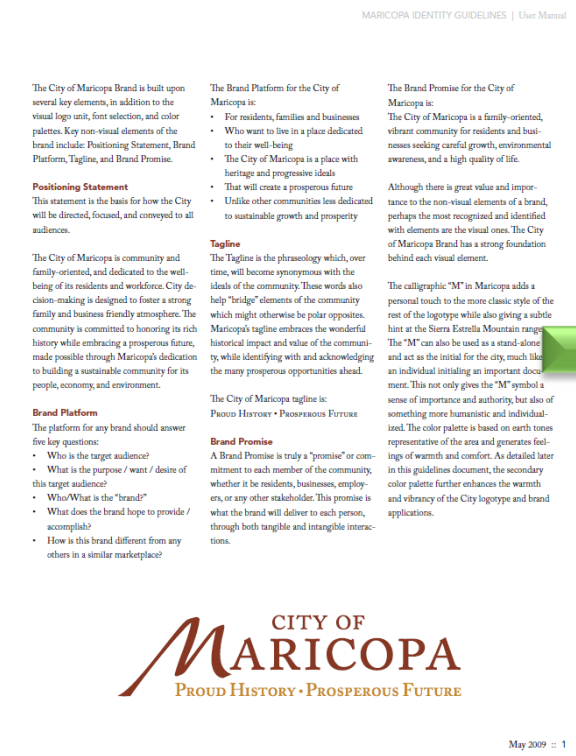
Proposed Changes to the City of Maricopa Branding Guidelines

Purpose for Update

- Allow the user more flexibility in the design process;
- Rely on a set of design guides vs. rules; and
- Remove the ‘approval process’ step for minor design change requests.

What has kept the same

- Positioning Statement
- Brand Platform
- Tagline
- Brand Promise



MARICOPA IDENTITY GUIDELINES | User Manual

The City of Maricopa Brand is built upon several key elements, in addition to the visual logo unit, font selection, and color palettes. Key non-visual elements of the brand include: Positioning Statement, Brand Platform, Tagline, and Brand Promise.

Positioning Statement
This statement is the basis for how the City will be directed, focused, and conveyed to all audiences.

The City of Maricopa is community and family-oriented, and dedicated to the well-being of its residents and workforce. City decision-making is designed to foster a strong family and business friendly atmosphere. The community is committed to honoring its rich history while embracing a prosperous future, made possible through Maricopa's dedication to building a sustainable community for its people, economy, and environment.

Brand Platform
The platform for any brand should answer five key questions:
- Who is the target audience?
- What is the purpose / want / desire of this target audience?
- Who/What is the "brand?"
- What does the brand hope to provide / accomplish?
- How is this brand different from any others in a similar marketplace?

The Brand Platform for the City of Maricopa is:
- For residents, families and businesses
- Who want to live in a place dedicated to their well-being
- The City of Maricopa is a place with heritage and progressive ideals
- That will create a prosperous future
- Unlike other communities less dedicated to sustainable growth and prosperity

Tagline
The Tagline is the phraseology which, over time, will become synonymous with the ideals of the community. These words also help "bridge" elements of the community which might otherwise be polar opposites. Maricopa's tagline embraces the wonderful historical impact and value of the community, while identifying with and acknowledging the many prosperous opportunities ahead.

The City of Maricopa tagline is:
PROUD HISTORY • PROSPEROUS FUTURE

Brand Promise
A Brand Promise is truly a "promise" or commitment to each member of the community, whether it be residents, businesses, employers, or any other stakeholder. This promise is what the brand will deliver to each person, through both tangible and intangible interactions.

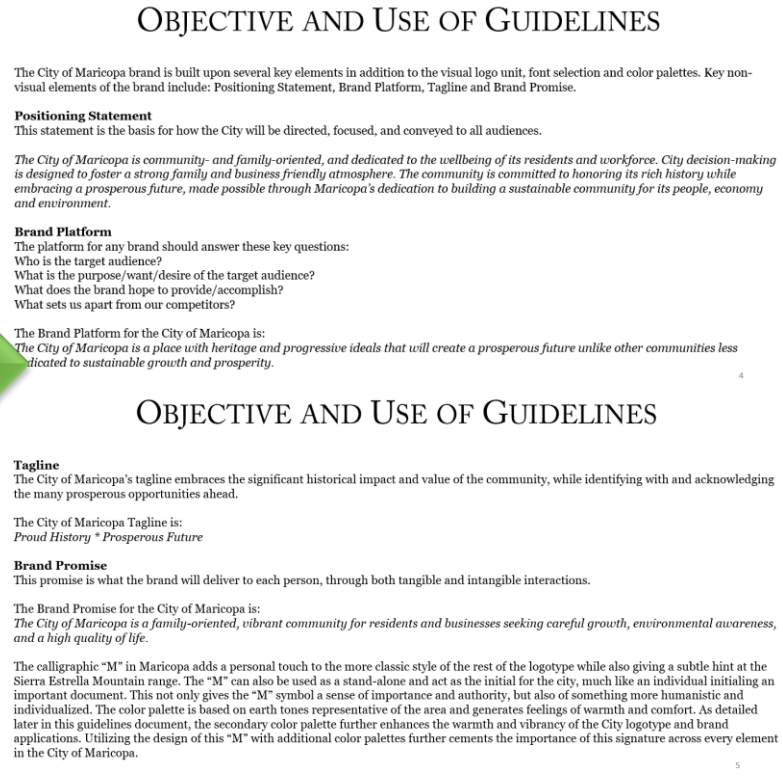
The Brand Promise for the City of Maricopa is:
The City of Maricopa is a family-oriented, vibrant community for residents and businesses seeking careful growth, environmental awareness, and a high quality of life.

Although there is great value and importance to the non-visual elements of a brand, perhaps the most recognized and identified with elements are the visual ones. The City of Maricopa Brand has a strong foundation behind each visual element.

The calligraphic "M" in Maricopa adds a personal touch to the more classic style of the rest of the logotype while also giving a subtle hint at the Sierra Estrella Mountain range. The "M" can also be used as a stand-alone and act as the initial for the city, much like an individual initialing an important document. This not only gives the "M" symbol a sense of importance and authority, but also of something more humanistic and individualized. The color palette is based on earth tones representative of the area and generates feelings of warmth and comfort. As detailed later in this guidelines document, the secondary color palette further enhances the warmth and vibrancy of the City logotype and brand applications.

CITY OF MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

May 2009 :: 1



OBJECTIVE AND USE OF GUIDELINES

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Positioning Statement
This statement is the basis for how the City will be directed, focused, and conveyed to all audiences.

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Brand Platform
The platform for any brand should answer these key questions:
Who is the target audience?
What is the purpose/want/desire of the target audience?
What does the brand hope to provide/accomplish?
What sets us apart from our competitors?

The Brand Platform for the City of Maricopa is:
The City of Maricopa is a place with heritage and progressive ideals that will create a prosperous future unlike other communities less dedicated to sustainable growth and prosperity.

4

OBJECTIVE AND USE OF GUIDELINES

Tagline
The City of Maricopa's tagline embraces the significant historical impact and value of the community, while identifying with and acknowledging the many prosperous opportunities ahead.

The City of Maricopa Tagline is:
*Proud History * Prosperous Future*

Brand Promise
This promise is what the brand will deliver to each person, through both tangible and intangible interactions.

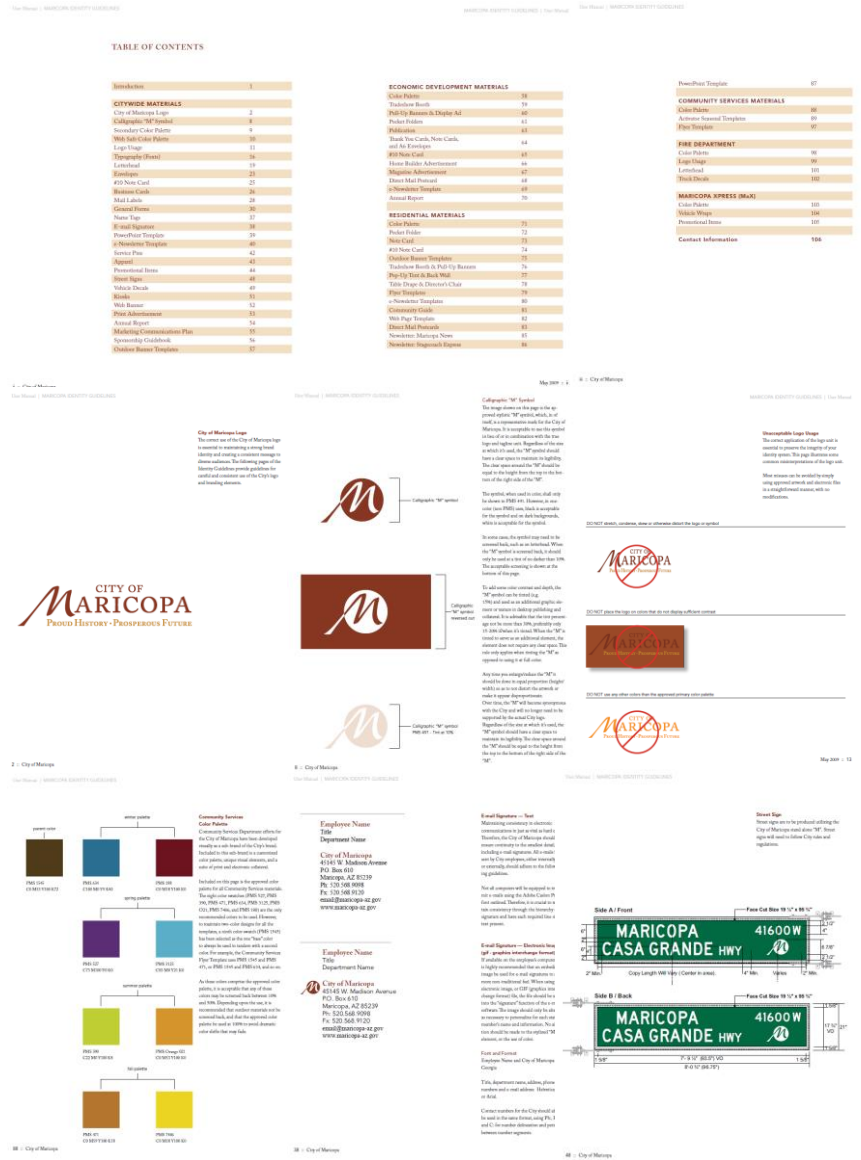
The Brand Promise for the City of Maricopa is:
The City of Maricopa is a family-oriented, vibrant community for residents and businesses seeking careful growth, environmental awareness, and a high quality of life.

The calligraphic "M" in Maricopa adds a personal touch to the more classic style of the rest of the logotype while also giving a subtle hint at the Sierra Estrella Mountain range. The "M" can also be used as a stand-alone and act as the initial for the city, much like an individual initialing an important document. This not only gives the "M" symbol a sense of importance and authority, but also of something more humanistic and individualized. The color palette is based on earth tones representative of the area and generates feelings of warmth and comfort. As detailed later in this guidelines document, the secondary color palette further enhances the warmth and vibrancy of the City logotype and brand applications. Utilizing the design of this "M" with additional color palettes further cements the importance of this signature across every element in the City of Maricopa.

5

What has been changed

- Table of Contents
  - Reduced to 1 page instead of 3
- Logo Usage
  - Reduced to 1 page instead of 11
- Color Usage
  - Reduced to 2 pages instead of 14
- Signs and Kiosks
  - Reduced to 1/2 page instead of 2
  - Updated color guide
- Fonts
  - Reduced to 1 page instead of 5
- Business Cards and Email Signatures
  - Reduced to 1 page instead of 2



What has been added

- Social Media Formatting
- Branding Considerations
- Additional Marketing and Advertising Guidelines
- Hyperlinks to Pre-constructed Branding Templates and Press Kit
  - To be posted in Staff Info Center/Website when available

SOCIAL MEDIA FORMATTING GUIDES

facebook		Linked in		YouTube
Cover Photo 851 x 310 px	Square Photo 1080 x 1080 px	Cover Photo 1584 x 396 px	Cover Photo 1500 x 500 px	Channel Banner 2560 x 1440 px
Event Photo 500 x 262 px	Vertical Photo 1080 x 1350 px	Image Photo 520 x 320 px	Image Photo 1024 x 512 px	Desktop Display 2560 x 423 px
Image Photo 1200 x 630 px		Link Photo 520 x 272 px	Link Photo 520 x 254 px	Mobile Display 1546 x 423px
Profile Photo 180 x 180 px	Horizontal Photo 1080 x 1350 px	Profile Photo 400 x 400 px	Profile Photo 200 x 200 px	

BRANDING BEST PRACTICES

- Integrate our brand into every aspect of our marketing
  - Maricopa is a unique entity, unlike any other and should serve as the focal point
  - Inoculation is the key to retention
- Always save new logos in one of the following formats:
  - PNG (w/transparent background)
  - Vector (EPS or SVG)
  - AI
- Usage of the phrase "city of Maricopa". When referring to Maricopa, the word "city" has specific rules for capitalization:
  - If the word "city" precedes Maricopa, it is not capitalized (ex: city of Maricopa)
  - When Maricopa is referenced as "City" or "the City", city is capitalized (ex: the City invites you…)
- Determine your target audience
  - Each social media site caters to a specific demographic
  - Ensure all of your marketing materials are prepared with your audience in mind
- Stay consistent with Brand messaging
  - Apply all of the established guidelines and principles
  - Do not confuse consistency with rigidity
  - Focus on our message but be flexible when needed

BRANDING TEMPLATES

Letterhead

Fax Cover Sheet

Email Signature

Business Card

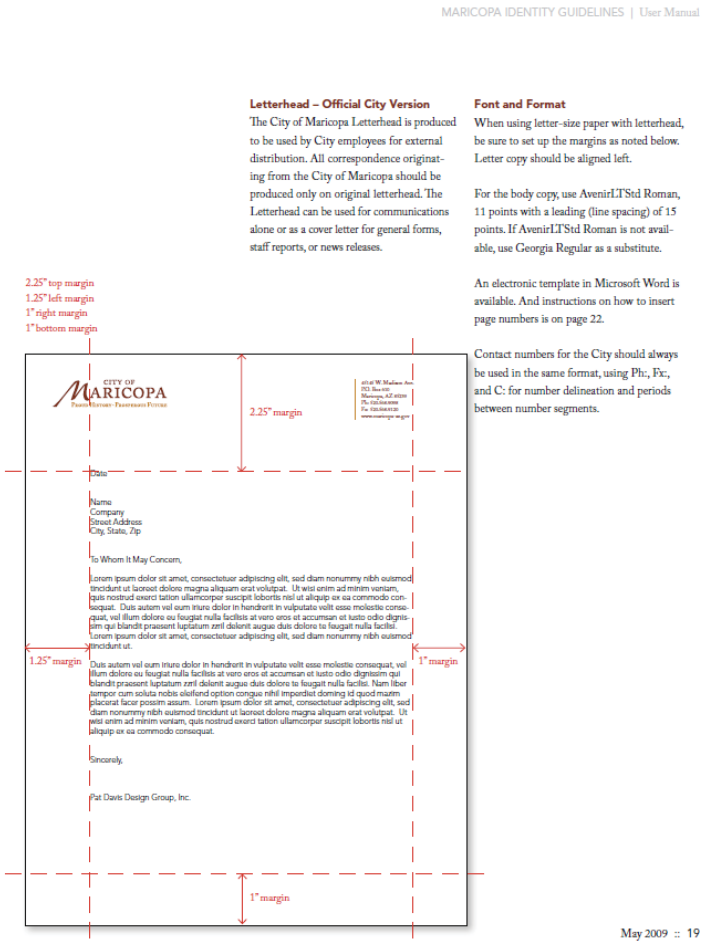
PowerPoint Presentation

These templates have been pre-designed to follow all of the current branding guidelines. Users may copy these files and make any changes that have been outlined within this document. Any changes that occur outside of these parameters must be submitted to communications@Maricopa-az.gov for approval.

DO NOT make any changes to the original documents.

Added Page Detail

Current (19 pages)



MARICOPA IDENTITY GUIDELINES | User Manual

Letterhead – Official City Version

The City of Maricopa Letterhead is produced to be used by City employees for external distribution. All correspondence originating from the City of Maricopa should be produced only on original letterhead. The Letterhead can be used for communications alone or as a cover letter for general forms, staff reports, or news releases.

Font and Format

When using letter-size paper with letterhead, be sure to set up the margins as noted below. Letter copy should be aligned left.

For the body copy, use AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, use Georgia Regular as a substitute.

An electronic template in Microsoft Word is available. And instructions on how to insert page numbers is on page 22.

Contact numbers for the City should always be used in the same format, using Ph:, Fx:, and C: for number delineation and periods between number segments.

2.25" top margin
1.25" left margin
1" right margin
1" bottom margin

CITY OF MARICOPA

2.25" margin

Date

Name
Company
Street Address
City, State, Zip

To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

1.25" margin

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1" margin

Sincerely,

Pat Davis Design Group, Inc.

1" margin

May 2009 :: 19

Revised (1 page)

BRANDING TEMPLATES

Letterhead

Fax Cover Sheet

Email Signature

Business Card

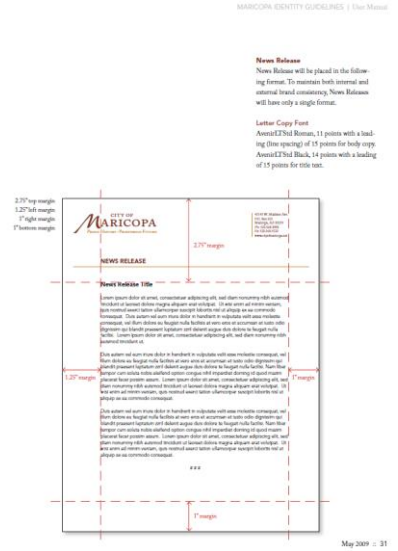
PowerPoint Presentation

These templates have been designed to follow current branding guidelines. Users may copy these files and make any changes that have been outlined within this document. Any changes that occur outside of these parameters must be submitted to communications@Maricopa-az.gov for approval.

DO NOT make any changes to the original documents.

What has been removed

- Letterhead and template guides (23 pages)
- Promotional items guides (5 pages)
- Logo placement on vehicles (2 pages)
- Web Banner, Reports, and Guidebook (6 pages)
- Economic Development Materials (13 pages)
- Residential/ComServ Materials (18 pages)
- Fire Department and Maricopa Xpress (9 pages)



Removed Page Detail

Current (3 pages)

Typography —
Adobe Caslon Pro Family

Typography is essential in communicating the organization's identity. The City of Maricopa has selected two approved font families: Adobe Caslon Pro and AvenirLTStd — the OPEN TYPE format. Open type fonts are highly recommended especially when using both PC and Mac platforms. When producing official City materials where fonts can be customized, Adobe Caslon Pro and/or AvenirLTStd are acceptable fonts. In cases where customized fonts cannot be used, such as in some desktop publishing applications, Georgia is an acceptable universal font substitute.

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Revised (1 page)

Approved Fonts

CITY OF MARICOPA Proud History • Prosperous Future	COPPER SKY Multigenerational Center	MARICOPA library + Cultural Center	POLICE City of Maricopa AZ	FIRE City of Maricopa Arizona Medical
Adobe Caslon Pro Regular	Papyrus	Montserrat	Adobe Caslon Pro Regular	Adobe Caslon Pro Regular
AvenirLTStd 65 Medium	Adobe Caslon Pro Regular	Adobe Caslon Pro Regular	AvenirLTStd 65 Medium	AvenirLTStd 65 Medium
Georgia	AvenirLTStd 65 Medium	AvenirLTStd 65 Medium	Georgia	Georgia
Century Gothic	Georgia	Georgia		
Trebuchet MS				

The fonts listed above are pre-approved for use in any official document. Additional fonts may be considered and reviewed on a case-by-case basis depending on event and intended use. Ensure that any intended font considered is royalty-free and does not require a license to use. Submit requests to communications@Maricopa-az.gov.

Moving Forward

- Respond with the same swiftness as our growth
- Stay in touch with our roots
- Evolve with new trends
- Improvise and adapt