

REDKÖR



# Spanish Fork City

BRANDING STYLE GUIDE

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## MAIN LOGO

THIS IS THE PREFERRED VERSION OF THE LOGO. USE THIS VERSION WHENEVER POSSIBLE.

## QUIET SPACE

ALWAYS ALLOW QUIET SPACE AROUND THE LOGO TO KEEP IT FROM BEING TOO CROWDED BY COPY, IMAGES OR DESIGN ELEMENTS.

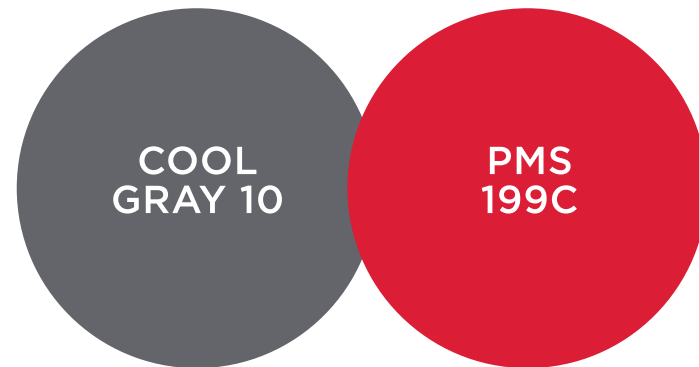
THIS ILLUSTRATION IS AN EXAMPLE OF THE MINIMUM QUIET SPACE ALLOWED. MORE SPACE IS ALWAYS PREFERRED WHEN POSSIBLE.

THIS SAME MEASUREMENT CAN BE USED FOR ALL OF THE DEPARTMENT LOGOS AS WELL.

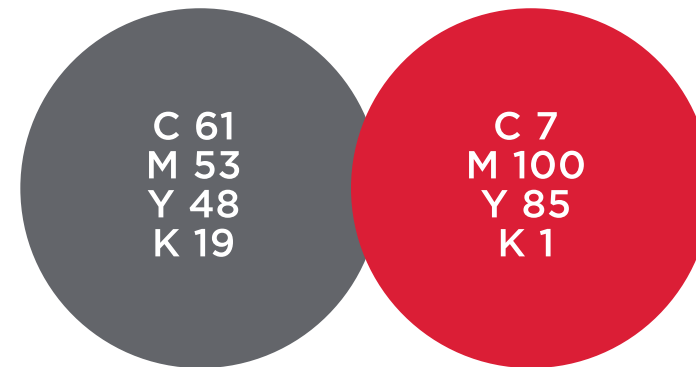


## BRAND COLORS & FONTS

### PMS



### CMYK



### RGB & WEB



### WATERMARK



## PRIMARY FONTS

**MONTERRAT**  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SECONDARY FONTS (USE SPARINGLY)

**INDUSTRY INC BASE**  
BASE ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR VARIATIONS





LOGO MARK VARIATIONS



## STRAIGHT WORD MARK AND TAG LINE

# SPANISH FORK

ALTHOUGH THE CURVED LOGOTYPE IS PREFERRED, THERE WILL BE TIMES WHEN THIS STRAIGHT VERSION OF THE SPANISH FORK LOGOTYPE MAY BE USED ALONE (SEE THE FLAGS IN THIS STYLE GUIDE AS AN EXAMPLE)

# PRIDE & PROGRESS

THE CITY TAG LINE MAY BE USED ON ITS OWN AS A SECONDARY BRANDING ELEMENT. MOST OFTEN IN CONJUNCTION WITH CITY DEPARTMENTS LOGOS THAT DON'T USE THE TAG LINE. (SEE THE POLICE VEHICLE DESIGN IN THIS STYLE GUIDE AS AN EXAMPLE)

## IMPROPER USE OF LOGO OR BRANDING



**DO NOT** ADD A DROP SHADOW. ONLY USE THE APPROVED VERSIONS OF EACH LOGO PROVIDED.



**DO NOT** ROTATE LOGO IN ANY WAY. EXCLUDING WATERMARK IN RARE CIRCUMSTANCES.



**DO NOT** STRETCH HORIZONTALLY OR VERTICALLY TO DISTORT THE LOGO OR THE BRAND ELEMENTS.



**DO NOT** CHANGE THE COLOR OF THE LOGO. ONLY USE THE APPROVED PMS, CMYK & RGB COLORS IN THIS STYLEGUIDE.



**DO NOT** ALTER THE SIZE OR PLACEMENT OF ELEMENTS, SUCH AS THE LOGOMARK OR LOCKUP.



**DO NOT** MOVE THE LOGOMARK TO ANY OTHER LOCATION EXCEPT THE APPROVED POSITION ABOVE THE LOGO. THE LOGO & LOGOMARK CAN BE USED SEPARATELY, BY THEMSELVES.



**DO NOT** CHANGE THE TYPEFACE OR LOGOMARK.



**DO NOT** ADD ANY EFFECT TO ANY BRAND ELEMENT. PLEASE STICK TO THE APPROVED LOGOS PROVIDED.

## EMBROIDERED LOGO

EMBROIDERY VERSIONS OF EACH LOGO HAVE BEEN MADE TO WORK WITH THE LIMITATIONS OF EMBROIDERY MACHINES.

NOTICE THE LARGER TYPE NEXT TO THE BELL TOWER. THIS VERSION SHOULD ONLY BE USED FOR STITCHING ON CLOTH.



## THREAD COLORS



RED



BLACK

DARK GRAY



LIGHT GRAY

WHITE

SILK SCREENED CLOTHING



TWO COLOR  
OPTIONS  
PREFERRED



RED



BLACK

DARK GRAY



LIGHT GRAY

WHITE

ONE COLOR  
OPTIONS



RED



BLACK

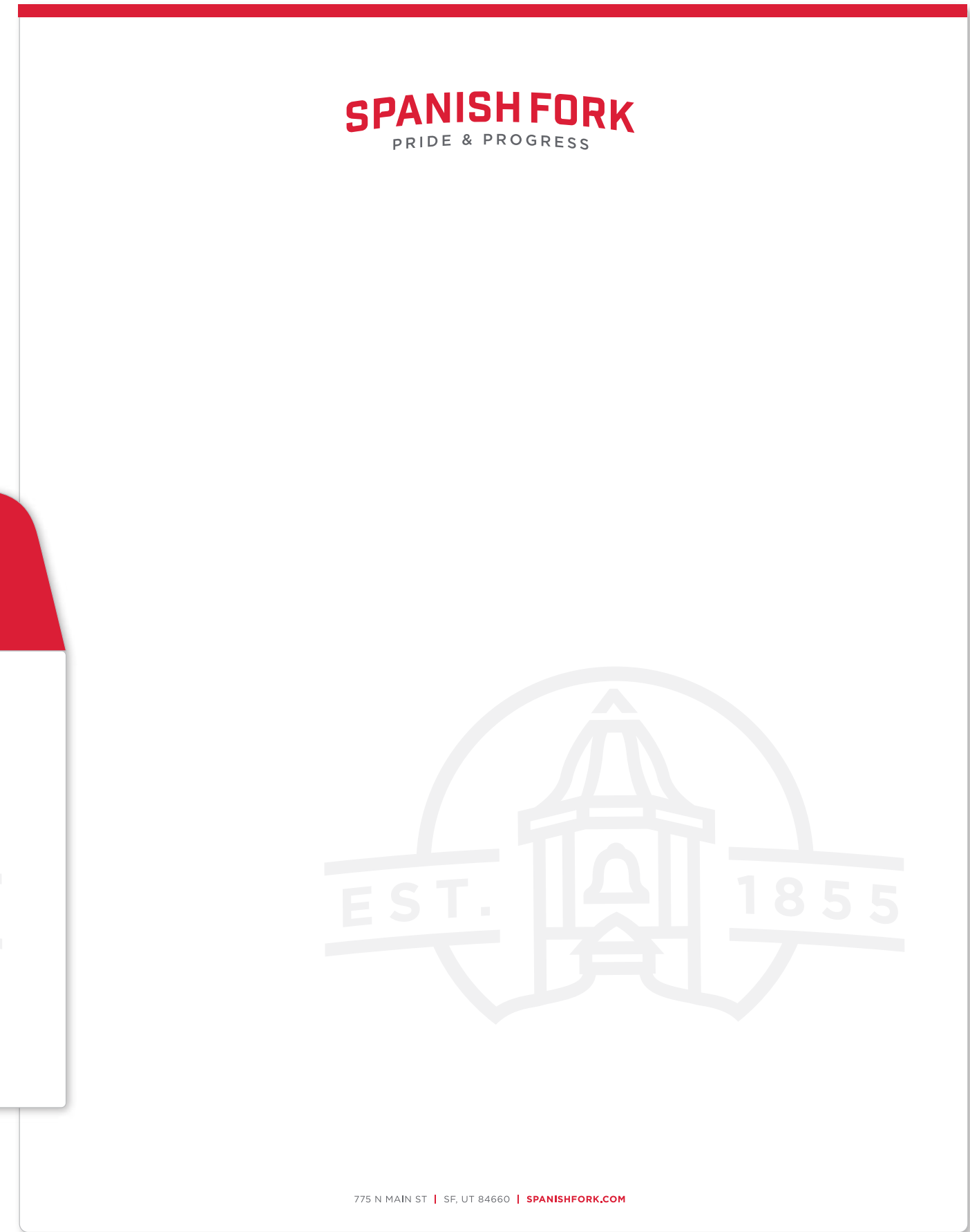
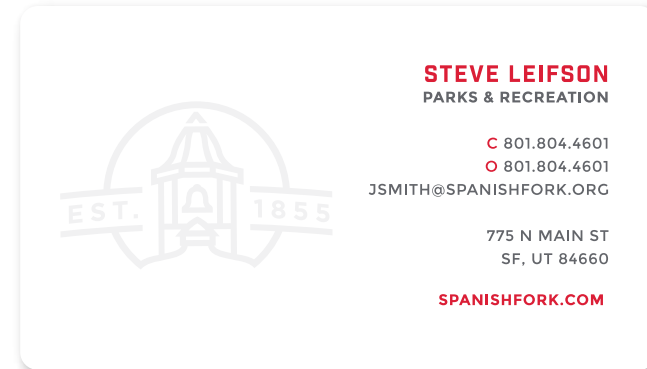
DARK GRAY



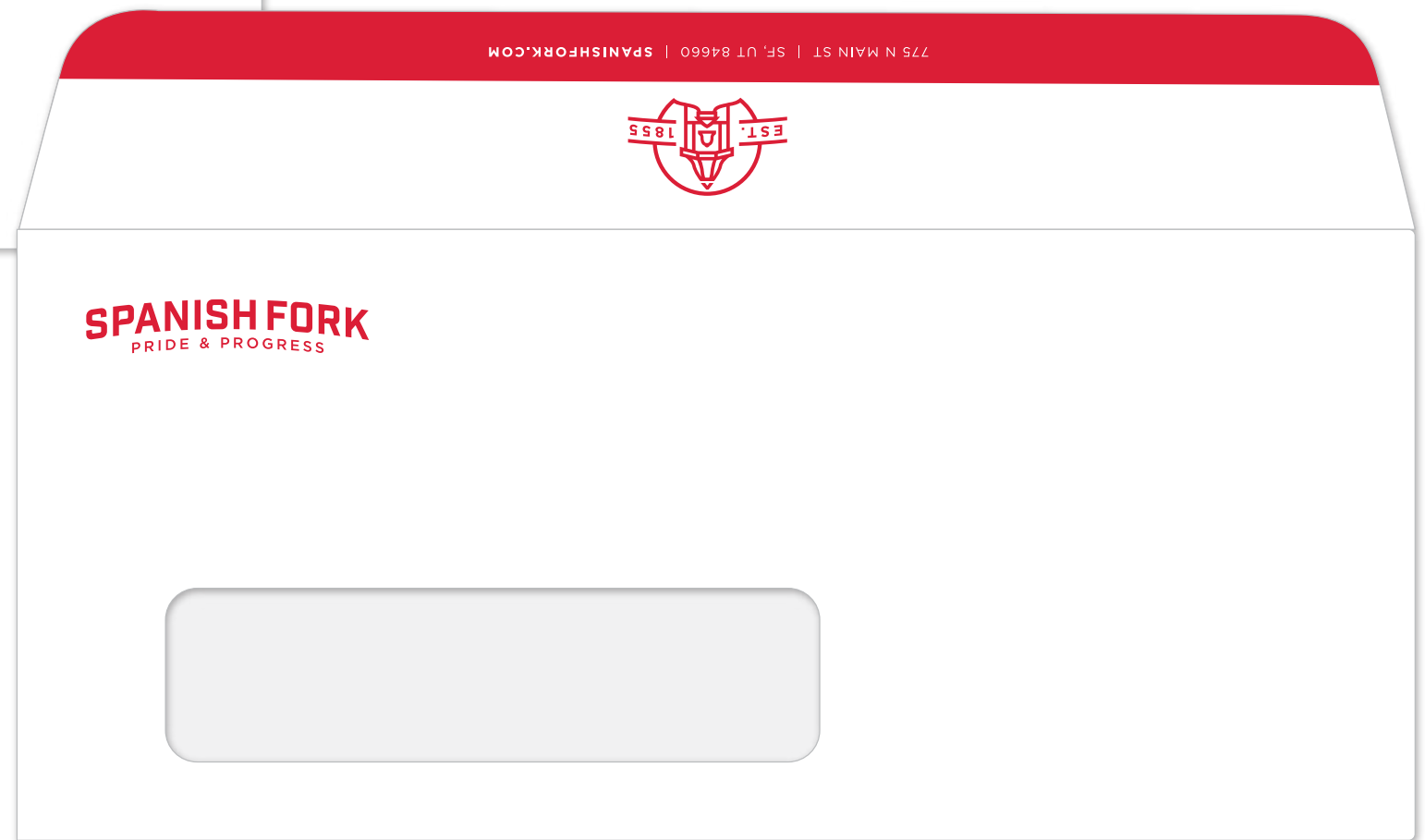
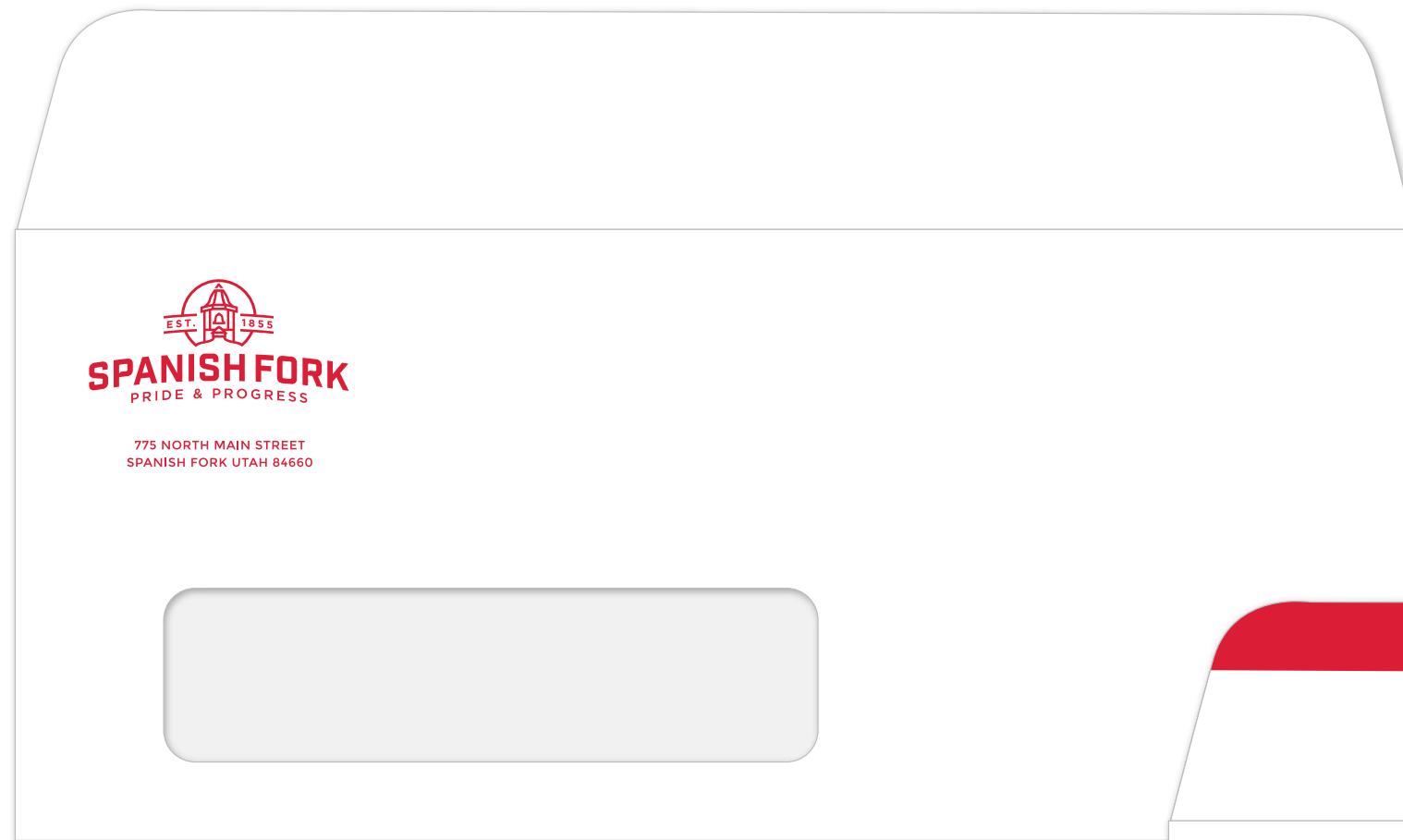
LIGHT GRAY

WHITE

# STATIONERY SYSTEM



# WINDOW ENVELOPES

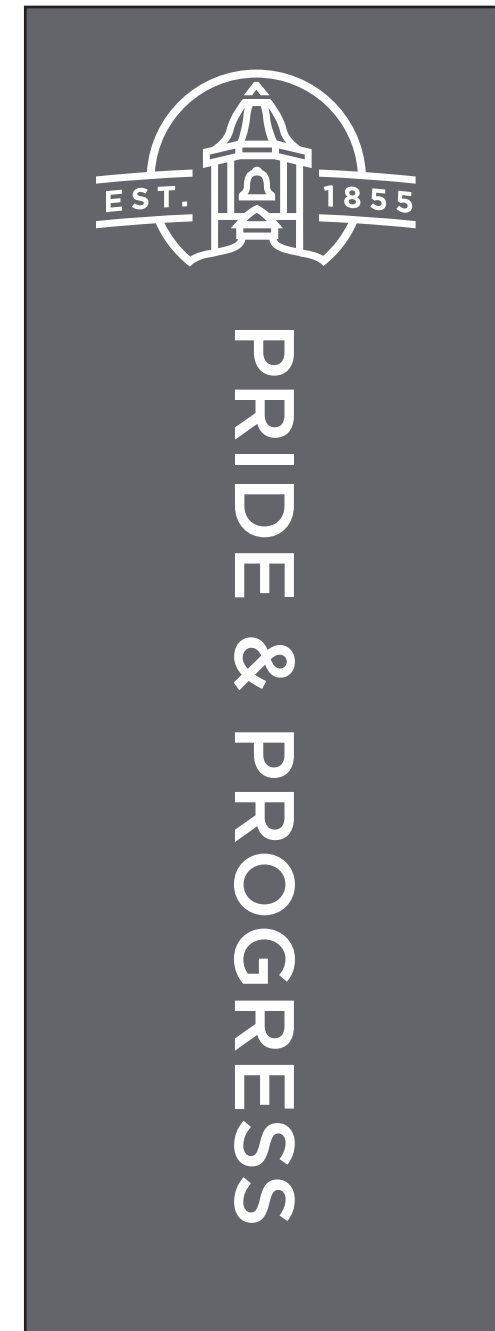


OFFICE OF THE MAYOR SEAL - EMBOSSED





CITY FLAGS



DEPARTMENT LOGOS



DEPARTMENT LOGOS



SIGNAGE



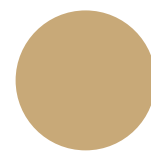
THE OAKS



EMBROIDERY VERSION  
HAS LARGER TYPE ON  
THE BOTTOM



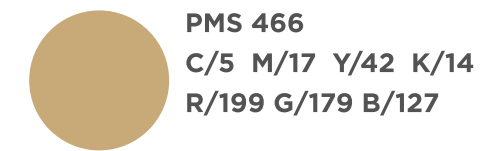
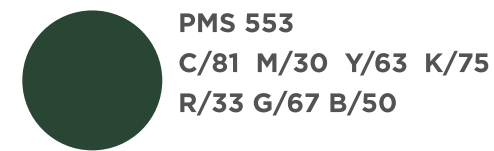
PMS 553  
C/81 M/30 Y/63 K/75  
R/33 G/67 B/50



PMS 466  
C/5 M/17 Y/42 K/14  
R/199 G/179 B/127



SPANISH FORK COMMUNITY NETWORK



CITY VEHICLES

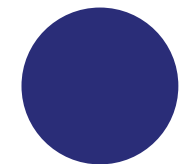


POLICE DEPARTMENT



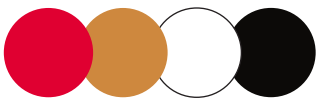
metallic gradation

C-27	C-7	C-0	C-25	C-2	C-27
M-53	M-11	M-9	M-43	M-4	M-53
Y-70	Y-51	Y-27	Y-66	Y-41	Y-70
K-8	K-0	K-0	K-3	K-0	K-8

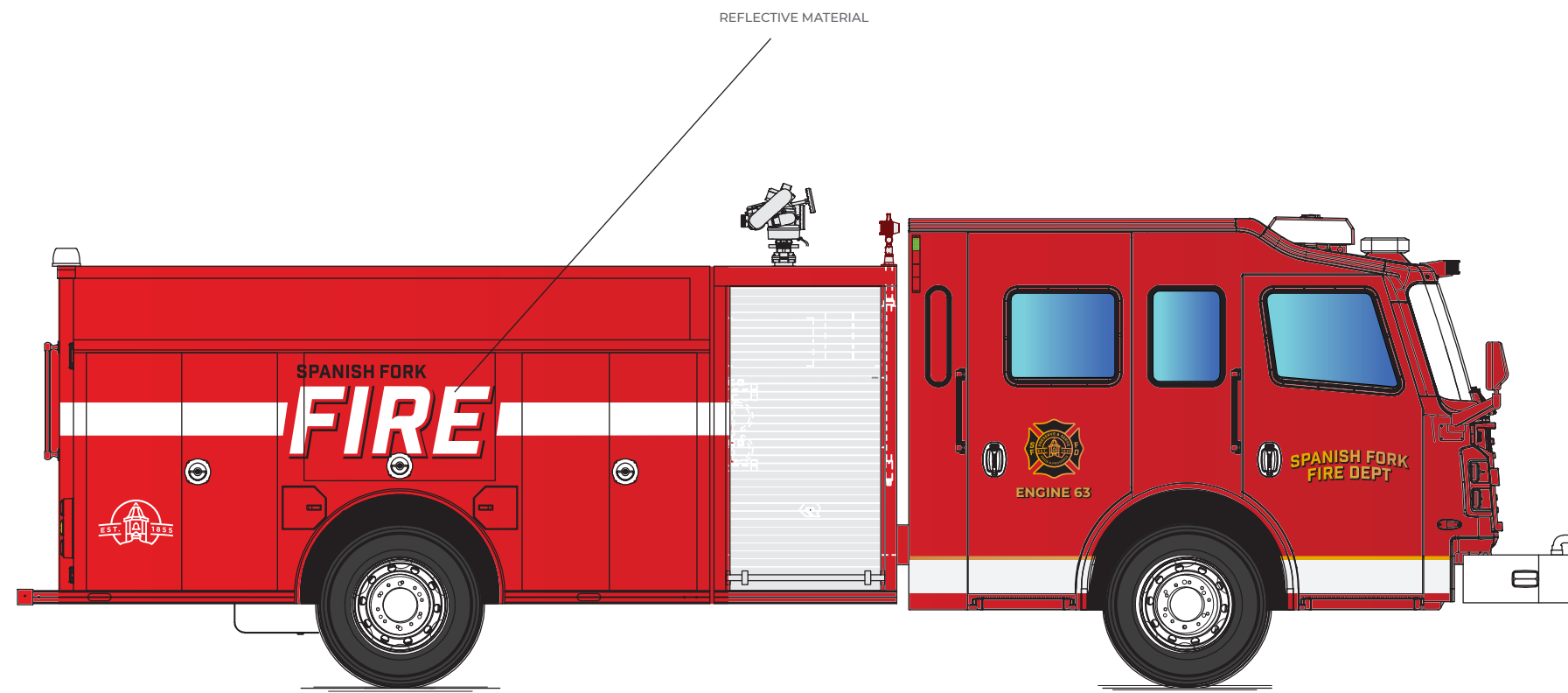
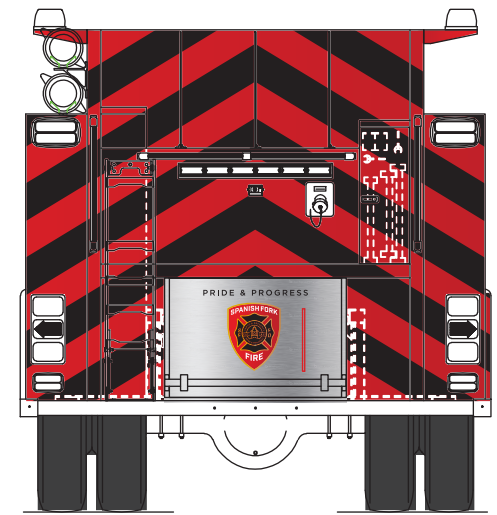
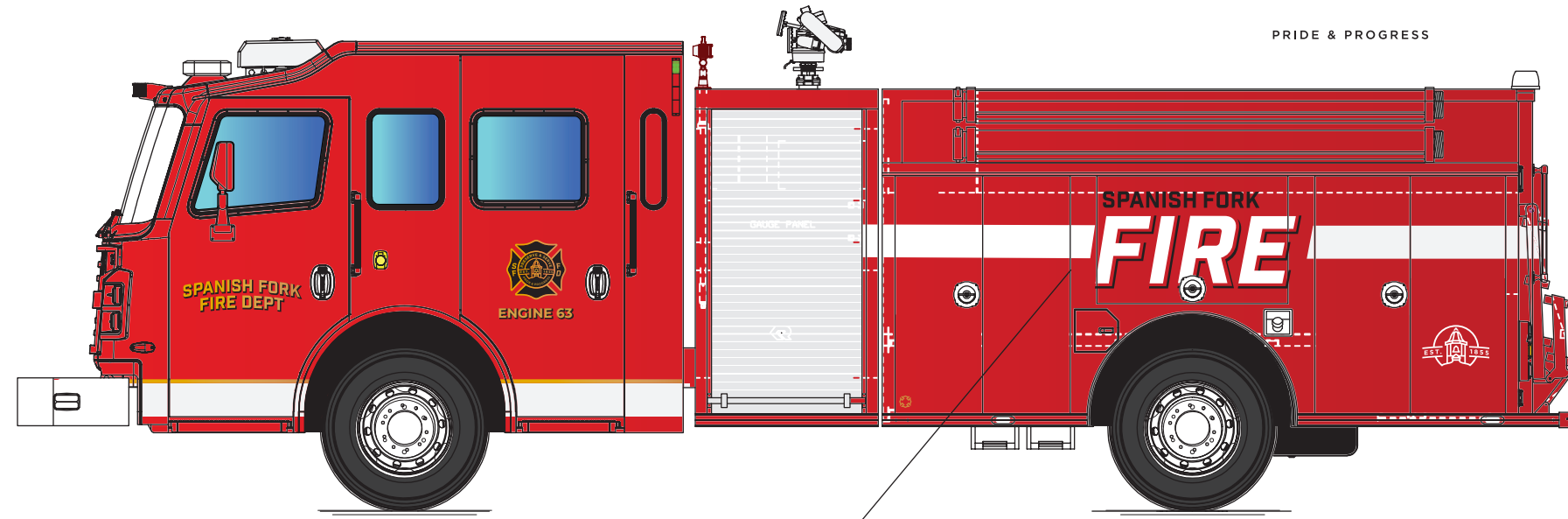


GERBER  
REFLECTIVE  
BLUE 280-75

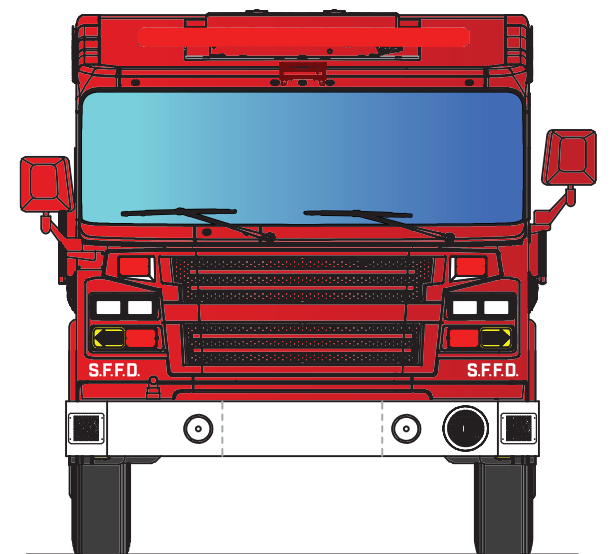




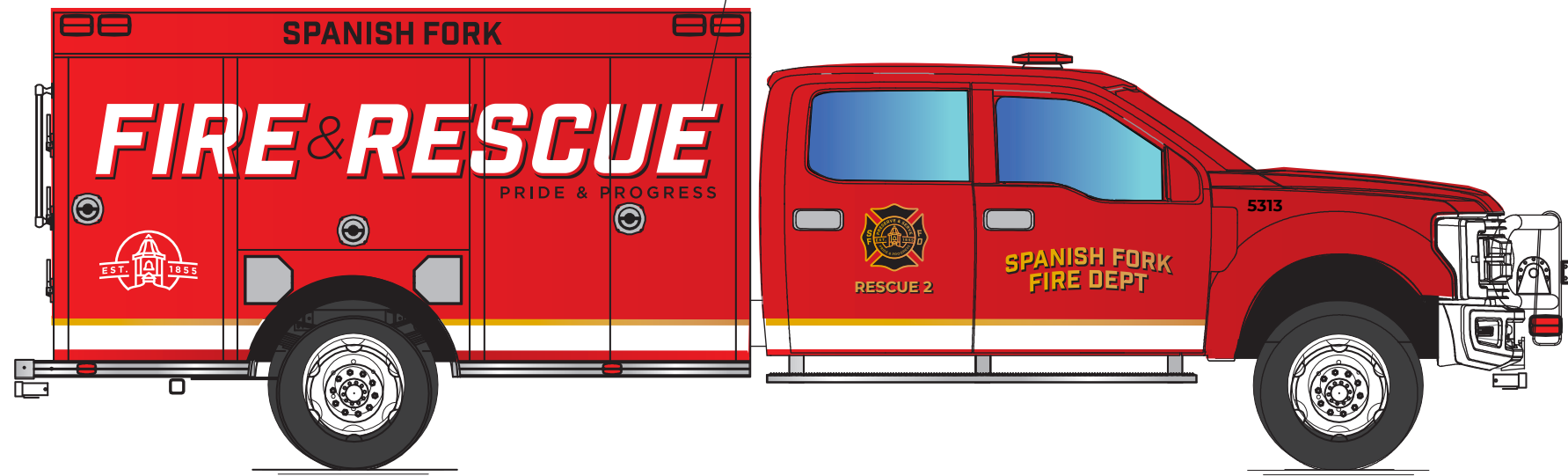
# PUMPER TRUCK

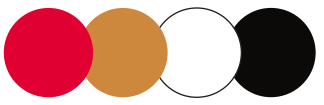


S.F.F.D. S.F.F.D.

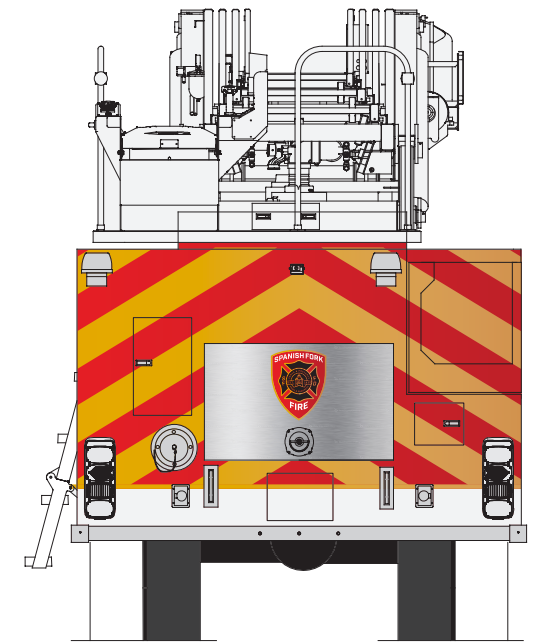


RESCUE





# LADDER TRUCK

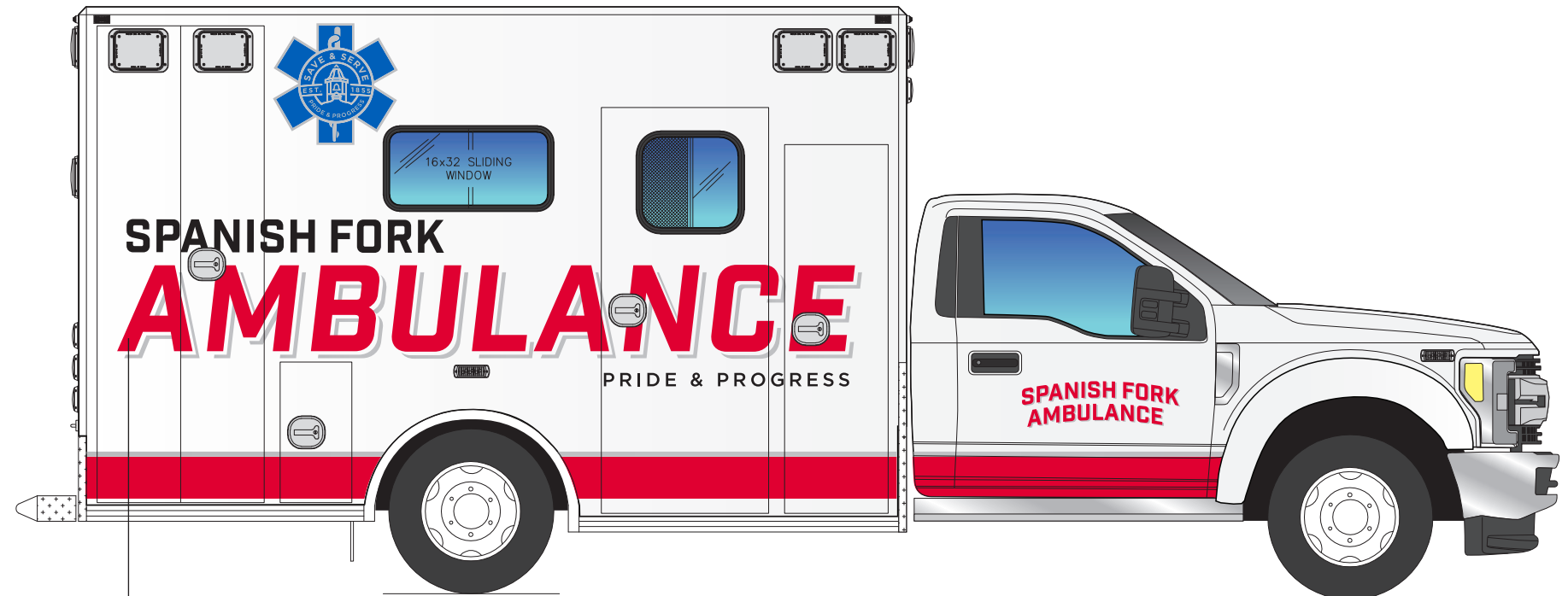
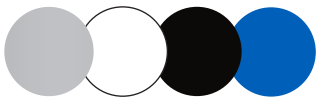


REFLECTIVE MATERIAL



RESCUE

AMBULANCE



REFLECTIVE MATERIAL

