

City of Pearland

Brand Identity System Guidelines



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Letter from the Communications Manager

Dear Colleague:

The City of Pearland brand is one of our most important and valuable assets, but it is an asset we must constantly work to build and protect. By following the policies and standards in these guidelines, you will ensure that the City of Pearland brand is always used correctly and consistently. This is important because a strong, well-recognized brand is a powerful tool for building the recognition and positive image of the city. Correct and consistent use of our brand identity is critical to building a strong brand.

The policies and standards in these guidelines were carefully developed to ensure that all of our communications will project a consistent and distinctive City of Pearland brand image – our own unique brand personality. Always follow these policies and standards in the development of all communications for the City of Pearland and its departments. If you are responsible for outside agencies or suppliers, make sure they follow the guidelines as well.

At the City of Pearland, we take pride in delivering quality programs and services to our residents, day in and day out. Communications are a critical part of serving our citizens, and every communication we produce should reflect that same pride. Please join me in making sure that all of our communications positively reflect on the City of Pearland and protect the value of the City of Pearland brand.

Thank you for your cooperation and support.

Sincerely,

Sparkle Anderson

Communications Manager



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How To Use These Guidelines

- Make sure that all uses of the City of Pearland name; visual identifiers; and all other elements of the brand identity system comply with the policies and standards in these guidelines. Never alter names, visual identifiers or other brand identity elements in any way. Always use approved reproduction artwork for the City of Pearland logo.
- If the communications materials you are producing are covered in the guidelines, always follow the specifications provided.
- If the communications materials you are producing are not specifically covered in the guidelines, look for similar communications that are covered and adapt the overall style or contact someone on the brand management team. The City of Pearland brand identity system includes a range of supporting visual elements – typography, color, the City of Pearland logo– and placement guide lines that can be used to give communications a distinctive personality.

Assistance and Approvals

By communicating with our brand management team, you can help promote and protect our brand.

All samples of the following should be sent to Sparkle Anderson, Communications Manager, for review.

- Flyers/Marketing Collateral including items produced for co-sponsored events
- All advertising
- Promotional items, reproduction of city artwork, such as the City of Pearland logo, or any other visual identifiers.

For assistance with all other communications, including premium and promotional items, and for reproduction artwork for corporate or business unit purposes, contact:

Sparkle Anderson
City of Pearland
3519 Liberty Drive
Pearland, Texas 77581
Phone: 281.652.1625
Email: sanderson@pearlandtx.gov

Debbie Schielke
3519 Liberty Drive
Pearland, Texas 77581
Phone: 281.652.1626
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3519 Liberty Drive
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System Overview and Color

A unique, custom-designed logotype has been created for the City of Pearland. Always reproduce the logotype from authorized reproduction artwork available from the City of Pearland's brand management. Never alter the logotype in any way. Never try to recreate part of the logo.

For example, never try to copy any portion of the logo from a previously printed piece. Use only the colors demonstrated on this page. Always maintain the minimum size and staging area (covered on the next page).



City of Pearland logo

Color – Preferred

Full-color against a white background

Color – Acceptable



Full-color against a burgundy background.



Full-color against a black background.



One-color against a white background.



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Minimum Staging Area

To ensure that the City of Pearland logotype is always highly visible, a minimum staging area, demonstrated below, has been established surrounding the identifier on all sides. The staging area is a clear space where no other typography, photographs, illustrations, visual identifiers, or other graphic elements may intrude. Also, maintain the minimum staging area when reproducing the logotype against a burgundy or black background.

Minimum Size

To ensure sufficient visibility, readability and reproduction quality, the City of Pearland logotype should never be reproduced below the minimum size of 7/8”.

A unique, custom designed logo has been created for the City of Pearland. When using the logo, remember:

$\frac{1}{2} X$		$\frac{1}{2} X$
		
$\frac{1}{2} X$		$\frac{1}{2} X$

- Always ensure correct reproduction
- Always reproduce the City’s logo from authorized reproduction artwork. Electronic and reflective reproduction artwork is available from City of Pearland brand management or on Pearnert. (see page 3).
- Never alter the logo in any way.
- Never try to recreate any part of the logo. For example, never try to copy the logo from a previously printed piece.



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Tone, Imagery and Style; Product and Service Identities

The quality and overall tone and style of City of Pearland communications, along with the subject matter of photographs and illustrations used, play an important role in shaping perceptions of our city. In all communications from the City of Pearland and its departments, follow these guidelines:

- Content should be developed from the perspective of your target audience. Write headlines and text for your audience's interests and level of understanding. Avoid jargon, and do not assume your audience has the same level of technical or industry knowledge that you do.
- Emphasize the benefits of the City of Pearland, in terms to which your audiences will relate. Do not just describe a program or service – tell audiences why those things are important to them.
- Photographs, illustrations, tables, charts and graphs should be directly relevant to your audience and to the subject matter of the communication. They should be placed in close proximity to the text to which they relate. Use clear, concise captions and avoid images and exhibits that do not relate to your subject matter.

- Avoid visually complex designs and layouts. The layout of a page or screen should help your audience find, read and understand information. Do not try to crowd too much information onto a page or screen. White (blank) space can actually increase user comprehension. The page or screen should be inviting, not intimidating.
- Use descriptive headings and subheadings to organize your communications and help audiences find the information they are looking for quickly and easily.
- City of Pearland communications should convey the diversity of our residents and employees. Do not use images that may reinforce ethnic, national, racial, gender or religious stereotype.



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Typography

The consistent use of a limited number of type families will help to ensure that all City of Pearland communications project a distinctive brand identity.

City of Pearland’s approved type families are Arial and Century. A wide range of styles and weights are available within both type families, permitting a high degree of flexibility in designing communications.

For PC users, without Arial or Century, New Century Schoolbook and Times Roman are acceptable fonts.

Century Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



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Typography *continued*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Rounded MT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Light Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Unicode MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



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Stationery & Business Cards

Typography on stationery & business cards and envelopes is flush left, ragged right, upper and lower case with black print.

Business Card

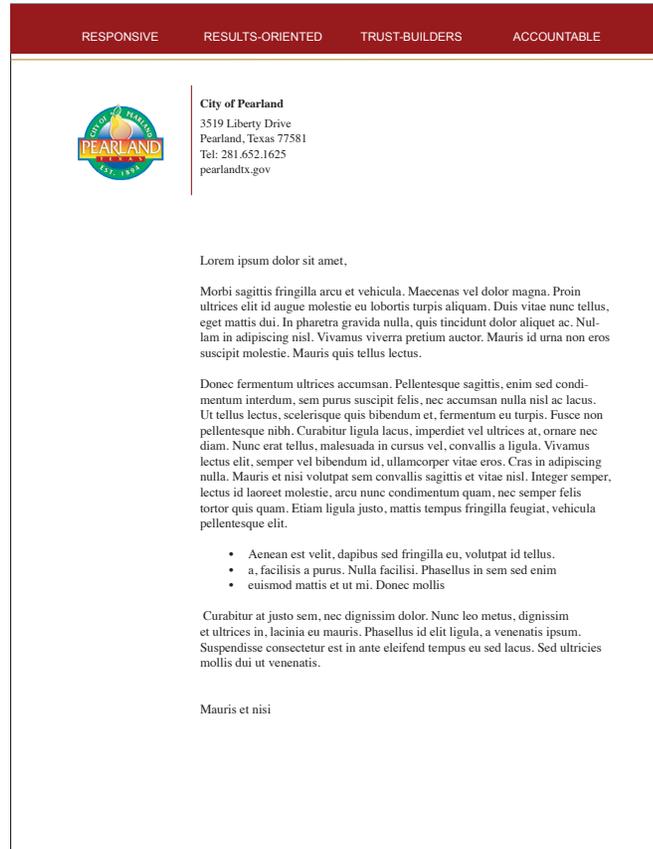


Front



Back

Letterhead



Envelope



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Event Logos

The City of Pearland hosts more than 20 annual special events. Some of the events have corresponding event logos. Event logos can be used without the City's official logo. However when using an event logo, please adhere to using the city's color palette and identifying the event as a City event in name. For example, all collateral that utilizes an event logo, should include "The City of Pearland".



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Supporting Color Palette

The consistent use of a coordinated color palette will help to ensure that all City of Pearland communications project a distinctive brand identity. A coordinated palette of core and supporting colors has been developed for use in City of Pearland communications.

All were selected because they complement City of Pearland logo and core colors. White is the preferred background color. Supporting colors can be used as the predominant background color sparingly and when the color relates to a particular subject matter for example, the Parks and Recreation department may choose to use PMS 354 to convey a message related to active recreation. Use only colors from the approved palette.

Core Colors



R: 152 G: 8 B:7
 HEX #980807
 C:25 M:100 Y:100 K:25



R:213 G: 181 B:91
 HEX #d5b55b
 C:33 M:38 Y:100 K:6



White
 (Preferred background color for printed marketing communications)



Black

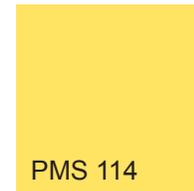
Supporting Colors



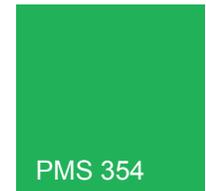
R: 190 G: 15 B:52
 HEX #be0f34
 C:18 M:100 Y:83 K:8



R: 0 G: 110 B:199
 HEX #006ec7
 C:86 M:56 Y:0 K:0



R: 247 G: 227 B:74
 HEX #f7e34a
 C:5 M:5 Y:83 K:0



R: 80 G: 176 B:82
 HEX #50b052
 C:71 M:5 Y:93 K:0



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Pearland Swoop

The Pearland Swoop is an generic element that can be used on the City of Pearland Marketing collateral along with supporting graphic elements such as photos and graphs.

Where to use the Pearland Swoop:

- The swoop is not a substitute for the City of Pearland logo
- The swoop should be used as an accent when possible on City of Pearland brochures, flyers, and marketing collateral.
- The swoop is *not* a required element.

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Footer



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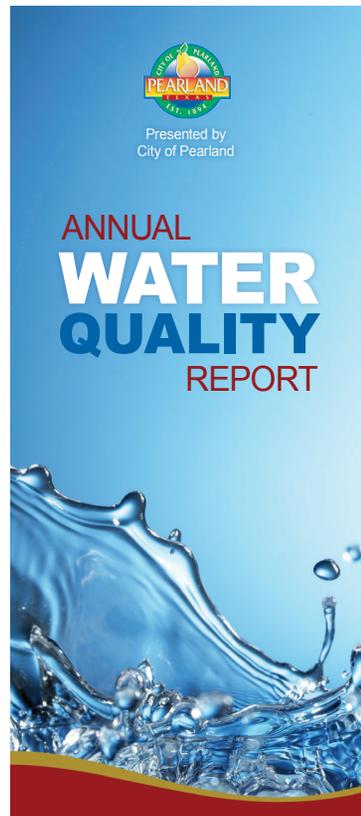
When communications share a coordinated brand identity system and high level of quality, it reinforces the image of City of Pearland as a leader city committed to superior service and performance. City materials that do not project a coordinated identity will seriously weaken that image.

This page illustrates the unity of the City of Pearland brand across a range of materials. These guidelines provide several tools and protocols to help ensure all City of Pearland communications convey a distinctive brand identity, without restricting the creative freedom necessary for effective marketing and communication work.

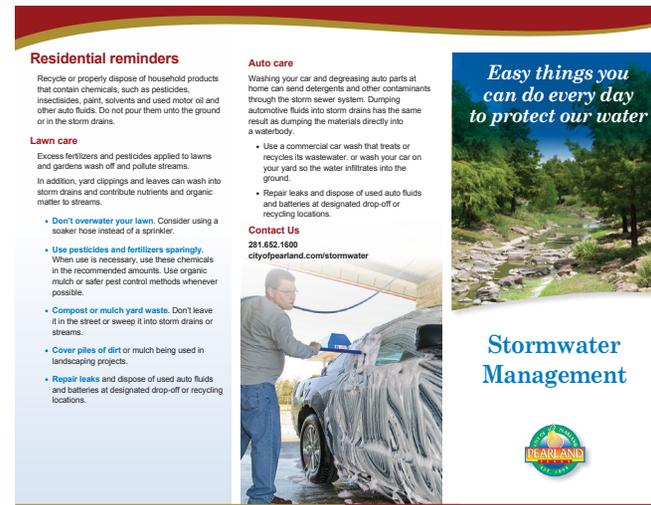
These pages demonstrate how basic elements of the City of Pearland brand logos, typography, color, vertical and horizontal alignments-can work to achieve this goal. They are not intended to dictate a particular layout or design.

Key elements of the system include:

- Correct, consistent and prominent use of the correct City of Pearland logo
- Consistent use of the Arial and Century fonts
- Use of grid system to organize the content
- Consistent use of the City of Pearland color palette on page 10



Pearland
(Swoop Footer)



Pearland
Swoop (Header)



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Because premium and promotional items are used regularly, they are an important opportunity to raise awareness of the City of Pearland brand and make a lasting, positive impression. All City of Pearland premium and promotional items must reflect the same high level of quality and attention to detail. Premium and promotional items must be approved in advance by the City of Pearland brand management.

These examples illustrate the effective application of City of Pearland brand standards.

- In addition to approved colors the City of Pearland logo may be presented against a white, black or tan background.
- All typography should be from the Century/Arial family.



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Vehicles

The exhibits on this page demonstrate the correct placement of the City of Pearland logo on vehicles. Representative vehicle body types are shown; adapt these guidelines to the specific configuration of individual makes and models.

- If there is a large, flat, highly visible surface area (such as the side of a panel van), position the logo on that surface, as large as possible, consistent with the overall proportions of the vehicle.

- If the vehicle does not have a suitable large, flat surface area, the logo should generally be positioned on the driver and passenger doors (as on the sedan, pick-up truck and utility truck shown on this page).
- In most instances, vehicle bodies should be bright white.
- For assistance in positioning the visual identifier on a vehicle, contact City of Pearland brand management.



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Signage

The City of Pearland has established overall guidelines for monument signs. The signs fall into two families:

Signage modeled from gateway signs



Lime green marker signs



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To maintain the City of Pearland brand identity, official City of Pearland Web pages and marketing materials should use consistent terminology, a standard format for common elements and follow standardized guidelines of use. All official Web pages and marketing materials should follow the content guidelines below:

- **Telephone numbers** – Use 281.652.1625, not (281) 652-1625
- **Time** – Use 1 p.m., not 1:00 p.m. and 5:30 p.m., not 5:30 PM and 9 to 11 a.m., not 9 a.m. to 11 a.m. and 9 a.m. to 5:30 p.m., not 9 a.m. – 5:30 p.m.
- **Dates** – Use July 11, 2012 not 7/12/12, use Monday, Oct. 3, 2013 not Mon., Oct. 3, 2013
- **Web site** – Use as two words, capitalize the “W” in Web site or Web pages
- **URLs** – Use pearlandtx.gov, not www.pearlandtx.gov or PearlandTx.gov
- **Jargon** – Avoid the use of technical/industry jargon
- **Acronyms and abbreviations** – Use sparingly and define
- **PDFs** – Limit the use of PDFs, create a Web page that includes text instead where possible
- **Accuracy of information** – Content should be current and updated regularly
- **Section titles** – Section titles are required on all pages. Please DO NOT create page section/headings. Use only the system-generated headings/sections
- **External add-ons** – Use of external web additions is prohibited, except with the consent of the Communication Department, (i.e. adding a flash application, external web calendar, etc.)

