eget. Mauris commodo mattis egestas. Aenean semper tristique augue ac semper. Ut eu eros vel justo sodales ornare eu semper metus. Praesent purus lectus, faucibus eget eros laoreet, lacinia viverra libero. Quisque lorem ligula, ullamcorper eu nunc lobortis, finibus rhoncus dolor. Donec aliquet tellus at libero fringilla, in porttitor nisl posuere.

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WWW.TA.TX.GOV

400 PORTER ST. TAYLOR, TX 76574
512.352.3675

Stationary Example

ELECTRONIC SLIDES

For projected Power Point slides, fine text on web pages, and character-generator text for television, Franchise, Berthold Akzidenz Grotesk, or Helvetica fonts should be used. When creating a Power Point slide, please consider the context in which it will be used. In a dark room, a dark background with light colored text will be most readable. In a light room (i.e., the Council Chambers), dark text on a light background is the most readable.

The example shown below is the standard template that should be used for all presentations.



Power Point Example

LOGO USE ON OTHER ITEMS

Logo on merchandise and other items should be consistent with all guidelines specified herein. When designing your particular piece of merchandise, please be aware of the following:

- The logo must not be combined with other graphics such as photographs or illustrations.
- Reproduce the logo in correct colors according to the guidelines
- Always work with licensed vendors when purchasing merchandise with the logo on it

The City of Taylor has a licensing program that regulates the use of its marks on items such as T-shirts, caps, key chains, mugs, pens, etc. The licensing process ensures that they City's symbols and marks are used appropriately and only on products approved by the City. All requests for merchandise containing the City logo must go through the Public Information Officer.

USE BY NON-CITY ORGANIZATIONS & BUSINESSES

The logo is to be used for City of Taylor sponsored messages or for messages co-sponsored by the City of Taylor.

Guidelines:

- The logo is not to be used by a business unless in the context of a co-branding effort or campaign that the City has approved. The City of Taylor does not provide endorsements for specific businesses.
- All uses of the logo must be approved by the City of Taylor
- Proportion of the original image must be maintained to prevent distortion
- The logo should not be used in political campaign messages or other materials of a partisan nature in political campaigns
- Unacceptable uses of any City of Taylor logo, word mark or seal:
 - A. Stationary or any paper products not licensed by the City of Taylor
 - B. Obscene, graphic, violent, or sexually suggestive uses, materials or businesses
 - C. Uses that would disparage or damage the image of the city
 - D. Use on food items, health-related items or alcoholic beverages

IMPROPER USE OF LOGO

Use your best judgment to ensure the logo is prominent on all colors in all graphical situations. There should be no additional graphical elements that would interfere with the linear quality of the City of Taylor logo.

The logo cannot be altered in any way, either by resizing separate elements or changing the colors unless specified in this guidance.

The City of Taylor logo should not be used on a brightly colored or heavily patterned background.

CONTACT INFORMATION

For questions and electronic files please contact:

Public Information Officer
City of Taylor
512-352-5448

When making a request for the logo, the following information is needed:

- 1.The Specific document, web page, advertisement, merchandise item, etc. of which the logo will appear.
- 2.Description of ad copy or document in which it will be used.
- 3.Specify color or black and white version of logo
- 4.Dimensions of logo as it appears on item to determine proper version
- 5.Software used and logo file type needed