

Master Style and Branding Guide



COMMUNICATIONS AND MARKETING DEPARTMENT

Summary

The City of Willow Park has adopted a unifying brand and graphic identity that will allow members of our community to easily distinguish the unique programs and services the City of Willow Park provides.

The reputation of the COWP brand identity rests on the clear and consistent use of logos, colors, typography, and other imagery used by the city's many departments and divisions. Every form of written and visual communication is a reflection of the city's brand, which includes printed materials, signage, email, websites, videos, and digital media.

The Communications and Marketing Office is the subject matter expert for developing and supporting the City's brand, logo, and graphic standards. Its role is also to help departments and individuals in the preparation and implementation of any external and internal communications so that the City's brand standard remains consistent and at a high quality. This guide is designed to help users easily and effectively adhere to the COWP brand standards. For any questions please contact the office of the Communications and Marketing Director.

Public Information Materials Guidelines and Policy

The City's Communications Director shall have final authority over the design and distribution of all printed public materials that will represent the Town and will be developed for public consumption.

Individual departments may create their own public information materials, without input from the communications director, if those materials are being produced for a small audience and will not be displayed, mass mailed, etc. (Examples: memorandums, departmental letters, fliers or handouts for a committee meeting of 20 or less, etc.)

If materials are developed that will be mass produced, developed to advertise programs, events or services, and will be distributed to a large audience, then a copy of those materials must adhere to the City's branding and style guidelines.

Items that would fall into this category include, but are not limited to:

- Materials placed in City buildings and facilities for advertisement of City programs, services and events;
- Materials mass produced to be included as folder inserts or used as handout materials;
- Newsletters (printed and/or distributed by e-mail to a large number of recipients);
- Promotional items (key chains, banners, magnets, etc.);
- Posters, fliers or announcements placed throughout the community or in Town buildings and facilities;
- Brochures, pamphlets, mass-produced letters, postcards, etc.

All materials published by the city must follow the branding guidelines set forth in this guide.

LOGO

The City of Willow Park uses one standard logo for all its materials, including signage, decals, printed and digital publications, video, vehicles, advertisements, and apparel.

COLOR

The City of Willow Park uses two colors for logos and branding: green and white, with gold ONLY used for the lettering in the logo insignia. Secondary colors that may be used as graphic design elements are sage green, grey, and rust. The color values are as follows:

GREEN

HEX = #00573d

RGB = 0 - 87 - 61

CMYK = 1 - 0 - 30 - 66

PANTONE = 7484C

SAGE GREEN

HEX = #a3b18a

RGB = 163 - 177 - 138

CMYK = 8 - 0 - 22 - 31

GREY

HEX = #5c6b63

RGB = 92 - 107 - 99

CMYK = 14 - 0 - 7 - 58

RUST

HEX = #c75b39

RGB = 19 - 91 - 57

CMYK = 0 - 54 - 71 - 22

For materials needing further color variants, please contact the Communications Director for assistance.

TYPOGRAPHY

The city logo uses two main fonts: Playfair Display Semibold and Californian SB. Passenger Display Semibold is an acceptable substitute for Playfair Display if it is not available. When a sans serif font is desired for materials such as envelopes, please choose a font in the Avenir family (available on most Microsoft applications).



The “stacked logo” is the preferred version for most uses



Willow Park
TEXAS

When space or shape constraints prevent the use of the stacked logo, this horizontal version may be used.



On a solid color background, the logo may be used either solid black or white. Do not use the white logo on a light background, the black logo on a dark background, or any logo on a heavily patterned background.



Willow Park
DEPARTMENT NAME HERE

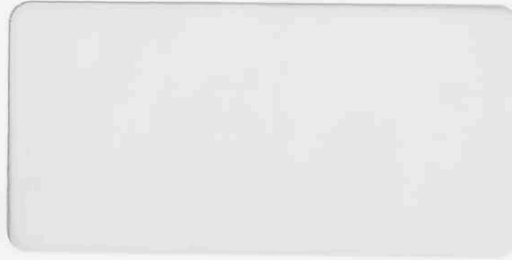
Use the horizontal logo with your department name for department-specific logos.



This modified logo version is to be used for nametags.



City of Willow Park
120 El Chico Trl., Suite A
Willow Park, TX 76087



Envelopes should use the round city logo. All text should be in Avenir font with the font size proportionally appropriate for the logo size.



Willow Park

TEXAS

120 El Chico Trail, Suite A
Willow Park, TX 76087
817-441-7108
willowparktx.gov

This is the standard letterhead for all city correspondence unless your department has a custom letterhead or special permission from the communications department.



BUSINESS CARDS

ROUND CITY LOGO

NAME AND PROFESSIONAL DESIGNATION (Playfair Display)

TITLE (Avenir)



WILLOW PARK, TEXAS
(Playfair Display and Californian FB)

ALL CONTACT INFORMATION IS AVENIR

QR CODE (PROVIDED BY COMMUNICATIONS)

EMAIL SIGNATURE:

Aptos 12pt bold

Playfair Display 16pt bold

Aptos 11pt regular

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Communications and Marketing Director

City of Willow Park

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