



city of orange city
style guide & graphics standard manual



table of contents

- introduction 2
- branding & graphic identity 2
- goal 3
- brand position & promise..... 3
- the importance of standards..... 3
- physical properties 3
- logo & tagline 4
- logo & its variations 5
- logo: incorrect uses 6
- minimum clear space & minimum size 7
- brand colors 8
- typography 9
- stationery 10
- business cards 10
- letterhead..... 11
- envelopes 12
- stationery order form..... 13
- brand usage 14
- policies 14-15
- event/brand management office 16
- event/brand management communications 17

introduction

The City brand is more than logos and visuals, although they remain key to effective communication. A community brand helps consumers distinguish you from other cities in the market place. The City brand is also built by the experiences of this community and the associations that visitors, residents, businesses, and media make with the City of Orange City. Every contact is a way to dazzle. Therefore, to create a successful brand, a city must deliver on its brand promise, create a positive, accurate association, and provide a consistent experience with every encounter.

Event/Brand Management staff assumes overall direction of the City brand by protecting its integrity, formulating the brand’s long-term strategy, and presenting Orange City in a way that is credible to citizens, visitors, partners, and stakeholders.

branding & graphic identity

In order for an organization—including a community or City—to cultivate lasting confidence within its constituencies, it must build and maintain a unique and positive image of itself. This image is the organizations’ brand—the central, defining image or idea of what it is and does.

The Orange City brand sets us apart from other cities. The Orange City brand is shaped by the total experience people have when they interact with City and Chamber employees and business partners. They see, firsthand, how we perform. It is also defined by the way that people think, feel, and respond on an emotional level when they hear our name. Our brand embodies what Orange City is all about for the people who matter most to us—our residents, businesses, visitors, partners and suppliers, investors, and the potential versions of all of them.

When it comes to applying tradition and community pride to communicate and attract businesses and residents, few communities can compete with Orange City’s long record of achievement.

Orange City’s commitment to a traditional American quality of life, a progressive business community, and a unique heritage of Dutch culture give all who experience Orange City a view of “life as it should be” every day.

This Graphics Standard Manual provides a strong brand identity for the City of Orange City. The foundation of a brand is its graphic identity, the logo, and other visual elements that represent it. A cohesive graphic identity allows everything to tell a true brand story.

goal

Attract and grow business in Orange City with a fresh brand that portrays the cultural activities and sheer beauty of a city with residents that care so much about maintaining its beauty, culture, and overall freshness.

brand position & promise

We are building a community that is perpetuating growth with a business-friendly environment and ambassadors working to fine-tune an already successful community with unparalleled pride and promise. We prove ourselves again and again with a constant stream of positive news that keeps a warm glow from Orange City in the minds of everyone in our region. We are Orange City.

Orange City's brand position and promise encapsulates our City's unique attributes and the many benefits that our attractive solutions bring to a business, resident or visitor. Now, more than ever before, people want and need what Orange City has to offer.

This brand position represents the ideal image that Orange City wants to create, communicate, and reinforce through action to all our audiences, across all our targets, and in all our location. This graphics standard manual ensures that everyone in Orange City has the information and the tools they need to effectively and consistently communicate the Orange City brand.

the importance of standards

Simply put, standards are what put the identity in graphic identity. They enable an organization to maintain its distinctive look and feel in any situation. By using its graphic elements consistently and judiciously, the City of Orange City continues to distinguish itself from other cities. Graphic standards allow the many departments and organizations to come together as a unified whole before the community and region.

Please employ the standards within this manual whenever using graphic elements for use in every medium. This manual is our team's visual playbook, providing the guidelines necessary to reach our goal of clear communication and an effective brand image.

When producing materials on behalf of the City of Orange City, please follow the standards provided in this guide. The brand must be consistent throughout all materials, internally and externally, in order to preserve its validity. All the standards of type, form, and color contribute to stronger brand image and recognition.

As a highly visible and easily recognizable organization, it is essential to portray a consistent image across all visual platforms. Certain guidelines need to be followed in order to achieve this goal. As it is impossible to foresee and discuss every application of the Orange City brand throughout this manual, please contact the Event/Brand Management office with any questions or for clarification.

Thank you for taking the time to learn about and apply the City of Orange City's brand standards and identity.

physical properties

The Orange City brand's physical properties are:

- **Fresh;** symbolizing cleanliness and youth.
- **Happy;** symbolizing sheer happiness.
- **Bright;** supporting the "freshness" and portraying further care-taking of the quality of life.
- **Enabling;** clearing all obstacles to make business and life go smoothly.

logo & tagline

We have a treasured past, embodied in our unique old-world Dutch character, but we also have a vibrant future, as evidenced by all the exciting progress throughout the community—from our dynamic main street to our energized business climate, arts and culture, healthcare, education systems, and more. Our fresh brand portrays that distinct and vibrant future.

The Orange City logo features four tulips joined into a pinwheel—or windmill—design. The emphasis is on the word “orange,” and the tagline reads “color your life vibrant.” The color orange is known to represent enthusiasm, happiness, success, and creativity. Orange City believes that our new brand symbolizes some key qualities of our community: fresh, happy, bright, and enabling.



logo & its variations

The preferred logo choice for most applications is the PMS 151 version. The logo is available in three different color version:

- Orange (Pantone 151)
- Black and white (grayscale)
- Reverse (whitescale with transparencies)

These three are the *only* available color option for the Orange City logo.

Versions of the logo also exist for City partnerships such as Orange City Chamber of Commerce, Orange City Development Corporation, and Orange City Communications. When joint advertising and events are produced, the “color your life vibrant” version is to be used. If individual recognition is required, those partners will be listed throughout the visuals and/or copy.

The logo may only be used *without* the tagline when readability is an issue. If this is necessary, the appropriate landscape version is to be used. This primarily applies to screen-printing and embroidery.

Certain applications may require a logo with limited color because of printability and visibility. Specific versions exist for use in such situations.

- Black ink only (black and white; grayscale)
- Pad and screen printing
- Dark background (reverse; whitescale)

A square element, or “bug”, of the logo may be used on its own on special applications. Any other alterations of the colors, type styles, configuration, etc of the logo are unacceptable.

Only the Event/Brand Management office may develop other alterations of the Orange City brand in unique circumstances. These unique applications are at the discretion of the Event/Brand Management office.



logo: incorrect uses

These examples illustrate incorrect uses of the logo for print and online applications. While each example depicts only one version of the logo, the principles apply to all variations. Always use the original logo artwork.

- Do not use artwork that is distorted or out of focus.
- Do not modify the spacing of the letters.
- Do not place the logo on visually distracting backgrounds.
- Do not screen back, add texture, or add effects of any kind.
- Do not use a different type style or weight.
- Do not alter colors.
- Do not display out-of-date artwork. Use only current artwork.
- Do not place PMS 151 version on a background other than white.



DO NOT distort



DO NOT modify
spacing



DO NOT place on busy
backgrounds



DO NOT add effects



DO NOT modify
type style



DO NOT alter colors



DO NOT display out-of-date artwork

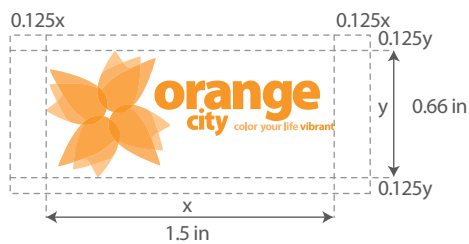


minimum clear space & minimum size

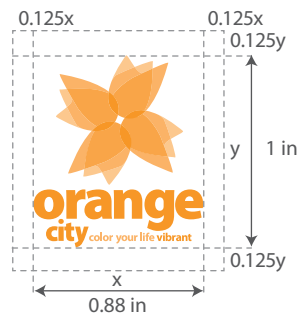
The minimum clear space around the logo artwork is equal to the height of the logo. To create the greatest impact, allow more than the minimum amount space around the logo. Do not allow complex backgrounds, typography, or other graphic elements to enter the minimum clear space area.

The minimum size should be used only when layout is extremely limited. Use the logo at a larger size whenever possible. The minimum size for the portrait logo with tagline is 0.88 x 1.0" for print and on screen. The minimum size for the landscape logo with tagline is 1.5" x 0.66". For the logo without the tagline the minimum size is 0.54" x 0.25" in print and not to be used onscreen.

landscape



portrait



brand colors

The only color to be used for the Orange City logo is PMS 151, orange. The logo consists of four tints of PMS 151; 100%, 85%, 70%, and 50%. If spot colors are not an option, due to cost or printer capability, a process CMYK color (C0/M66/Y100/K0) is acceptable. The brand color may be used in a variety of ways such as background, sidebars, headlines, etc.

For web or on screen PMS 151 is preferred; however, RGB would also be acceptable (R255/G120/B0).

When using a black and white version the previously mentioned tints would also apply.

The only time 100% black may be used—for text or within the logo—is when black ink is the only option available, such as a newspaper. If artwork has any use of color—in the artwork—80% black or lighter is used for copy.

When multiple tints of PMS 151 are not an option, such as screen and pad printing, use the screen printing logo version with 100% PMS 151, a combination of PMS 151 and PMS 1485, or 100% white.

When using the PMS 151 version, the logo must be displayed with a white background. If a background is not white—another color or image—the black and white or white scale logo is required. In the instance of screen printing, pad printing, or embroidery, the logo is preferred in a one-color option. Embroidered logos can have multiple shade or one-color with different stitching directions.



typography

The type face and type size, used with a passage, can communicate as much to the reader as the words themselves. Type helps establish a mood, attract attention, and promote visual harmony. Consistency in type usage is as important to the City's branding program as any other graphic element.

Orange City's graphic identity system uses the Myriad Pro type family, with specific type styles within the family dedicated to specific uses. Rigorous adherence to these type standards will help the City maintain a unified brand.

A secondary type family is Arial, with specific and limited use. This family is to be used only under the following two conditions:

- Web/online use; Myriad is not an HTML supported font.
- Myriad is not available; many Windows users do not have Myriad Pro as a complimentary (pre-installed) font.

This page highlights the Orange City brand font guidelines, which are to be followed when creating printed and online materials. Font sizes, leading (the space between lines of type), and kerning (the space between letters) is determined on a project-by-project basis.

The entire Myriad Pro font family may be used; however, the manner in which the font is used varies.

Copy should only be in PMS 151 if it is the main headline or key phrase. Majority of copy should be displayed in 80% black or lighter. Body copy should not exceed 12 pt size.

Headlines and titles are to appear in all lower case, the boldest style of the font used, and without punctuation.

headline example

Myriad Pro: Black
PMS 151

title example

Myriad Pro: Black
Black 80%

stationery

In the interest of presenting a clear, consistent, and professional identity, the official Orange City logo is the only brand identity that can be printed on stationery. In addition, the department's name should only appear within the body of the text, not as an additional graphic element.

business cards

The business cards have been designed in an attractive two-sided layout, printed in 1-color. The address and general contact information is dependent upon what facility the person is located in. If the person carries a city-owned cell phone, that number will appear on their business card. If the person only carries a personal cell phone, they may choose whether to include it.

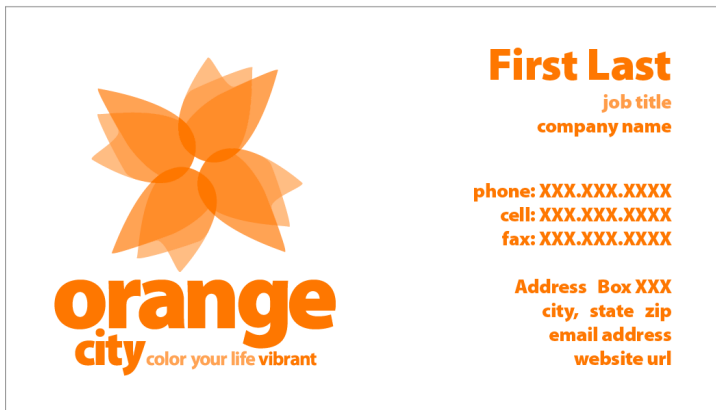
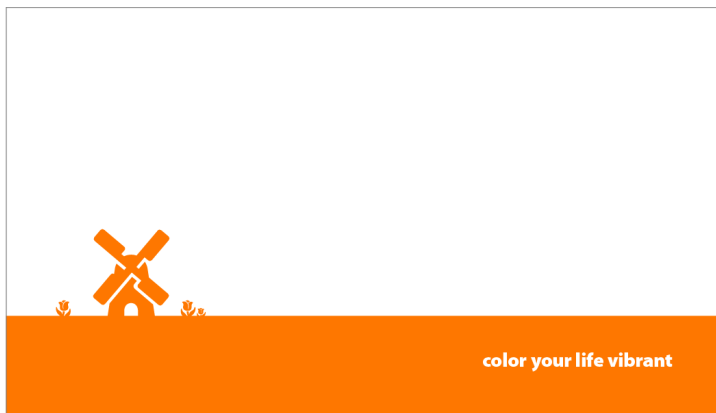
printer specs

size: 3.5"x2.0"

ink: 1-color; Pantone 151 C

paper: finch opaque smooth; bright white, 100lb cover

bleeds: 1/8"



letterhead

There are different versions for each entity of the City of Orange City, all with the appropriate information (i.e. City Hall, Chamber of Commerce, etc).

All versions must be purchased from the same vendor, which will be quoted annually.

Only 80% black should be used for correspondence.

printer specs

size: 8.5"x11"

ink: 1-color; Pantone 151 C

paper: finch opaque smooth; bright white, 70lb text

bleeds: 1/8"



city of orange city
phone: 712.707.4885
fax: 712.707.4351

125 Central Ave SE Box 406
Orange City, IA 51041
orangecityiowa.com

envelopes

As with letterhead, the official City envelopes include different versions, based on facility. There are also four varieties, depending upon the use.

Each facility must purchase items from the same vendor, which will be quoted annually for the best price.

Only black ink should be used for correspondence. 80% black is preferred, but not required.

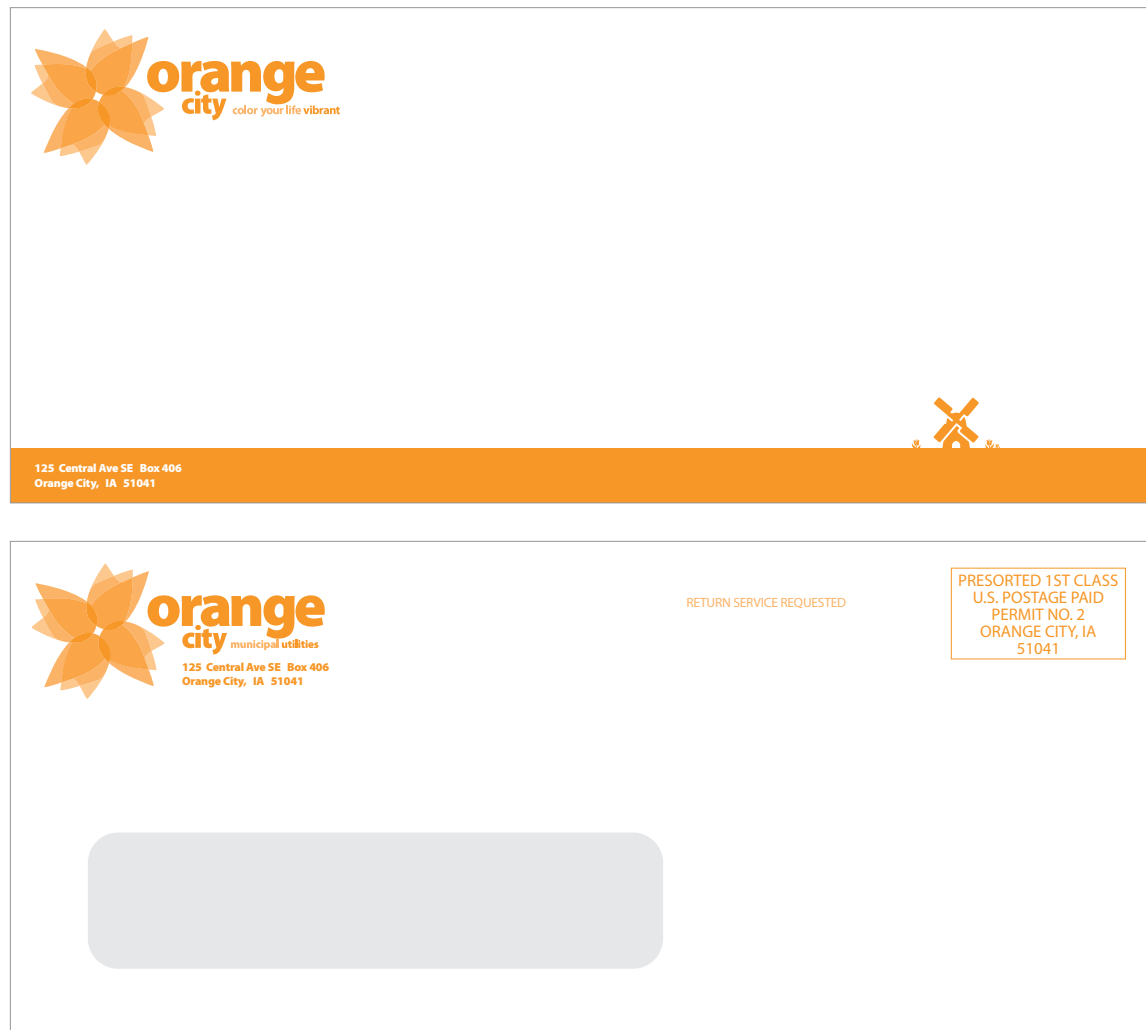
printer specs

size: standard #10

ink: 1-color; Pantone 151 C

paper: finch opaque smooth; bright white, 60lb text

bleeds: 1/8" or no bleed



brand usage

Within the City, there are several divisions/departments that utilize their own logo, which is also familiar to the public. Since the department is under the umbrella of city services, the individual logos are considered secondary identifiers within the City branding efforts.

When a secondary identifier needs to be linked to the City logo, the secondary identifier must be far enough apart so as not to appear grouped. The City logo must be placed prominently at the top or bottom of the piece on the cover or front, were it isn't overshadowed by other elements. When color becomes an issue, utilize the department logo in color and the City brand logo in black and white or reverse white.

Contact the [Brand Management] staff to determine appropriate use of department names or secondary identifiers with the City logo.

policies

The City of Orange City is the owner of all rights, titles, and interests in and to certain designations comprising designs, trade names, trademarks, and service marks including, without limitations, the name "City of Orange City, Iowa," "City of Orange City," "Orange City, Iowa," and "Color Your Life Vibrant" logotypes and seals incorporating one or more of the foregoing names and/or abbreviations, and certain logographics and/or symbols which have come to be associated with City of Orange City, Iowa.

In consideration of the valuable property right inherent in the City of Orange City, Iowa, name and indicia which are inseparable from the good name and reputation of the City of Orange City, Iowa, both domestically and internationally, this policy is established to govern the use of the City of Orange City, Iowa, name and indicia.

Use of the Official City Business Logo is controlled by the Event/Brand Management office. No use of the the logo shall be made except in connection with official City of Orange City letterhead, brochures, publications, pamphlets, signs, patches, insignias, paintings, messaging devices, postings, and website.

Use of the Official City logo for community branding is controlled by the Event/Brand Management office for application in accordance with this Graphics Standard Manual.

Use of the Official City logo for community branding on or in connection with items offered for sale shall only be permitted in accordance with the Event/Brand Management staff.

Use of the Official City logo for community branding on or in connection with items offered for sale by non-profit organizations may be permitted without payment under the following circumstances:

- The organization must be community based and a recognized non-profit organization either by the United States or the State of Iowa.
- Use of the logo will be restricted to events or merchandise sales by that non-profit organization and must be demonstrated, before use, to be community based in nature and open to participation in or purchase by all citizens of Orange City or visitors to the City of Orange City. When the Event/Brand Management office determines these conditions are met, the Event/Brand Management staff may issue permission for the used of the Official City logo for community branding for the duration of the event or sales period. Prior to any use of the Official City logo for community branding, the non-profit organization must execute, through an official acting with appropriate authority, an agreement permitting the limited use of the Official City logo for community branding granted by the Event/Brand Management staff.

policies

Use of the Official City logo for community branding on or in connection with events or items offered for sale by for-profit organizations may be permitted with permission of the Event/Brand Management office. Use of the logo will be restricted to events or merchandise sales as established by the terms of the license agreement permitting use of the Official City logo.

The City of Orange City will consider licensing most events and products using the Official City logo as long as the City is represented in a positive manner. However, the City of Orange City will not license unacceptable items including, but not limited to, the following products:

- alcohol
- gambling
- tobacco
- illegal drugs
- drug paraphernalia
- knives
- guns
- miscellaneous weaponry
- cigarettes
- cigarette lighters
- shot glasses
- pornography
- apparel with sexually explicit or discriminatory sayings

Any organization wishing to use the Official City logo shall make application for such use to the Event/Brand Management office on the application form previously approved or amended by the City Council, a copy of which is available for download on OrangeCityIowa.com.

All applications shall be forwarded promptly to the Event/Brand Management office for review. The Event/Brand Management staff shall review such applications and determine whether the applications should be approved, modified, or denied. Any organization feeling aggrieved by the decision of the Event/Brand Management staff may make a written appeal within 14 days to the City Council. The appeal shall be placed on the next available City Council agenda. The City Council may affirm the decision or direct the Event/Brand Management staff to provide a licensing agreement to the applicant. The decision of the City Council shall be final.

event/brand management office

The Event/Brand Management Office is an information link between the City Council, City Administrator and staff, the community, and the media. The office is charged with the responsibility of planning and implementing a comprehensive communications program that includes the city newsletter, the city website, surveys and focus groups, brochures, flyers, special events, community enhancement programs, media relations, public awareness campaigns, cable television, etc. The office works with the City Council and City departments to:

- Ensure consistent quality, thoroughness, and effectiveness in City public information materials and programs.
- Inform the community of the critical issues confronting City government as well as Orange City's programs, services, and special events.
- Explain the process of local government to residents and business owners and inform them of how they can participate.
- Promote City Council and department goals, initiatives, programs, and services.
- Keep the City Council and City staff informed so they are able to better serve members of the community.
- Make the use of City programs and services as easy and comfortable as possible.
- Serve as an information source and maintain an open line of communication and a positive working relationship with and between residents, the business community, the media, elected officials, and City staff.
- Help create community pride and vibrancy among citizens to encourage a positive identification with their city.
- Build upon our existing good relationship with the press so they can serve as a credible source of information on City activities.

event/brand management communications

The following procedures and standards will be used by all departments as applicable to external communications including, but not limited to, City or Orange City, Orange City Chamber of Commerce, Orange City Municipal Utilities, Orange City Development Corporation, and Orange City Communications.

1. All printed or online materials are to be coordinated through the Event/Brand Management office (unless it is an emergency including) but not limited to:
 - a. Brochures, flyers, fact sheets, etc—Text and draft layout should be forwarded to the Event/Brand Management office for review, copyedit, page layout, and design edit and approval.
 - b. Monthly newsletter—City departments are encouraged to offer copy ideas for each newsletter. The [Brand Management] office will be responsible for final editing, printing, and distribution.
 - c. Other—All other forms of public information should be forwarded to the [Brand Management] office prior to production and distribution for review, edit, and approval. This includes, but is not limited to, computer generated presentations, videos, podcasts, and other social media outlets.
 - d. Notices to residents—Notices should be provided for street closings, tree trimming, parking restrictions, information meetings, etc. The text and suggested layout should be forwarded to the [Brand Management] office for final approval. If notices are for emergency purposes, the department may issue without prior review and approval.
 - e. Department forms—These should follow the guidelines established in the Orange City Graphic Standards Manual, including layout, color palette, and fonts.
2. Promotional Events
 - a. Primary coordination is the responsibility of the department including school tours, special events, contests, etc.
 - b. The [Brand Management] office is to be apprised of the activities including date, audience, purpose, and activities to determine whether an organizational message is appropriate.
3. Advertising
 - a. Text and suggested layout will be forwarded to the [Brand Management] office for final copy edit and approval including newspaper, television, yearbook, etc.