IDENTITY STYLE GUIDE

ROUND ROCK TEXAS

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INTRODUCTION

The City of Round Rock's logo identity, look and feel is an important aspect of how people will identify and separate the City of Round Rock, Texas. Our logo is an outward display of our pride and is composed of many elements, including the style, the colors and the overall usage.

Protecting this logo strengthens our presence and positive reputation, while increasing awareness within our community and beyond. This is why establishing guidelines and regulations about our logo's usage is important, and these guidelines should be followed by all who use it. From press releases, to City vehicles, to newsletters, to websites, flyers, brochures and promotional items, the use of the logo should remain consistent.

The following document provides guidelines on usage for the City's logo, covering almost any situation in which the logo might be used. If you need assistance or have any questions on identity usage, details or formats, please contact the City of Round Rock Communications and Marketing Department.

LOGO USAGE

LOGO COMPONENTS

The Round Rock logo consists of the following:
- **Logo Mark**: Three brushstrokes converging to create a white star
- **Word Mark**: The words "Round Rock Texas" that accompany the logo mark

BRUSHSTROKES

WHITE STAR

WORD MARK
FONT: PLAY BOLD
UPPER CASE, BLUE

WORD MARK
FONT: PLAY REGULAR,
UPPER CASE, RED

PROPER USAGE OF THE LOGO

All logo artwork files will be provided by the Communications and Marketing Department. Any files received should be used as is, without alteration, with the exception of size.

Misusing Round Rock's logo has the potential of causing damage in the form of logo devaluation.

The City logo can be used to represent the City of Round Rock in digital form, on print documents, signage, promotional items, apparel and vehicles. Any usage of the logo by vendors or partners must be approved by the City.

NOT APPROVED USAGE FOR NON-CITY ORGANIZATIONS

The following are examples of usage of the City logo that are not approved outside of the City of Round Rock organization:
- Letterhead, business cards, envelopes, forms, or other pre-printed paper products
- Promotional Items like shirts, caps, pens, tickets, mugs, etc.
- On vehicles
- In advertisements, brochures, newsletters, or other publications

Exceptions may apply for City-sponsored programs or partnerships with the City. Contact the Communications and Marketing Department for more information.

LOGO USAGE

CLEAR SPACE

To give it presence, an area of clear space should be left around the logo and tagline. No artwork, text, symbols, colors of any sort should intrude into this area.

STAGING AND SIZE

"Staging" refers to the area directly surrounding the City of Round Rock's logo. The amount of white space shown here in this example, is a minimum requirement. More space should be used whenever possible to highlight the logo.

MINIMUM SIZE

The logo and tagline should never be reduced so small they become illegible. Use your best judgment when reproducing Round Rock artwork. Typically we recommend no smaller than one inch horizontally. Any questions or concerns about usage should be directed to the Communications and Marketing Department.

LOGO STYLES
FULL COLOR

HORIZONTAL LOGO

Primary Logo

VERTICAL LOGO

Secondary Logo

IN-LINE HORIZONTAL LOGO

For special use cases only — Contact the Communications and Marketing Department for more information

All variations of the City logo are available in white, as well as black with white star. These versions of the logo do not use tints or percentages. Please use these versions of the logo in the following circumstances:

WHITE LOGO

In the instance the logo is placed on a dark background (ie; black or blue) use the white version of the logo with no center white star. This version of the logo is one color without tints or percentages, the center white star is removed.

BLACK LOGO W/ WHITE STAR

When using the City logo in a grayscale format against a light background, use the black with white star version of the logo. This version of the logo is without tints or percentages and includes the center white star.

BLACK PRODUCTION LOGO FOR SIGNAGE AND ENGRAVING

A black-only version of the logo, with no white star, is available on request from the Communications and Marketing Department. This version of the logo is utilized by third-party vendors when needed for production. (ie: signage, engraving, etc.)

LOGO STYLES
IMPROPER USE

EXAMPLES OF IMPROPER LOGO USE

Always use the authorized versions of our logo. Use digital files available from the Communications and Marketing Department whenever printing, silk-screening, embroidering and applying to signage, banners, vehicles and promotional items. Always follow the guidelines in this manual for color and placement.

PROHIBITED ALTERATIONS:

- Do not alter the symbol, reset the type, or change the letter-forms in any way
- Do not reverse out of very light backgrounds
- Do not scale unevenly
- Do not tilt at an angle
- Do not reverse it out of a box
- Do not use borders
- Do not put it on a brightly or heavily patterned background
- Do not add text under the logo. department names should be in Play Regular only.

DEPARTMENT LOGOS

Only use Department-specific logos provided by the Communications and Marketing Department. Any department logos created outside of the Communications and Marketing Department will be considered unapproved use of the City logo.

LOGO MARK

The brush strokes and white star when used alone create the City's logo mark. The logo mark can be used alone where approved. It is best practice to use the logo mark for applications where use of the full logo would feel repetitive or is not feasible due to sizing constraints (ie: web use, thumbnails, digital profile image).
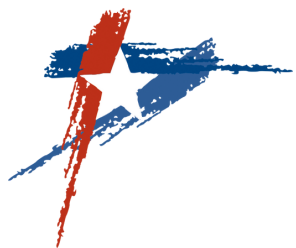
FULL COLOR

Primary logo mark

WHITE

The white version of the logo mark is one color without tints or percentages, the center white star is removed.

BLACK WITH WHITE STAR

The black with white star version of the logo mark includes the center star in white, and the black brush strokes without tints or percentages in black.

LOGO COLOR PALETTE

PANTONE/COLOR CONVERSIONS

The following colors must be used when reproducing our logo.

• Four-color process (CMYK) is the preferred reproduction method in print mediums.
• RGB values are provided for broadcast use, and web values are provided for interactive use.

PANTONE 288
"Round Rock Blue"

RGB Values:
R - 0
G - 40
B - 122

CMYK Values:
C - 100
M - 65
Y - 0
K - 31

Web Value:
003366

PANTONE 288 - 80%
"Round Rock Blue at 80%"

RGB Values:
R-66
G - 87
B - 142

CMYK Values:
C-80
M - 52
Y - 0
K - 24

Web Value:
336699

PANTONE 1805
"Round Rock Red"

RGB Values:
R - 187
G - 45
B - 63

CMYK Values:
C - 0
M - 91
Y - 100
K - 24

Web Value:
CC3333

FONT GUIDELINES

APPROVED FONTS

Communication materials should include Montserrat and Play fonts as follows:

Use for headings, subheadings and paragraph text when creating print or web materials.

Montserrat - Extra Bold
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 . , ; : ' " - % / ! ?)

Montserrat - Bold
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 . , ; : ' " - % / ! ?)

Montserrat - Semi Bold
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 . , ; : ' " - % / ! ?)

Montserrat - Regular
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 . , ; : ' " - % / ! ?)

Used only for logo wordmark, department names and official paper system

P l a y - B o l d
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 . , ; : ' " - % / ! ?)

P l a y - Regular
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 . , ; : ' " - % / ! ?)

AVAILABLE FILE FORMATS

The logos will be used in many different formats and mediums. As a result, the following file formats are available for your use:

FILE TYPES:

AI (Adobe Illustrator)

Referred to as vector art, AI files are scalable to any size without compromising resolution. This format is mostly used for production with third party vendors.

JPG (Joint Photographic Expert Group)

A versatile format, JPG is a digital image format which contains compressed image data. This format is the most popular image format for sharing photos and other images on the internet and between Macintosh and PC users. The small file size of JPG images allows storing of thousands of images in small memory space. Higher resolution JPG files are also widely used for printing.
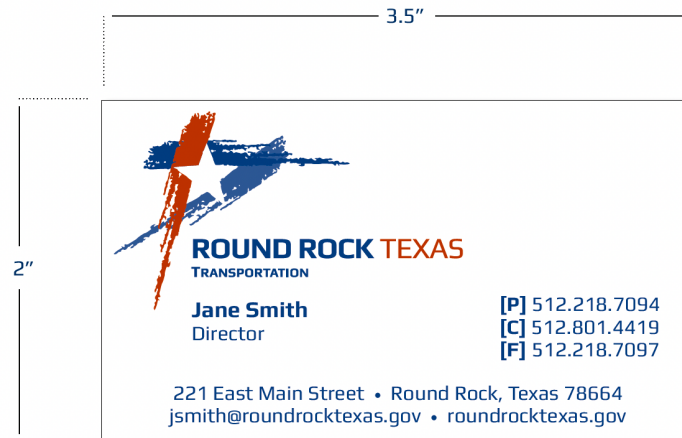
PNG (Portable Network Graphics)

The PNG file format is designed for transferring images on the internet, not for professional-quality print graphics. A PNG file has file size compression capabilities along with the option of saving files with transparent backgrounds.
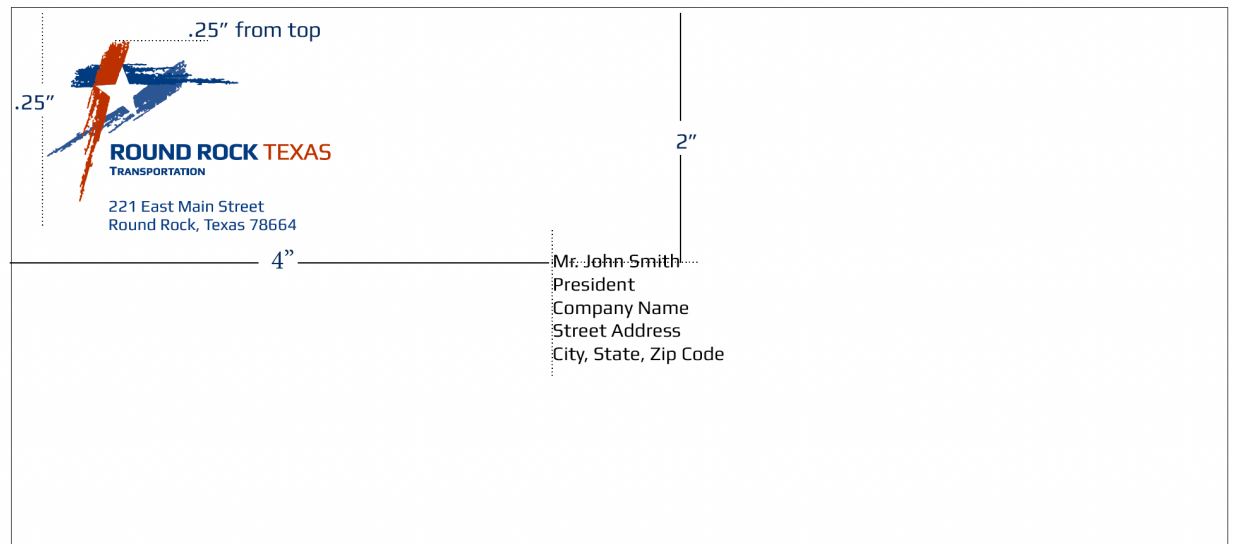
BUSINESS CARDS AND ENVELOPES

BUSINESS CARD

- Size: 3.5" x 2"
- Logo Size: 2.1" x 1.2"
- Name: 9.5 Play Bold
- Title - 8.55 Play Regular
- Address: 8.55 Play Regular
- Stock: 80# Sirius, Neenah Starwhite Cover

3.5"

2"

ROUND ROCK TEXAS
TRANSPORTATION

Jane Smith
Director

[P] 512.218.7094
[C] 512.801.4419
[F] 512.218.7097

221 East Main Street • Round Rock, Texas 78664
jsmith@roundrocktexas.gov • roundrocktexas.gov
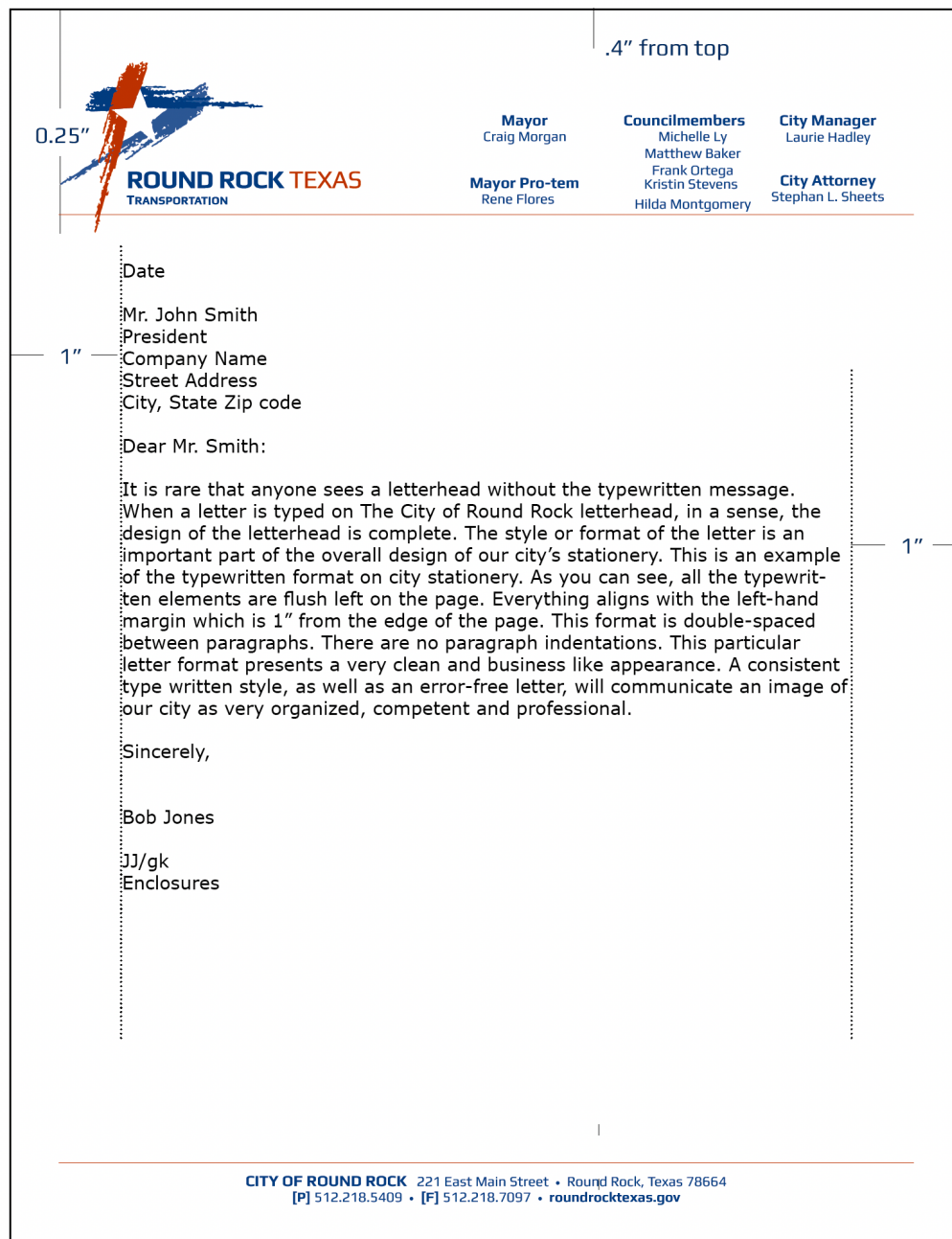
ENVELOPE

- Size: No. 10, 9.25" x 4.125"
- Logo Size: 2.1" x 1.2"
- Address: 8.55 Regular
- Stock: 24# Sirius, Neenah Starwhite #10 Envelopes
- Address: 8.55 Play Regular

.25" from top

.25"

2"

ROUND ROCK TEXAS
TRANSPORTATION

221 East Main Street
Round Rock, Texas 78664

4"

Mr. John Smith
President
Company Name
Street Address
City, State, Zip Code

NOT TO SCALE

The letterhead layout shows:

0.25"

ROUND ROCK TEXAS
TRANSPORTATION

.4" from top

Mayor
Craig Morgan

Mayor Pro-tem
Rene Flores

Councilmembers
Michelle Ly
Matthew Baker
Frank Ortega
Kristin Stevens
Hilda Montgomery

City Manager
Laurie Hadley

City Attorney
Stephan L. Sheets

1"

Date

Mr. John Smith
President
Company Name
Street Address
City, State Zip code

Dear Mr. Smith:

It is rare that anyone sees a letterhead without the typewritten message. When a letter is typed on The City of Round Rock letterhead, in a sense, the design of the letterhead is complete. The style or format of the letter is an important part of the overall design of our city's stationery. This is an example of the typewritten format on city stationery. As you can see, all the typewritten elements are flush left on the page. Everything aligns with the left-hand margin which is 1" from the edge of the page. This format is double-spaced between paragraphs. There are no paragraph indentations. This particular letter format presents a very clean and business like appearance. A consistent type written style, as well as an error-free letter, will communicate an image of our city as very organized, competent and professional.

Sincerely,

Bob Jones

JJ/gk
Enclosures

1"

CITY OF ROUND ROCK 221 East Main Street • Round Rock, Texas 78664
[P] 512.218.5409 • **[F]** 512.218.7097 • **roundrocktexas.gov**

.5"

NOT TO SCALE

LETTERHEAD

- Size: 8.5" x 11"
- Logo size: 2.6" x 1.5"
- Name font: 9.5 Montserrat/San Serif Regular
- Title font: 9.0 Montserrat/San Serif Regular
- Address font: 9.0 Montserrat/San Serif Regular
- Body font: 9.0 Montserrat/San Serif Regular
- Red Rule - 0.5 Hairline Rule
- Stock - 70# Sirius, Neenah Starwhite Text

EMAIL SIGNATURE

DIGITAL SIGNATURE FORMAT FOR EMAILS

CORRECT STYLING

Stacey McIntyre
Digital Designer
Communications and Marketing
City of Round Rock, Texas
Phone: 512-218-5585
Email: smcintyre@roundrocktexas.gov

STYLING GUIDELINES:

- Name: Calibri or Arial font, bold, 12pt
- Title: bold and italic font, 10pt
- Contact Info: regular font, 10pt
- Color: black or dark blue
- Spell out "City of Round Rock, Texas"
- Use only dashes or hyphens in the phone number - not periods "."
- Primary work email address with or without hyperlink
- A clean version of the City logo (full color, horizontal, jpg or png file)
- Hyperlink the logo to the City website: *roundrocktexas.gov*

INCORRECT STYLING

John Doe
Job Title
Round Rock
512.123.4567
jdoe@roundrocktexas.gov

VEHICLE DECALS

The City of Round Rock has many vehicles in its fleet and each one represents an opportunity to display the City logo.

The logo and department names are reflective adhesive decals. Vehicle decals are approximately 14" x 16" and displayed in the full-color, horizontal version of the logo.

Note: Due to the variation in vehicle size and shape, decal size and placement may vary. However the decals should be applied in accordance with these guidelines as closely as possible.

ENVIRONMENTAL AND INTERIOR SIGNAGE

Consult the Communications and Marketing Department for branding assets and best materials to use. Confirm the City of Round Rock logo is readable from a distance and proportionally correct for the space.

Signage examples shown here, represent best practice guidelines.

ENVIRONMENTAL SIGNAGE

LOGO VINYL SIGNAGE

EMBROIDERED APPAREL

The City logo should be embroidered in thread colors that best match the City branding colors:
- PANTONE 288, Blue
- PANTONE 288, 80% Blue
- PANTONE 1805, Red
- White

The embroidered full-color logo should include the white center star. The embroidered white logo should not include the white center star.
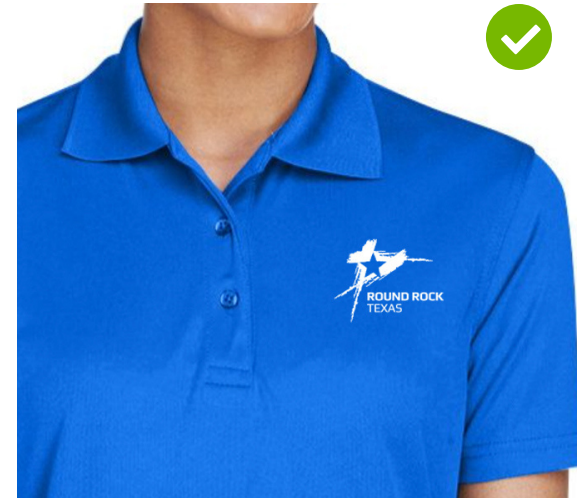
When sending artwork for embroidering on apparel, use vector, Adobe Illustrator (.AI) files. Preferred logo formats are as follows:
- Vertical, full-color logo
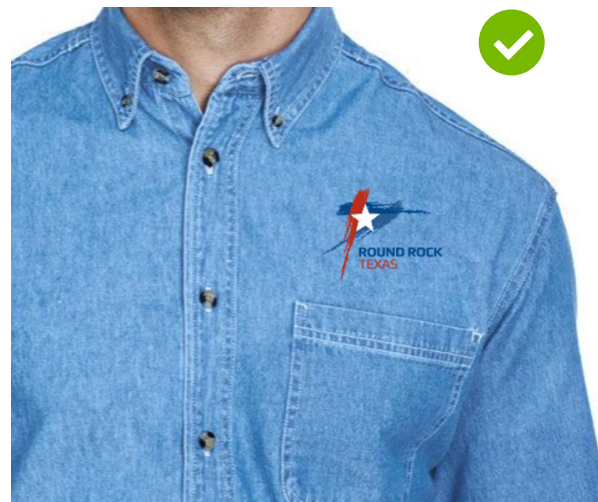- Vertical, one-color, white logo

Examples of best use practices are shown here.
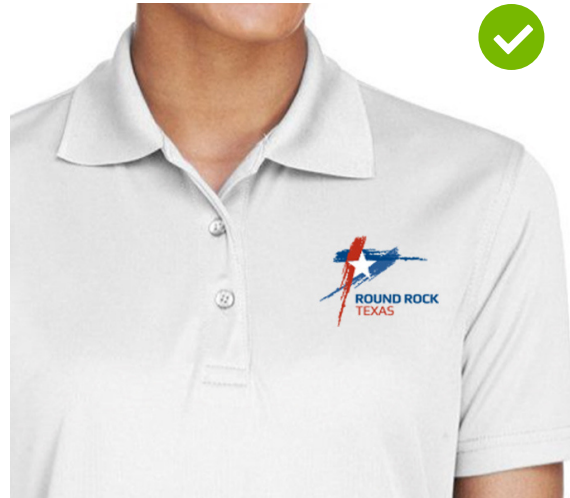
CORRECT LOGO FOR LIGHT GARMENT COLOR

CORRECT LOGO FOR DARK GARMENT COLOR

CORRECT LOGO FOR GARMENT COLOR

INCORRECT LOGO FOR GARMENT COLOR

APPAREL

SCREEN PRINTED APPAREL

When the City logo is being screen printed on t-shirts, use the following logo files:
- Vertical, full-color logo
- Vertical, one-color, white logo

For color choices beyond those stated as preferred, please contact the Communications and Marketing Department for review.

Full color logos should be printed on light colored fabrics. The white version of the logo should print on dark fabrics. Avoid distracting patterns like plaid and camouflage.

CORRECT LOGO FOR LIGHT GARMENT COLOR

CORRECT LOGO FOR DARK GARMENT COLOR

CORRECT LOGO FOR GARMENT COLOR

INCORRECT LOGO AND GARMENT

PROMOTIONAL ITEMS GUIDELINES

Promotional items are an important reflection of The City of Round Rock's identity. Each item is a visual reminder of our organization. Follow these simple rules when applying the logo to any promotional items.

- Always maintain a clear area around the logo.

- The logo must appear in one of the approved color treatments and configurations specified in this manual. Be sure the background provides sufficient contrast.

- Make sure all promotional items are in good taste and quality.

- Always use the reproducible artwork or digital files labeled for promotional items. Obtain these files from the Communications and Marketing Department. Do not use photocopies for original artwork.

FREQUENTLY ASKED QUESTIONS

Q: I have a photocopy of the logo. Can I give this to a vendor for reproduction onto a banner?
A: No. Under magnification photocopies have low quality. When enlarging for purposes of display the imperfections become obvious and degrade the integrity of the logo. Please obtain a reproduction logo sheet or an AI (Illustrator) digital file from the office of the Director of Communications.

Q: What is AI?
A: It stands for Adobe Illustrator and is usually referred to as a "vector file" by vendors. Denoted by the suffix .AI, AI is a file format typically created in a vector-based drawing program like Corel Draw, Adobe Illustrator and Macromedia Freehand. This digital format is the best choice when
reproducing the logo for offset printing or any other application.

Q: I have imported the logo into my word processing document. Can I enlarge or reduce it?
A: To maintain consistency only two sizes are to be used for internal and external communication. They are 2.5" in width for maximum size and 1" in width for minimum size.

Q: I have imported a color logo into my word processing document. Can I use it?
A: Yes. The two-colored version can be used internally for any literature printed to a color printer. For optimum color results please consult your printer's manual. Word processors should never be used to output the logo to film.

Q: We want to have the logo embroidered on a dark-colored shirt. Can we use the full-color logo?
A: No. The full-color logo will not offer sufficient contrast and will diminish the strength of our new identity. The general rule of thumb is use the white (reversed) logo for anything dark and use the full-color logo for anything light in color.

Q: What color shirts do you recommend for embroidering the logo?
A: Blue, red, khaki, white, light blue and denim are the best choices. We expect the public to view these colors, with the appropriate logo, as an integral part of our visual identity.

If you have any other questions pertaining to this standards guide or proper usage of the various design elements please contact:

Communications and Marketing Department
communicationsandmarketing@roundrocktexas.gov
Phone: 512-218-5409

CONTACT INFORMATION

City of Round Rock
Communications and Marketing Department
221 East Main Street, Round Rock, Texas 78664
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Phone: 512-218-5409

ROUND ROCK TEXAS