Graphic Standards & Reference Guide



ROSWELL

Brand Update Criteria

We have developed a new logo for the City of Roswell supported by a concise system of colors, graphic elements and typography standards designed to work across all City departments. Our new visual identity system is an expression of the Roswell brand, our values and our commitment to our community.

Independent

Unique

More Modern

Artistic

Logo Library

The Roswell Logo

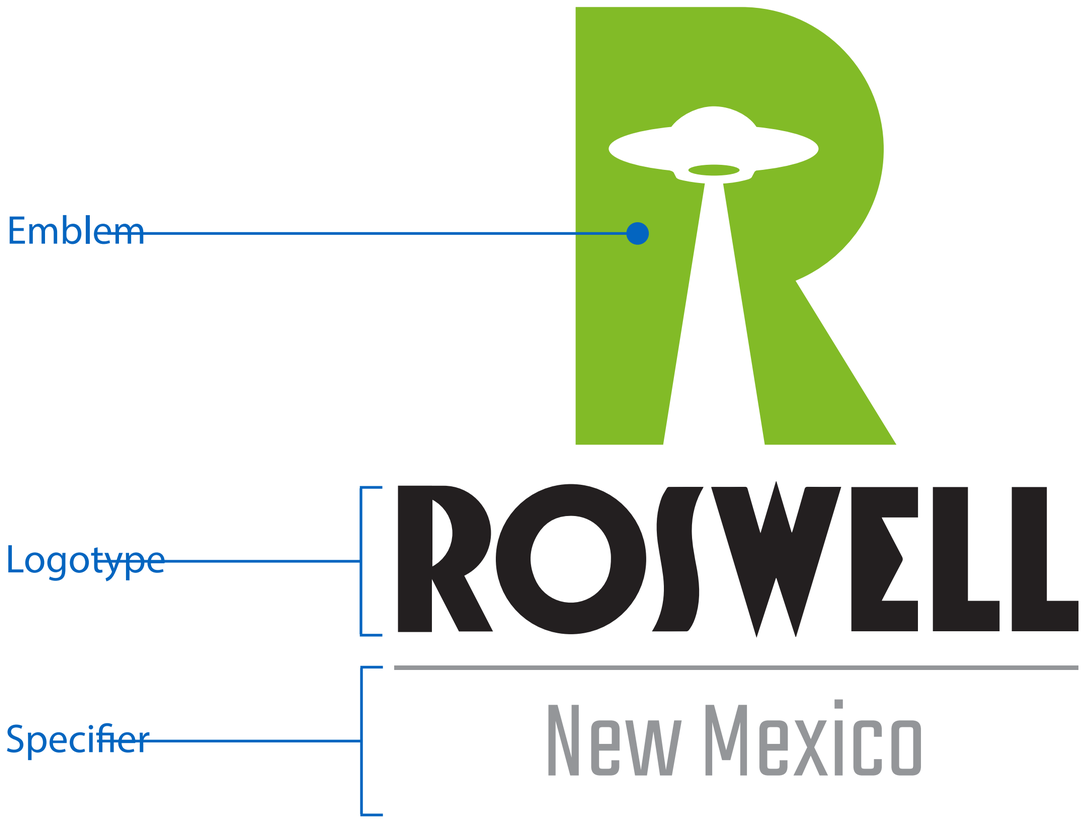


PMS 368

PMS Black

PMS 443

The Roswell Logo



PMS 368

PMS Black

PMS 443

Primary Logo

PMS Black

PMS 368



PMS Black



Primary Logo with Specifier

PMS Black PMS 368 PMS 443



PMS Black



Primary Logo Reversed

Knockout

PMS 368



Knockout | White



Primary Logo with Specifier Reversed

Knockout PMS 368 PMS 443



Knockout | White



Type Only Version

Black

ROSWELL

Type Only Version | Alternate

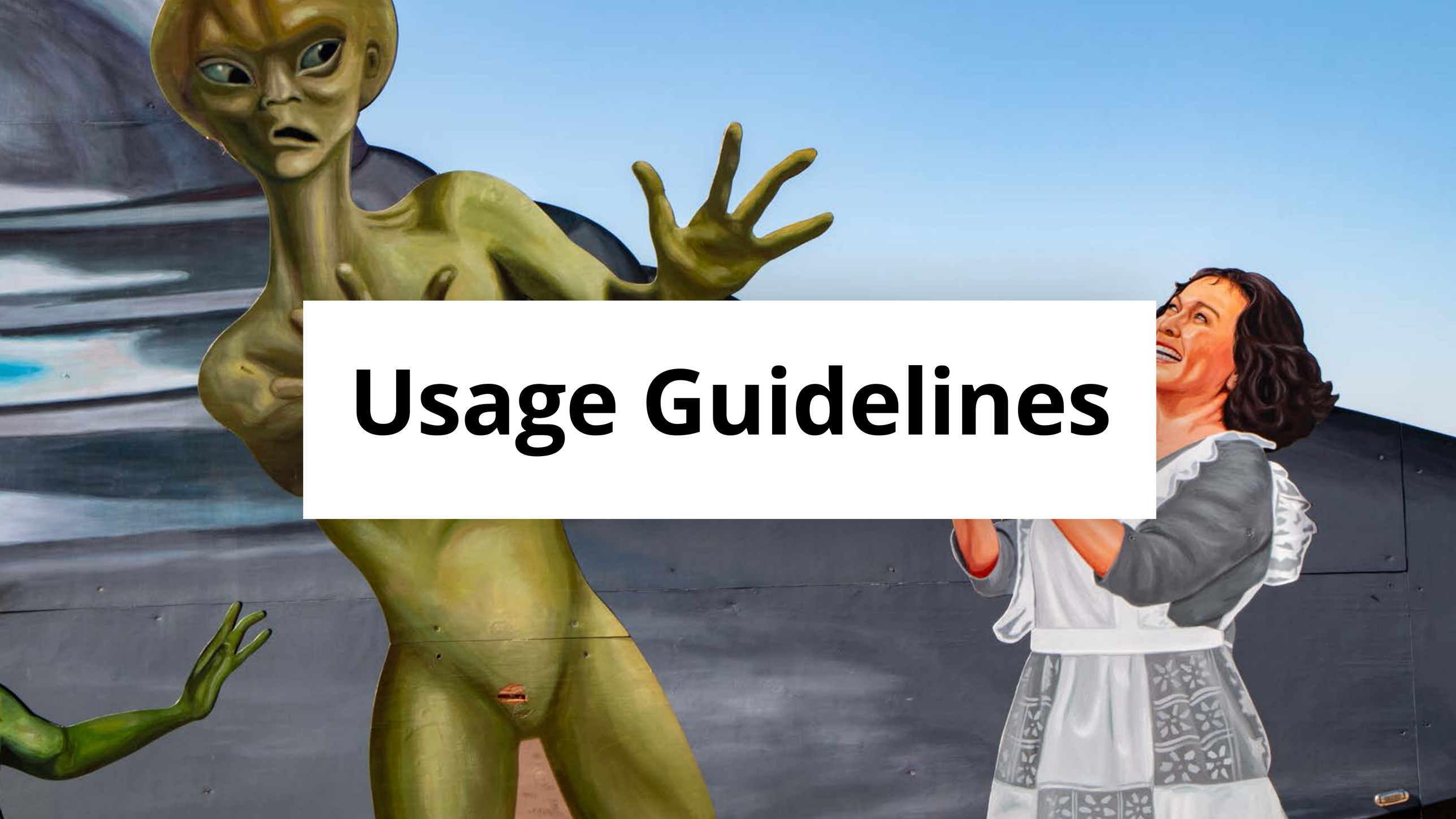
Green

ROSWELL

Type Only | Single Color | Reversed

White





Usage Guidelines

Never Modify Our Logo



STRECH



COMPRESS



ROTATE



REPLACE FONTS



CROP



CHANGE



DISTORT



CHANGE COLORS

Size Requirement

The smallest size the City of Roswell Logo can be applied is no less than 1 inch tall and no greater than 3 inches tall, unless prior approval by Public Affairs for advertising and marketing purposes.

1 inch



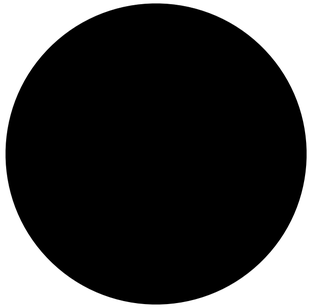
3 inch





Color & Typography

Color | Primary Palette

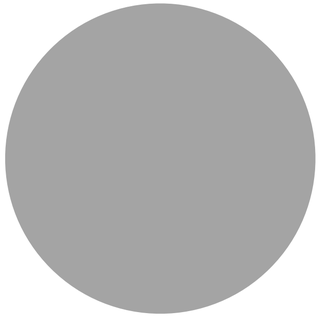


PMS Process Black

C0 **M**0 **Y**0 **K**100

R0 **G**0 **B**0

#000000



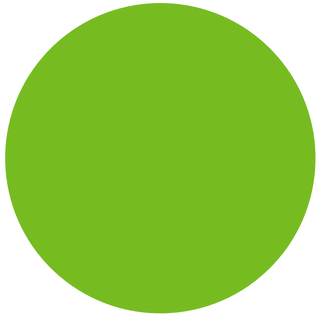
PMS 443

C43 **M**35 **Y**35 **K**1

R153 **G**153 **B**153

#999999

Metallic Silver (Optional)

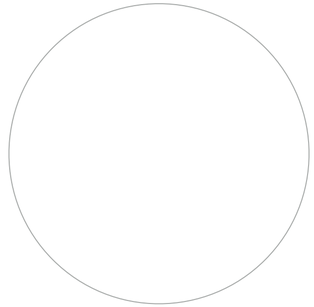


PMS 368

C63 **M**0 **Y**97 **K**0

R118 **G**188 **B**33

#76BC21



PMS White

C0 **M**0 **Y**0 **K**0

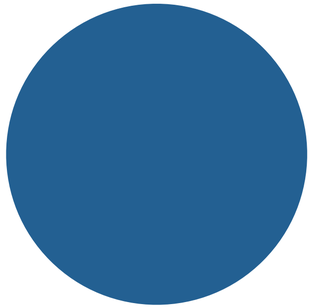
R255 **G**255 **B**255

#FFFFFF

The City of Roswell logo has been created as a 3-color logo. Other color versions are available (shown on the following pages). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the City of Roswell Logo, 3-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

Color | Secondary Palette

Administrative



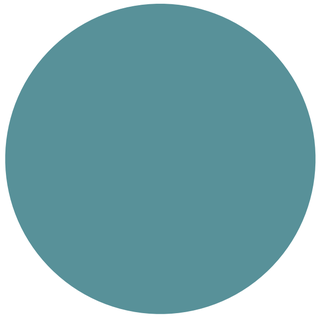
PMS 653

C91 **M**53 **Y**5 **K**24

R22 **G**87 **B**136

#236092

Quality of Life



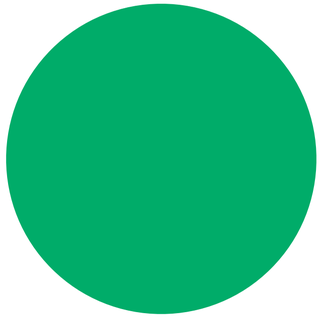
PMS 5483

C43 **M**35 **Y**35 **K**1

R88 **G**145 **B**153

#589199

Life Services



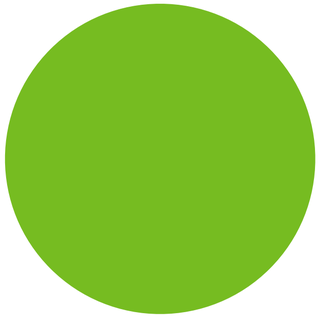
PMS 3405

C100 **M**0 **Y**82 **K**0

R0 **G**172 **B**105

#00AC69

Experience



PMS 368

C63 **M**0 **Y**97 **K**0

R118 **G**188 **B**33

#76BC21

PMS 7541

C10 **M**3 **Y**2 **K**2

R224 **G**230 **B**230

#D8DFE1

The City of Roswell created a second color pallet shown here for department use. Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the primary City of Roswell Logo departments may also choose to use the color pallet above for their specifier department logo. These colors should not be altered or substituted in any way.

Typography | Logo System

The typography used for our logotype is based on the PAG Bravos font, a condensed geometric font with a retro touch. It is a great performer in posters, logo and covers. However, we have modified some of the letterforms in order to give our signature a unique and balanced look that works well with or without our emblem. **We do not use the PAG Bravos typeface in any other application.**

Teko is the support font we use primarily for our specifier as part of department logos, it is an open source typeface that currently supports the Devanagari and Latin scripts. **This font family has been selected for use in headlines and other display-sized text on and off screen.**

Download Open Sans for free at:

https://fonts.google.com/specimen/Teko

Our Logotype is not a font.

ROSWELL

Teko Light

Never Use Teko light smaller than 8pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Typography | Support

We use Gotham for headlines, call out copy and body copy in marketing materials an other external communications.

Gotham

Never use Gotham smaller than 8pt.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography | Support

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. **Open Sans is the font we use in most applications for internal and business to business communications at any size and in any medium to convey information clearly and effectively.**

Download Open Sans for free at:

https://fonts.google.com/specimen/Open+Sans

Open Sans

Never use Open Sans smaller than 6pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basic Logo Set





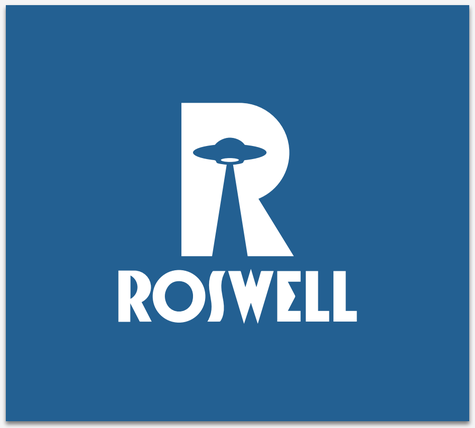






The reversed version of our logo can only be used in all white or green + white when used on a darker background. **Please note that if there is not enough contrast between the background and the green color, the all white version must be chosen.**











Department Logos

















































Stationery & Applications



Business Card

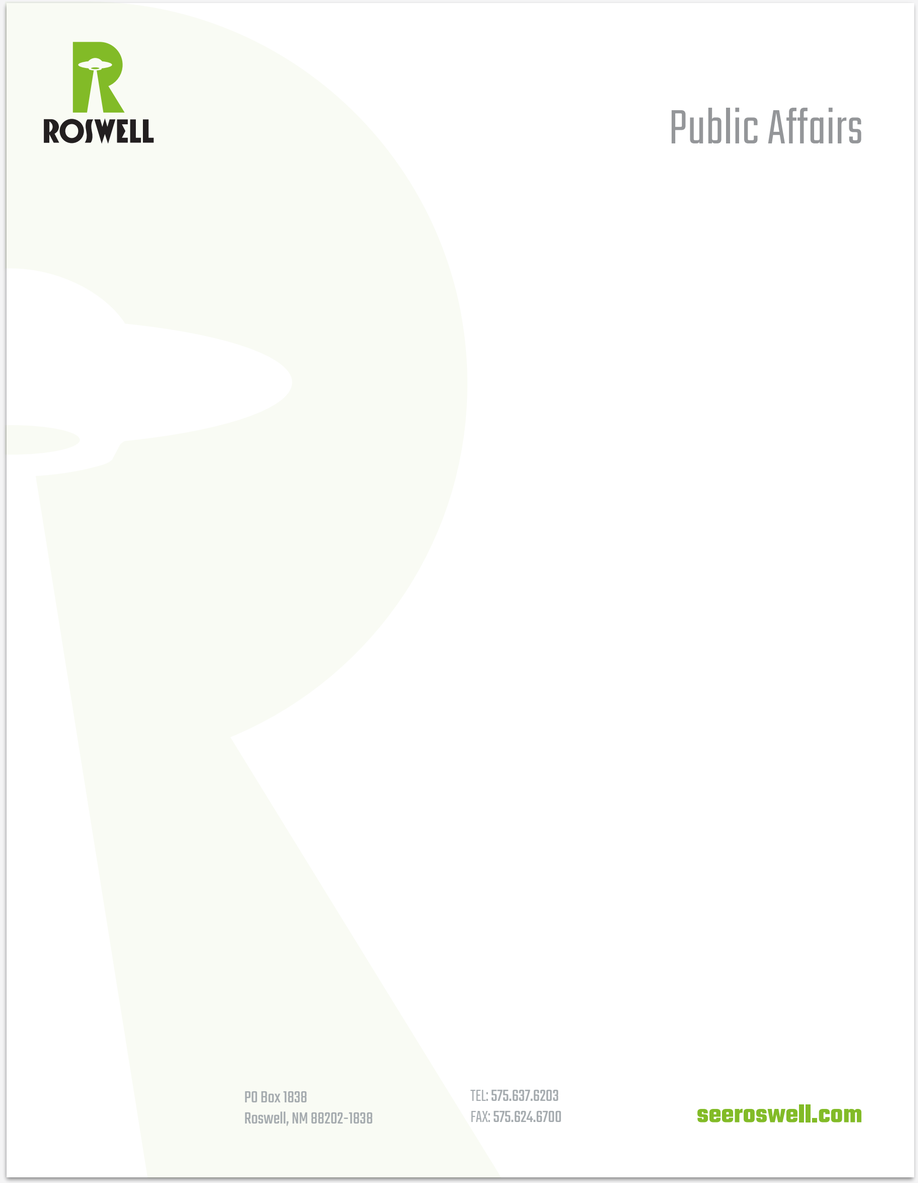
Front

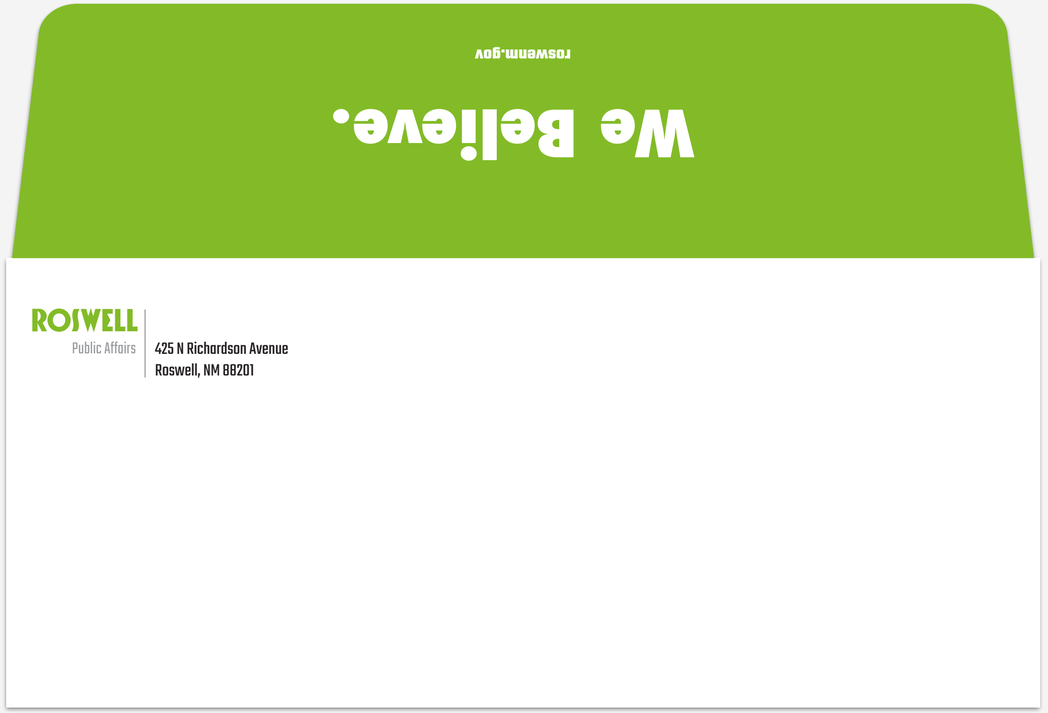


Back



Letterhead





Nº9 Envelope

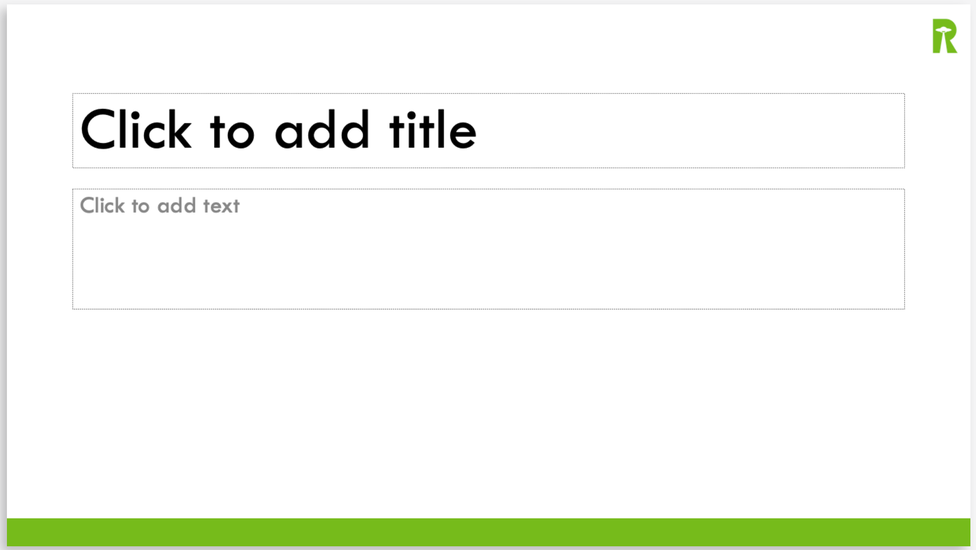
Email Signature



PowerPoint™ Presentation

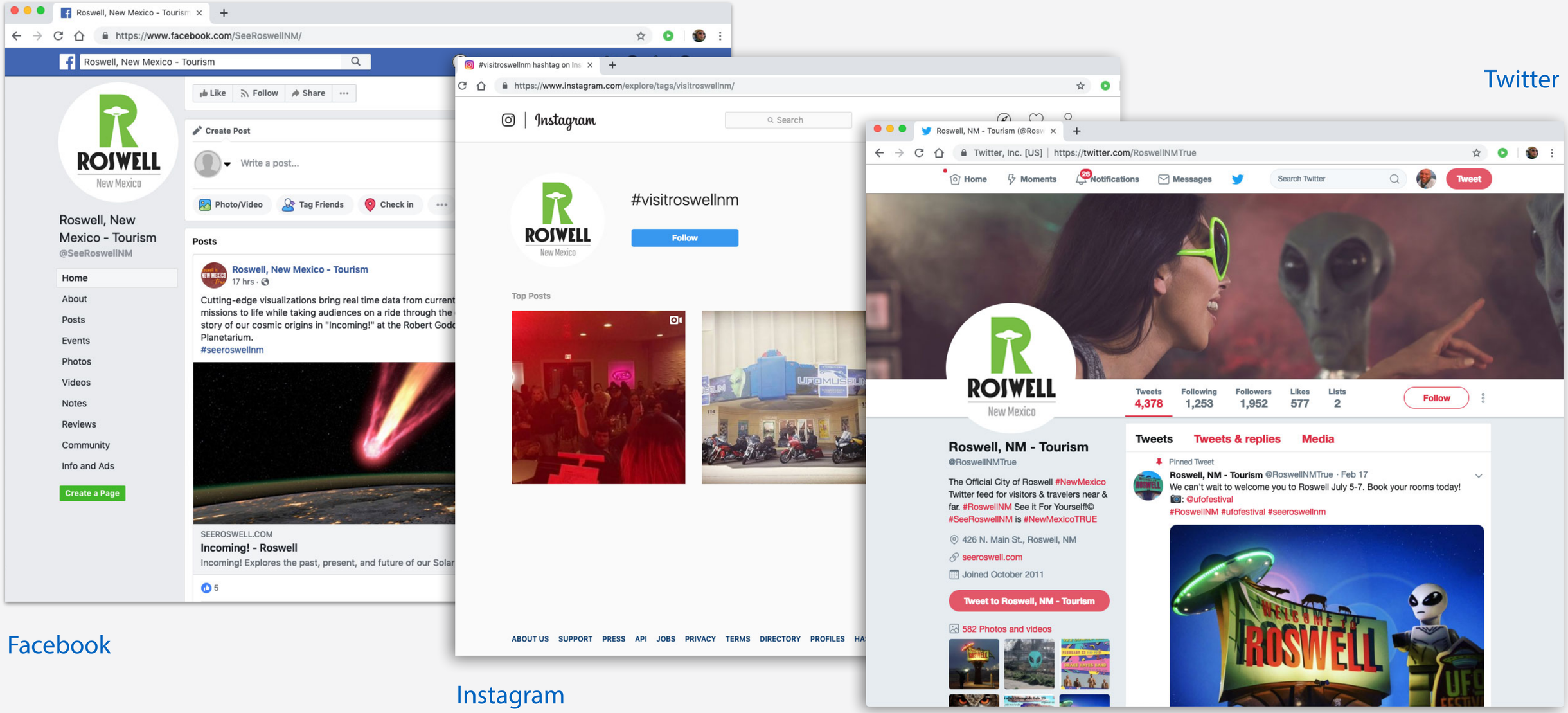








Social Media Examples



Facebook

Instagram

Twitter

Black Polo Shirt



Green Polo Shirt



* Colors and style may vary due to ver

Black Trucker Hat



* Colors and style may vary due to ver



Sample Merchandise

* Colors and style may vary due to vendor selection and availability

For additional information please contact:

Public Affairs

Call: 575-637-6200

We Believe.