City of Maricopa | Branding Guidelines

Updated March 2021

Table of Contents

OBJECTIVE AND USE OF GUIDELINES

The purpose of this document is to:

a) Provide a straightforward, easy-to-understand guide to branding for the City of Maricopa that offers greater flexibility in design standards

b) Establish a standard operating document for branding and marketing the City of Maricopa

c) Provide instruction and direction on if and when design reviews are necessary prior to publication

d) Promote imagery that is compatible with and complements the City of Maricopa

e) Foster a sense of place and pride in visiting, working and living in the city of Maricopa
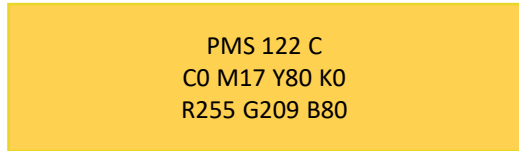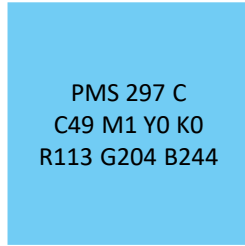
Logos

Do

- Utilize the logo in any official internal and/or external document
- Ensure the logo can be easily read and identified
- Create a clear zone around logo to avoid potential visual distractions when attempting to read the logo
- Allow for some artistic creativity to complement the color palate with the document

Don't

- Stretch, condense, skew or otherwise distort the logo or symbol
- Change any of the fonts within the logo without prior approval
- Place the logos on colors that do not display sufficient contrast
- Crop the logo for any reason

BRAND COLORS

City of Maricopa

PMS 491 C10 M80 Y100 K50 R117 G40 B40	PMS 139 C0 M40 Y100 K20 R175 G117 B5
PMS 7495 C25 M0 Y80 K30 R150 G165 B74	PMS 611 C0 M8 Y83 K9 R233 G214 B40
PMS 138 C0 M35 Y86 K4 R245 G159 B34	PMS 3025 C69 M29 Y0 K53 R0 G84 B107

Copper Sky Multigenerational Center

PMS 3005 C C100 M34 Y0 K2 R4 G128 B197	PMS 144 C C0 M48 Y100 K0 R248 G150 B34
PMS 7518 C C0 M40 Y55 K60 R125 G85 B61	PMS 1795 C C0 M94 Y100 K0 R237 G56 B41
PMS 297 C C49 M1 Y0 K0 R113 G204 B244	PMS 376 C C50 M0 Y100 K0 R140 G197 B65
PMS 122 C C0 M17 Y80 K0 R255 G209 B80	

Maricopa Library + Cultural Center

PMS 179 C C0 M63 Y70 K12 R224 G83 B68	PMS 321 C C99 M14 Y0 K36 R1 G140 B162
PMS 122 C C0 M21 Y66 K5 R241 G191 B83	PMS 425 C C20 M13 Y0 K62 R78 G85 B98

Police (City of Maricopa, AZ)

PMS 2768 C C88 M44 Y0 72 R9 G40 B72	PMS 427 C C1 M1 Y0 K16 R210 G211 B213

Fire Medical (City of Maricopa, Arizona)

PMS 1795 C C00 M85 Y78 K17 R210 G32 B47	PMS 1255 C C0 M23 Y75 K27 R186 G143 B46

EXTENDED COLOR PALETTE

PMS 450 C
C0 M24 Y44 K66
R102 G78 B57

PMS 280 C
C100 M48 Y0 K55
R0 G59 B114

PMS 155 C
C0 M14 Y33 K7
R236 G204 B158

PMS 279 C
C71 M25 Y0 K24
R56 G146 B194

PMS 402 C
C0 M3 Y16 K35
R165 G160 B138

Do

- Ensure the colors are consistent in any internal or external facing document
- Keep a consistent log of any colors utilized outside of this document for future reference
- Utilize the color palette from popular holidays and events
- Allow for a variation in the tinting of approved colors depending on the utilization required
- Use unique colors to highlight, emphasize and/or promote specific celebrations, events or programs
- Submit any desired additions or changes to communications@Maricopa-az.gov for approval

Don't

- Use any color combinations that are specifically utilized by a copyrighted/trademarked brand
- Utilize any colors not specifically listed in this document without prior approval from the Communications Department
- Use any more than five (5) basic colors in any individual image/document
- Mix and match individual colors from other City of Maricopa brands into a current brand
- City of Maricopa Police and Fire/Medical Department logos may not be changed or modified for any reason

APPROVED FONTS

Adobe Caslon Pro Regular	Adobe Caslon Pro Regular	Adobe Caslon Pro Regular	Adobe Caslon Pro Regular	Adobe Caslon Pro Regular
AvenirLTStd 65 Medium	AvenirLTStd 65 Medium	AvenirLTStd 65 Medium	AvenirLTStd 65 Medium	AvenirLTStd 65 Medium
Georgia	Georgia	Georgia	Georgia	Georgia
Century Gothic	Papyrus	Montserrat		
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.

Social Media Formatting Guides

facebook

Cover Photo
851 x 310 px

Event Photo
500 x 262 px

Image Photo
1200 x 630 px

Profile Photo
180 x 180 px

Instagram

Square Photo
1080 x 1080 px

Vertical Photo
1080 x 1350 px

Horizontal Photo
1080 x 1350 px

LinkedIn

Cover Photo
1584 x 396 px

Image Photo
520 x 320 px

Link Photo
520 x 272 px

Profile Photo
400 x 400 px

Twitter

Cover Photo
1500 x 500 px

Image Photo
1024 x 512 px

Link Photo
520 x 254 px

Profile Photo
200 x 200 px

YouTube

Channel Banner
2560 x 1440 px

Desktop Display
2560 x 423 px

Mobile Display
1546 x 423px

ADDITIONAL BRANDING GUIDES

Email Signature

- Signatures must be in size ten (10) Georgia font
- Only the name and hyperlinks may be in a different color
- Include all contact information
  - Employees with a company-issued cellular phone or stipend must include their mobile number
  - Include the official City of Maricopa/iSTAR logo
- Include all relevant links to City of Maricopa homepage and social media sites

First Last
Job Title
Department

p: 123-456-7890
m: 098-765-4321
f: 102-938-4756
email@maricopa-az.gov

Maricopa-AZ.gov | eNewsletter | Facebook | Twitter | YouTube | Flickr | Text Alerts

Business Cards

- All employees will utilize the same style and design of business card
- Include all contact information
  - Any employees with a company-issued cellular phone must include their mobile number
- Additional color palettes for the back of the business card may be considered for specific departments and divisions under the City of Maricopa brand with prior approval from the Communications Department
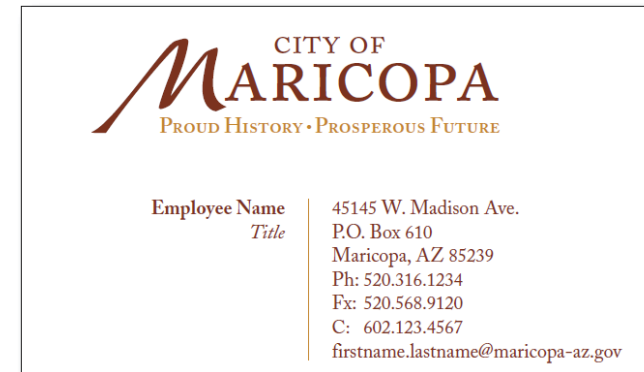
# ADDITIONAL BRANDING GUIDES

Marketing & Advertising

- Any city-sponsored event or program should attempt to brand itself in a manner that clearly demonstrates it belongs to the City of Maricopa
- Always include the City of Maricopa logo in any document.
  - When possible, use the complete horizontal logo.
- To distinguish ourselves and promote our brand, include one or more of these elements when developing or updating new programs or events:
  - Utilize at least one (1) color from our established color palette
  - Include 'City of Maricopa', 'Maricopa', or 'Copa' in the title
  - Include the standalone "M" as an element of the logo

Street Signs & Kiosks

- Street signs are to be produced utilizing the City of Maricopa standalone "M"
- Street signs will follow City rules and regulations
- Kiosks must feature the City of Maricopa logo and utilize only two (2) colors from the primary color palette
- All new signs are brown
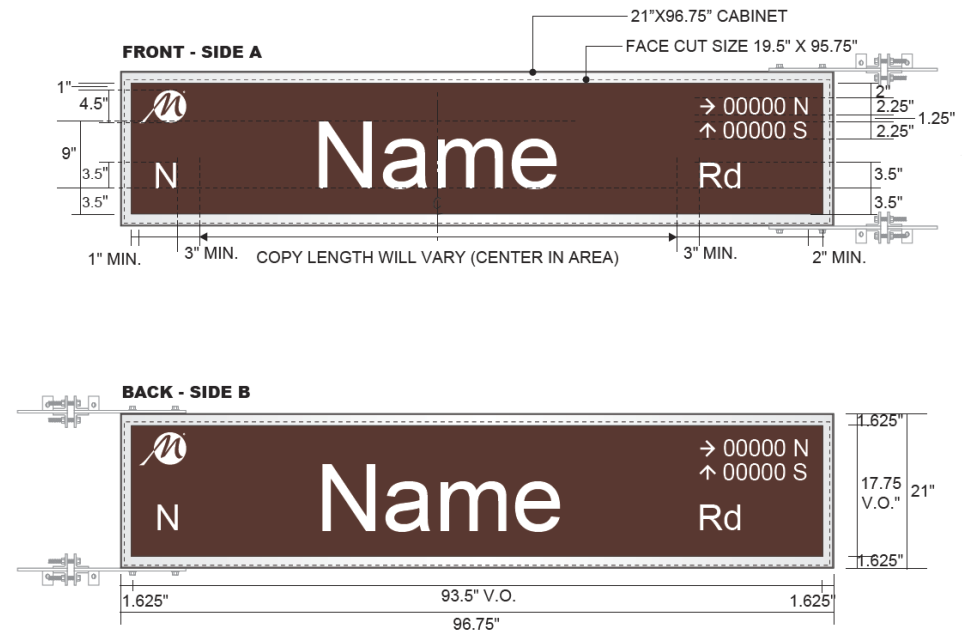
BRANDING CONSIDERATIONS

- Integrate our brand into every aspect of our marketing
  - Maricopa is a unique entity, unlike any other, and should serve as the focal point
  - Ensure that our audience can easily identify City organized and sponsored events/programs.
- Determine your target audience
  - Each social media site caters to a specific demographic and ensure 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

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.