

RESOLUTION NO. 08-07

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF MARICOPA, ARIZONA, APPROVING AND ADOPTING A NEW OFFICIAL CITY LOGO AND BRAND STANDARDS MANUAL.

WHEREAS, the City of Maricopa, Arizona (the "City"), began a branding initiative in 2007 for the purposes of creating and establishing a recognizable City brand to assist in economic development efforts, and

WHEREAS, through the competitive bidding process the City hired the Pat Davis Design Group to execute the branding initiative to include the design of a new City logo and brand standards guidelines, and

WHEREAS, the new City logo and brand standards manual as depicted in Exhibit A are a result of a community-wide survey, and advisory committee, focus group, Council and staff input over a seven-month period, and


WHEREAS, it is in the best interests of the City to establish the criteria for the authorization, the standards for the specifications and the procedure for the use of the City logo.

NOW, THEREFORE, BE IT RESOLVED by the Maricopa City Council that the revised City logo as depicted in the brand standards manual attached as Exhibit A is hereby approved as the official City logo for the City of Maricopa.

BE IT FURTHER RESOLVED by the Maricopa City Council that the new City logo be applied and incorporated into the design of all applicable mediums in accordance with the brand standards manual attached as Exhibit A.


PASSED AND ADOPTED BY THE Mayor and Council of the City of Maricopa, Arizona, this 5th day of February, 2008.

APPROVED:



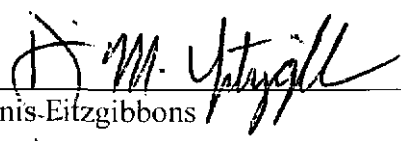
Kelly Anderson
Mayor

ATTEST:



Vanessa Bueras, CMC
City Clerk

APPROVED AS TO FORM:



Denis-Eitzgibbons
City Attorney

CITY OF
MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

Branding Process 2008

Prepared & Distributed on January 25, 2008



PAT DAVIS DESIGN GROUP, INC
creative solutions

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This report was developed by Pat Davis Design Group, Inc. in collaboration with the City of Maricopa.



Branding Process Synopsis

Pat Davis Design Group, Inc. (PDDG) was retained in April 2007 after an extensive RFP process to develop the City of Maricopa's new brand and marketing strategies. In order to develop the best representation of the City and its residents, PDDG created and executed an exhaustive discovery process. The following outlines *this process*.

What is a brand?

A brand is much more than a logo or a slogan — it is a trustmark and a promise. It is what people think about when they see your logo or hear your name. Successful branding is why you think of quality sports equipment when you see the very simple Nike Swoosh. Branding Maricopa requires identifying the community's distinctive qualities and then developing strategies and substantive services to close any gaps and deliver those ideas. When all is said and done, the brand statement will identify who and what the City of Maricopa stands for and will distinguish it from other cities in a unique way.

Why Brand the City of Maricopa?

A successful branding campaign for the City of Maricopa benefits planning and decision making in response to community needs and desires, and advances economic growth by inspiring individuals and businesses to invest in the community. Having an effective brand will reinforce the reasons why people have decided to call Maricopa home. Creating loyalty through the communication of a strong brand will allow Maricopa to hold onto its historic roots while evolving into a thriving competitor in the global economy.

What are the common steps to building a brand?

1. Stakeholder input (data collection)
2. Analysis of preliminary data and key observations
3. Advisory sessions, focus groups or other public comment sessions
4. Formal organization of data and recommendations for implementation
5. Development of core brand principles (brand attributes, brand promise, etc.)
6. Refinement/alignment of vision, mission, values
7. Creative development of logo/identity elements
8. Application of new identity throughout organization
9. Development of brand management plan
10. Implementation of marketing, communications, and public relations plans
11. Ongoing support and reinforcement of new brand building activities

We are currently at step 7 of this process. The following outlines what we have done to reach this point.



Steps Accomplished

1. City of Maricopa Resident Questionnaire

In order to gain insight into residents' feelings and desires for their city, PDDG created a *Resident Questionnaire*, which was administered during July 2007. However, before distribution of the questionnaire could begin, it was imperative that the Maricopa community be made aware not only of the survey itself but also of its importance. Informational outreach regarding the questionnaire included creation and distribution of radio public service announcements, press releases, print advertising, internet advertising, and posters that were dispersed throughout the City.

2. Resident Questionnaire Analysis and Observations

At closing, direct mailing experienced a response rate of 26% with 3,580 questionnaires completed. Telephone polling was administered reaching 502 residents who met the criteria to complete the questionnaire. A total of 882 residents completed the online questionnaire. Each completed questionnaire was carefully tabulated and reviewed. Based on residents' responses, PDDG was able to make numerous observations about Maricopa and create a Preliminary Community Profile, which included all of the tabulated data. This questionnaire not only collected valuable information on resident perceptions and desires, but also collected valuable demographic information that is requested by prospective businesses and developers on a nearly daily basis.

3. Advisory Sessions

During the week of August 20th, 2007, five advisory sessions were held at Global Water Maricopa Center. These sessions were designed to gain further feedback and insight from diverse groups of Maricopa community members. Not only did these sessions delve into the questionnaire results, members were also asked to provide recommendations on methods for improving the City for the benefit of all residents. 55 individuals were asked to participate in the sessions and 32 of those individuals decided to become part of the advisory sessions. Some of the buzzwords that participants came up with included:

Friendly
Retaining history
Old-town values
Energy, strength and promise
Sustainability- being a self-sustaining community and also environmentally sustainable
Community
Neighbors
Helping
Family oriented
Community with a heart
Helping each other
Community is key
New, growing, but still with history



In addition to the community advisory sessions, one session was also held on September 5, 2007, that consisted of four members of the Greater Phoenix Economic Council (GPEC). This session was designed to gain an outside perspective of Maricopa and its current and future economic development opportunities for growth and sustainability. The members of GPEC were greatly impressed with the high response rate and the level of care taken by each and every respondent. The GPEC members provided contributions for what Maricopa could gain by positioning itself better, most of which were touched upon in the community sessions, including a hospital, a hotel, an airport and higher education, among others. Participants of the GPEC session also supplied PDDG with buzzwords including:

- Agricultural base
- Traditional, American, hardworking values
- Casual paced
- Family, small town, community oriented
- Fast growth

4. Outcomes

Based on the questionnaire and the advisory sessions, PDDG and City staff were able to create some steps that the City of Maricopa could take to remedy some of the issues that came up with the questionnaire through the development and implementation of the appropriate brand position. Recommendations are outlined in detail in the City of Maricopa Final Community Profile and include educating residents about services and amenities currently available or those that will be provided in

the future, as well as increasing current community involvement. This finalized profile was made available to the public for review in late September 2007 through a dedicated website (www.maricopamatters.com) where all branding information was posted for community review.

5. Core Principles

All of the questionnaire results and session feedback was brought back to PDDG and shared with staff and designers. After careful examination of all data and notes, each designer at PDDG developed several brand attributes, position statements (taglines), and brand concepts for internal review. After careful consideration of each by Patricia Davis, the firm's Principal and Creative Director, the designers were asked to refine their concepts. Though previously contracted to deliver five initial concepts, PDDG presented nine initial concepts to the Maricopa Branding Committee.



6. Refinement

The Maricopa Branding Committee consists of seven members who were selected out of the five City and one GPEC advisory committees due to their high involvement and constructive feedback. The first round of concepts was sent out to each of the Branding Committee members electronically. Once the feedback from these nine concepts was collected and evaluated, the PDDG designers revisited their concepts and refined them. Based on this round of feedback, PDDG was to offer two to three concept revisions. In November 2007, PDDG came to Maricopa to present four concept refinements, each with several variations, to the Branding Committee in person.

Based on the Branding Committee session, PDDG went back to their four concepts and refined them down to three for review by the Maricopa community as a whole. More than 800 emails were sent out to residents informing them of the opportunity to give their feedback and a press release was sent out to all of the local media. The

three concepts were posted on the Internet (www.maricopamatters.com) for a week in December 2007, and feedback was invited at that time. Each of the concepts posted were accompanied by individual brand promises and descriptions as to how visuals and taglines were chosen.

7. Final Logo Development

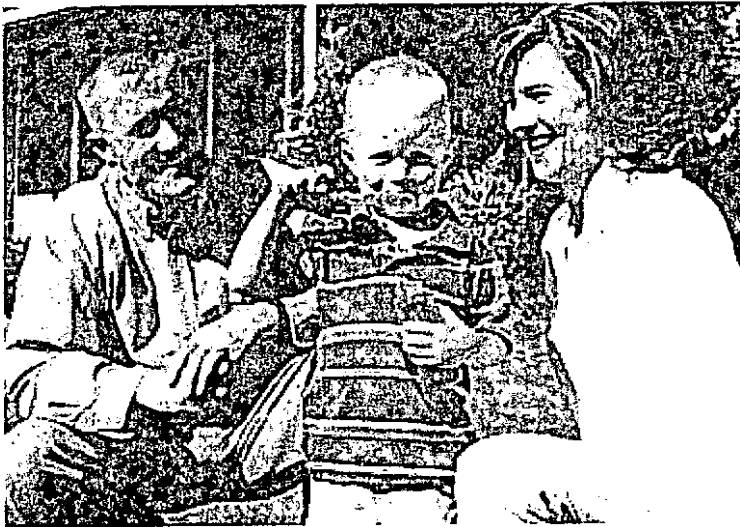
Community feedback was collected and organized to evaluate what Maricopa's resident were looking for in their future brand. Based on the feedback received, PDDG was able to make a final revision to the preferred logo concept by merging the visual elements and tagline of two of the three concepts. This action was based on the majority of the community feedback. This final logo can be found in the attachments of your packet and is the result of the Maricopa Resident Questionnaire results and Advisory Session, Branding Committee, and community feedback.

Three refined concepts were posted electronically for community input. Of the three options, the final logo presented in this packet was selected. However, members of the community did provide input on all three options. Please see below for some of the comments received.

CONCEPT A (the selected concept)

Received 56% of the votes.

- The M perfectly captures the Estrella Mountains
- I would be proud to display this logo
- Seems more fun with a flair for living
- I love the classic style of the M, casual yet with a taste of formality



- The concept is clean, clear, and very progressive
- The tagline bridges the past and future
- It conveys an exciting sense of progressiveness, tempered with civic responsibility
- I feel that it makes a positive statement that Maricopa is a unique place to live and do business
- The stylized M is very effective, and works very well as a stand alone item

CONCEPT B

Received 13% of the votes.

- I like the colors because they are bold and they fit into the desert environment
- It is majestic
- The M will stand alone very nicely and will be noticed

CONCEPT C

Received 21% of the votes.

- It is a natural and timeless logo
- It is very eye-catching and original
- I do feel that Maricopa is a place that is growing and evolving into a wonderful community to live in so I like the tagline
- I absolutely adore the mountains

10% of votes did not care for any of the supplied logos.

Next Steps (8-11)

At the February 5, 2008 Council meeting, PDDG will be presenting the draft City of Maricopa Brand Manual. This manual is a living document that will be regularly updated with brand guidelines, dos and don'ts, and different application procedures. The manual will also outline the standards and design of applications for the new identity. This includes, but is not limited to:

Stationery

Business Cards

Email Signature Guidelines (text and HTML)

General Forms

News Releases

Staff Reports

Fax Cover Sheet

Standard Memo

Name Tags

Service Pins

Standard 2-Pocket Folders

Basic PowerPoint Templates

Apparel

Sign Kiosks

Vehicles/Street Signs

Publications

Web Design

Budget

As part of the City of Maricopa branding effort, multiple deliverables are necessary for the successful implementation of the new brand. Please see below for the break-out of various tasks and their respective budget percentages. Note: These tasks are not all-inclusive of tasks for which our firm has been contracted.

Analysis of Current Brand/Positioning = 3.6%

Survey Constituents/Audience Research = 7.4%

Brand Promise (Commitment to Community) = 5.9%

Brand Marketing & Communication Plan = 7.2%

Brand Identity (Creative Concepts) = 21.6%

Brand Standards Manual = 3.6%

Geodemographic Profile (Questionnaire & Data Analysis) = 14.3%

Ongoing Marketing Support (Develop New City Materials) = 13.6%

Strategic Planning Statements (Vision, Mission, Values) = 3.9%

Data Collection Costs (Hard costs: Postage, Printing, etc.) = 10.0%

All Other Tasks = 8.9%

PDDG will also work closely with Danielle Casey and Ioanna Morfessis in Maricopa's economic development efforts. This brand was not only created for the residents of Maricopa but also for employers and businesses in an effort to encourage them to locate in the community. PDDG sees this final brand creation only as the beginning of a long, successful relationship with the City of Maricopa. PDDG will be there

to assist Maricopa in reaching its future goals and developing into the city that its residents so clearly desire.

Attached for your review are the supporting documents referenced in this synopsis.

- Resident Questionnaire
- City of Maricopa 2007 Preliminary Community Profile
- City of Maricopa 2007 Final Community Profile
- Branding Committee Feedback Recap
- Final Recommended City of Maricopa Logo and Color Palette (as developed through the input outlined above)

We welcome you to call or email our branding team members with any additional questions you may have or we would be happy to speak with you in person on the afternoon prior to the Council meeting.

Patricia Davis – 866.920.9025 x221
(toll free)

George Dimo – 866.920.9025 x223

Chloe Austin – 866.920.9025 x225

Pat Davis Design Group's Success Stories

Over the last 31 years, PDDG has developed highly successful brands for hundreds of private corporations and public agencies. Some of most successful recent branding engagements are described below.

1. California Public Utilities Commission

Under contract with California's four largest investor-owned utilities, PDDG named and branded the state's most successful commercial energy efficiency and incen-

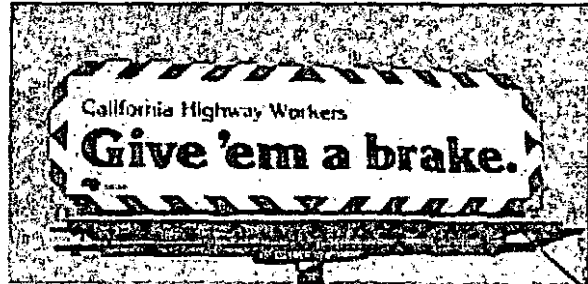
tive program: Savings By Design. Created in 1999, the program provides energy efficiency education, design assistance, and incentives for commercial new construction and retrofit projects. PDDG's creative team developed the name, accompanying graphics, and overall brand elements for this statewide effort. Each year, for the past six years, the program has seen a steady increase in incentive redemptions, attendance at educational workshops, and overall awareness of the program and its offerings. The brand was so successful, it has been recognized with both local and national marketing/advertising awards, and has become the primary resource for the American Institute of Architects.



2. California Department of Transportation (Caltrans)

Caltrans is the California public agency responsible for maintaining all public roadways in the State of California. With thousands of miles of roadways, many of which are constantly under repair, a high number of highway workers are on the roadsides at any given time. Caltrans was seeing a spike in injuries and deaths of their workers as a result of reckless drivers. The agency recruited PDDG to develop a statewide marketing and public awareness campaign to encourage drivers to drive more cautiously around highway workers, and to be aware of the dangers of road-work zones. PDDG's solution included the naming and branding of the "Give 'Em A Brake" campaign and, nine years later, is still highly recognizable. As a direct result

of our campaign, within six months, Caltrans measured a 30% reduction in injuries and fatalities among their highway workers.



3. Kurdistan Development Corporation

PDDG was recruited to lead the branding team for an international economic development, marketing, and public relations effort for the Kurdistan Development Corporation. Kurdistan is a small region in northern Iraq. PDDG is the marketing component of a global team with partners in the United Kingdom and the Middle East. Services included a full branding campaign, tagline, multimedia, and an ongoing print advertising campaign in major newspapers across the country. For the branding element, PDDG worked closely with their counterpart in the United Kingdom to research and develop appropriate visual themes and imagery, as well as creative solutions for a powerful tagline and messaging. The resulting identity is now in use around the world in a wide array of media, including print and broadcast. □



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442 Howe Avenue
Sacramento, CA 95825
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www.pddesign.com

Branding Committee Feedback:

Through both electronic and in-person communications, Pat Davis Design Group, Inc. (PDDG) was able to gather in-depth information from each branding committee participant. Opinions, preferences, and desires for the brand were collected and implemented through several rounds of revisions. The final brand being presented is the accumulation and majority preferences of branding committee members and community feedback. The Branding Committee felt that it was imperative to convey the following feelings and attitudes through the City of Maricopa Brand:

- Environmental responsibility
- The City's history and background
- Feeling of tight-knit community
- Economic stability
- Warm and inviting

This branding feedback mirrored the general feelings within the advisory sessions and was later integrated into the brand description and promise associated with each brand presented to the community in the final revision phase.

Branding committee feedback that lead to this final brand also included majority preferences on:

- The calligraphic M
- The font treatment
- The simplicity and "clean" look of the logo

Community feedback that lead to this final brand included majority preference on:

- The color palette
- The tagline
- The stand-alone image and its application

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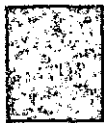
PMS 491



PMS 139



PMS 138



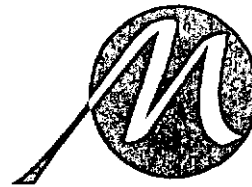
PMS 7495



PMS 611



PMS 3025



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WHEREAS, the new City logo and brand standards manual as depicted in Exhibit A are a result of a community-wide survey, and advisory committee, focus group, Council and staff input over a seven-month period, and

WHEREAS, it is in the best interests of the City to establish the criteria for the authorization, the standards for the specifications and the procedure for the use of the City logo.

NOW, THEREFORE, BE IT RESOLVED by the Maricopa City Council that the revised City logo as depicted in the brand standards manual attached as Exhibit A is hereby approved as the official City logo for the City of Maricopa.

BE IT FURTHER RESOLVED by the Maricopa City Council that the new City logo be applied and incorporated into the design of all applicable mediums in accordance with the brand standards manual attached as Exhibit A.

PASSED AND ADOPTED BY THE Mayor and Council of the City of Maricopa, Arizona, this 5th day of February, 2008.

APPROVED:

Kelly Anderson
Mayor

ATTEST:

Vanessa Bueras, CMC
City Clerk

APPROVED AS TO FORM:

Denis Fitzgibbons
City Attorney

EXHIBIT A

CITY OF MARICOPA IDENTITY GUIDELINES: **User Manual**

draft version 2: February 2008

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.



The correct use of the City of Maricopa logo is essential to maintaining a strong brand identity and creating a consistent message to diverse audiences. The following pages of the Identity Guidelines provide guidelines for careful and consistent use of the City's logo and branding elements.



Logo and Tagline Unit

This is the City of Maricopa logo with the tagline. The identity consists of elements that can be used in several ways. The following pages demonstrate the various ways the logotype and tagline can be used.

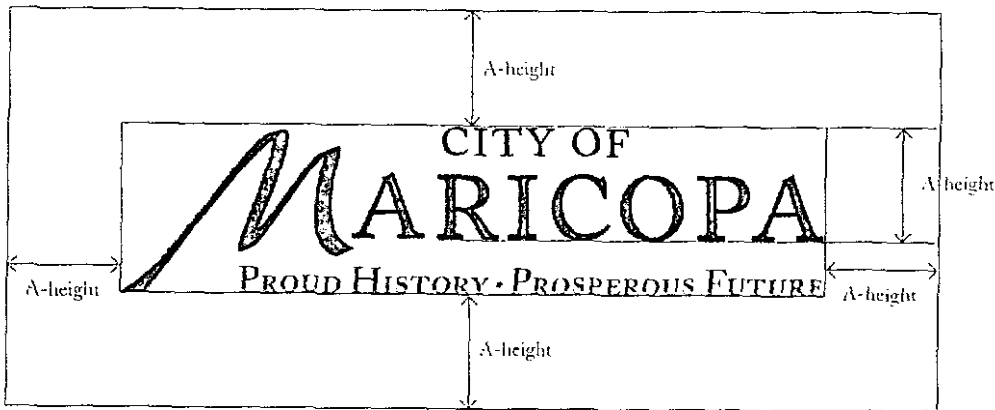


Logotype

Tagline: as part of the City of Maricopa identity system, the tagline reinforces the mission of the organization.

Clear Zone

The City of Maricopa logo unit shall maintain an established "Clear Zone". This is intended to maintain the brand integrity and to avoid visual distraction. Clear space surrounding the logo unit should be at minimum equal to "A-height". No type or artwork should come within the clear zone. Allowing additional clear space is always preferred. The size of the A-height is proportional to the size of the logo unit, meaning that the larger the size of the logo unit, the proportionally larger space must be allocated for the clear zone. Along those same lines, the A-height is proportionally smaller when the logo unit is used at a smaller size.



With and Without Tagline

The City of Maricopa logo can be used with or without the tagline. However, it is recommended that the logo with tagline (the logo unit) remain together whenever possible.

Over time, the City of Maricopa brand will have developed brand recognition with surrounding regions. Eventually, the "City Of" text may be removed from the logo. However, it is imperative that until this recognition is developed, the City brand distinguish itself as much as possible from the neighboring Maricopa County.

The three logo units shown on this page are acceptable uses.

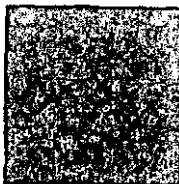


Primary Colors

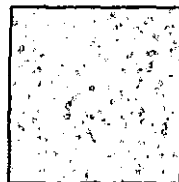
Colors help maintain the organization's identity. The City of Maricopa logo has two primary colors - Pantone 491 (burgundy) and Pantone 139 (gold), which are usually called PMS (Pantone Matching System) 491 and PMS 139.

Both PMS 491 and PMS 139 shall be used at 100% whenever used in the logo unit. Neither color shall be tinted, screened back, or otherwise altered. Maintaining the strength and consistent use of the two primary colors is essential to building brand integrity.

Please note: PMS colors will print differently on coated paper than on uncoated paper. Be sure to view uncoated PMS swatches when printing on uncoated papers and coated PMS swatches when printing on coated papers.



PMS 491
C10 M80 Y100 K50



PMS 139
C0 M40 Y100 K20

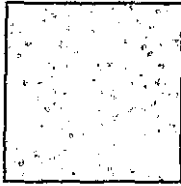
Color Usage

When publishing the logo either for print or for web, the primary colors should be used whenever possible. For 4-color publications there is a CMYK version of the logo that replicates PMS colors in process inks. For publications using 1 ink color, a 1 color version (black and white) is available.

When 1 ink color is needed, the logo unit used should be the black and white version. Converting the logo unit to all PMS 491 or 139 is not recommended.

Please note: PMS colors will print differently on coated paper than on uncoated paper. Be sure to view uncoated PMS swatches when printing on uncoated papers and coated PMS swatches when printing on coated papers.

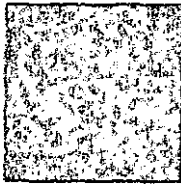




PMS 138
C0 M42 Y100 K1



PMS 138
50% Tint



PMS 7495
C25 M0 Y80 K30



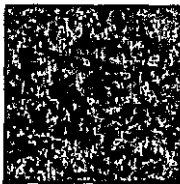
PMS 7495
50% Tint



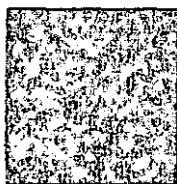
PMS 611
C0 M1 Y92 K11



PMS 611
50% Tint



PMS 3025
C100 M17 Y0 K51



PMS 3025
50% Tint

Secondary Color Palette

Swatches shown below indicate a color palette that can be used when creating signs, newsletters, posters, ads, etc. Please use these swatches only as an extension of the City of Maricopa brand.

The four color swatches (PMS 138; PMS 611, PMS 7495, and PMS 3025) are the only recommended secondary colors to be used. As these colors comprise the secondary color palette, they may be screened back between 10% and 50%. Depending upon the use, it is recommended that outdoor materials not be screened back, and that the secondary color palette be used at 100% to avoid dramatic color shifts as the colors fade.

For printed collateral, publications, and other hard copy materials, it is acceptable that any of these four secondary palette colors be used singularly or in a consolidated fashion. For example, when designing a suite of collateral, individual pieces need not use all four colors. Perhaps, one piece uses two colors in concert with the primary palette, while a second piece uses two different approved colors in concert with the primary palette.

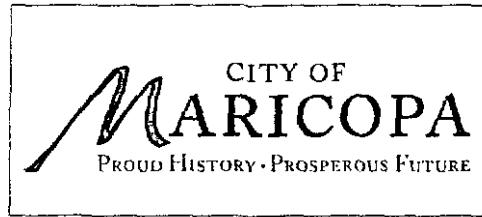
It is advisable that full color (4-color) collateral use both the primary color palette, and no less than two of the secondary palette colors. For electronic (web and presentation) applications, is it not advisable that all four colors from the secondary palette be used, as it may create a visual distraction with overuse of color.

Please note: This Identity Guidelines document will be updated with specific design guidelines for each standard-use application (collateral, publication, web, etc.). At the time of design for each piece, further guidelines may be added to those presented on this page.

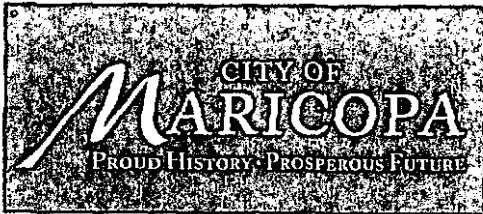
Logo Usage Over Color

It is strongly recommended that the logo unit should appear over a white background. 20% of either of the logo unit colors, PMS 491 (burgandy) or PMS 139 (gold), are the only other acceptable backgrounds. The logo unit should be reversed to white when over a dark color or black to maintain legibility. In turn, the logo unit should be printed in all black when it appears over a light to medium color.

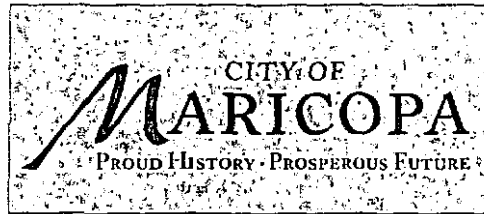
Over white or very light colors



Over dark colors



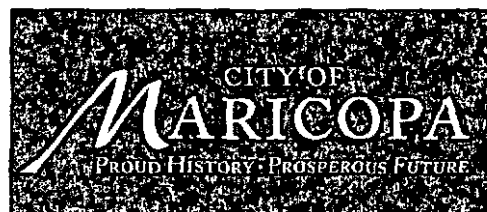
Over light to medium colors



Special cases / black



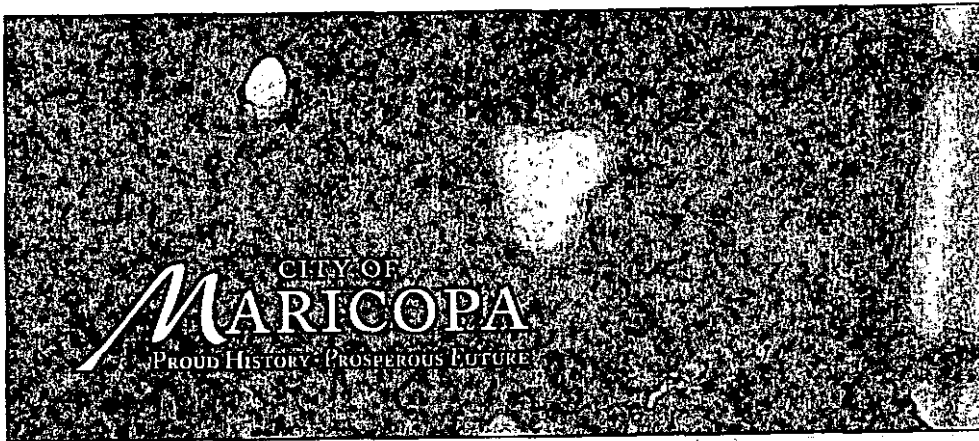
Special cases / white



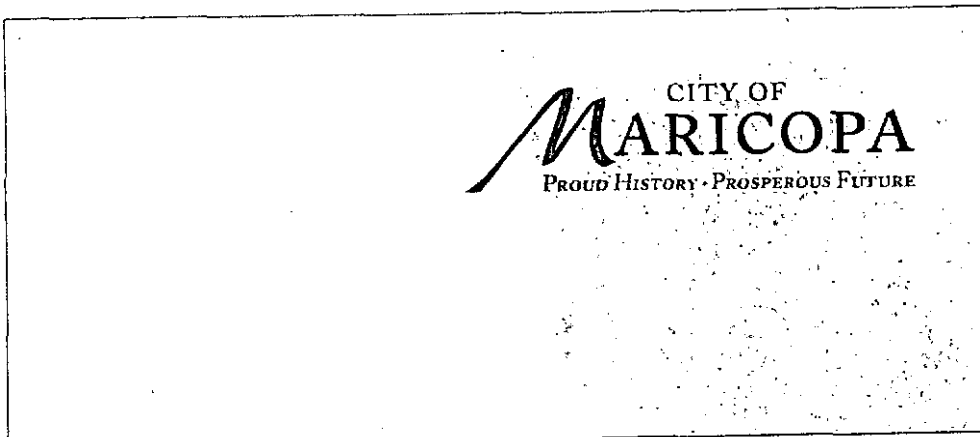
Logo Usage Over Photographs

It is not recommended that the logo unit be used over a photograph. If it must be placed over a full-color, dark photograph, it should be reversed to white. When the image is light, logo unit should print in black to maintain visibility/readability. Logo unit may not be used over an area with sharp contrast or busy details.

Over dark colors



Over white or very light colors



Unacceptable Logo Usage

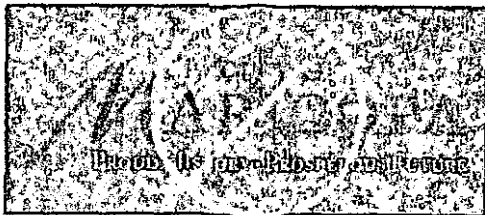
The correct application of the logo unit is essential to preserve the integrity of your identity system. This page illustrates some common misinterpretations of the logo unit.

Most misuses can be avoided by simply using approved artwork and electronic files in a straightforward manner, with no modifications.

DO NOT stretch, condense, skew or otherwise distort the logo or symbol



DO NOT place the logo on colors that do not display sufficient contrast



DO NOT use any other colors than the approved primary and secondary color palettes



Typography: Adobe Caslon Family
Typography is essential in communicating the organization's identity.

Adobe Caslon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography: Avenir Family
Typography is essential in communicating the organization's identity.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Letterhead – Official City Version

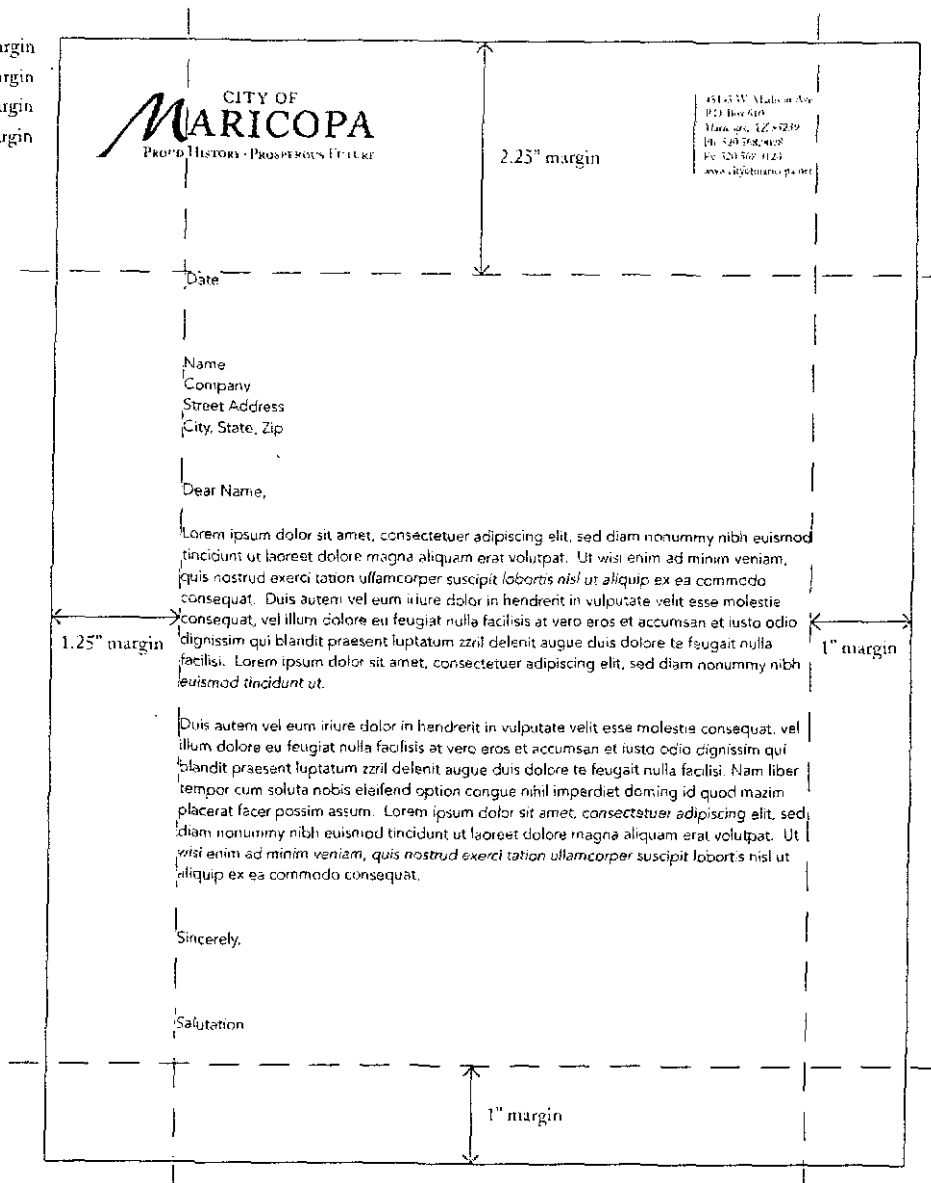
The City of Maricopa Letterhead is produced to be used by City employees for external distribution. All correspondence originating from the City of Maricopa should be produced only on original letterhead. The Letterhead can be used for communications alone or as a cover letter for general forms, staff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

Avenir Book, 11 points with a leading (line spacing) of 15 points.

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



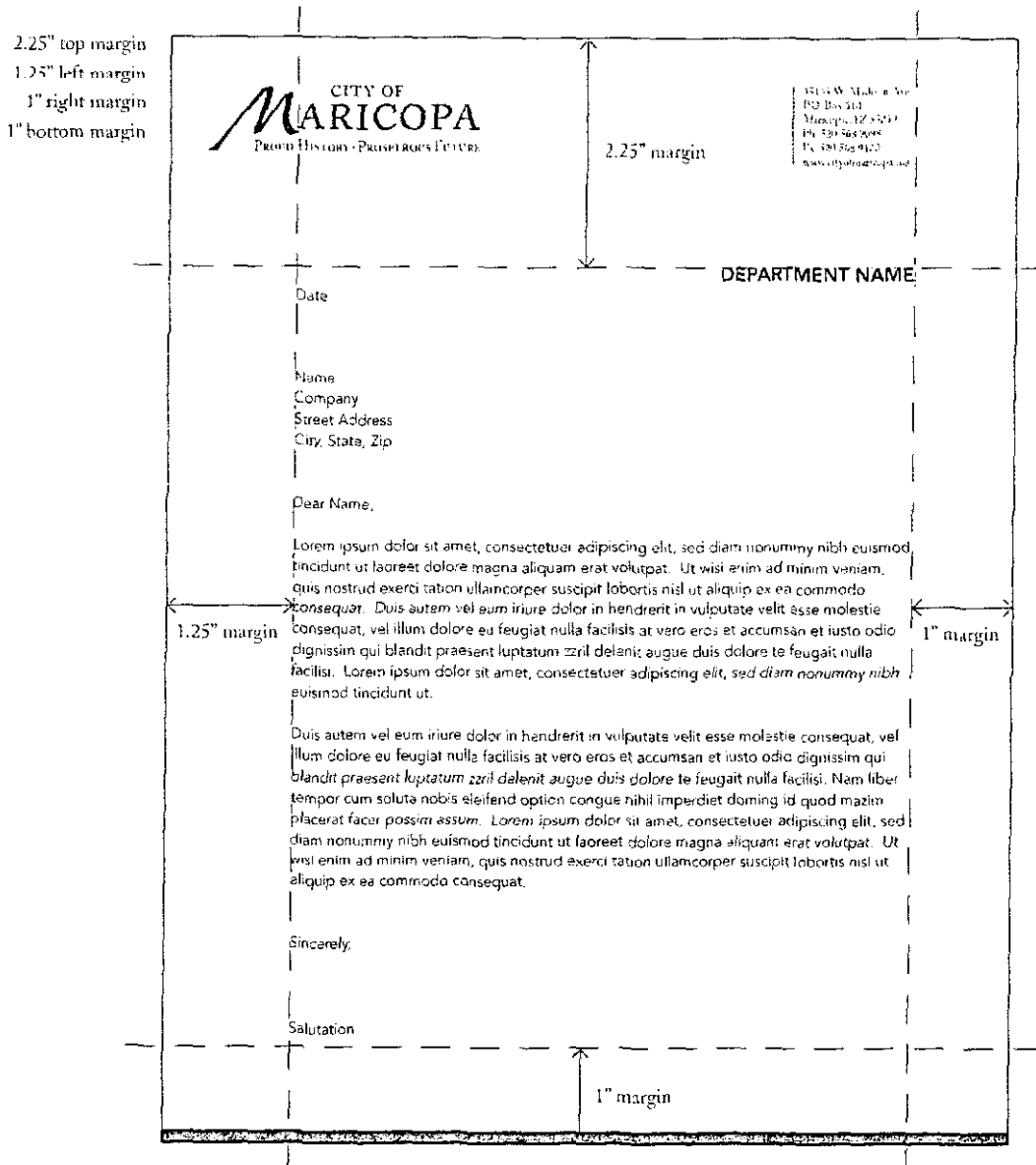
Letterhead – Departmental Version

In addition to the “Official City Version” of letterhead, an acceptable variation is the use of customized *departmental versions*. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

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.

Avenir Book, 11 points with a leading (line spacing) of 15 points. Department Names can be added in Avenir Heavy, 14 point, flush right and in all caps.

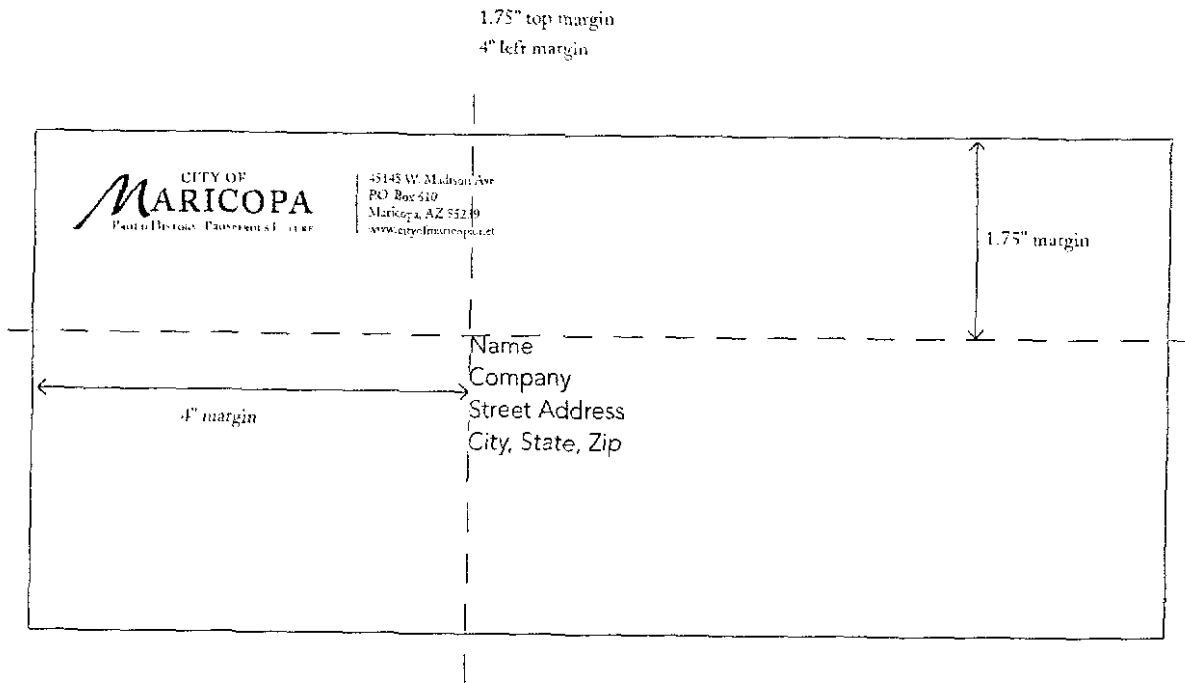


Envelope – Official City Version

When using the #10 envelope preprinted with logo and address, be sure to set up the margins as noted below.

Font and Format

Avenir Book, 14 points with a leading (line spacing) of 18 points.

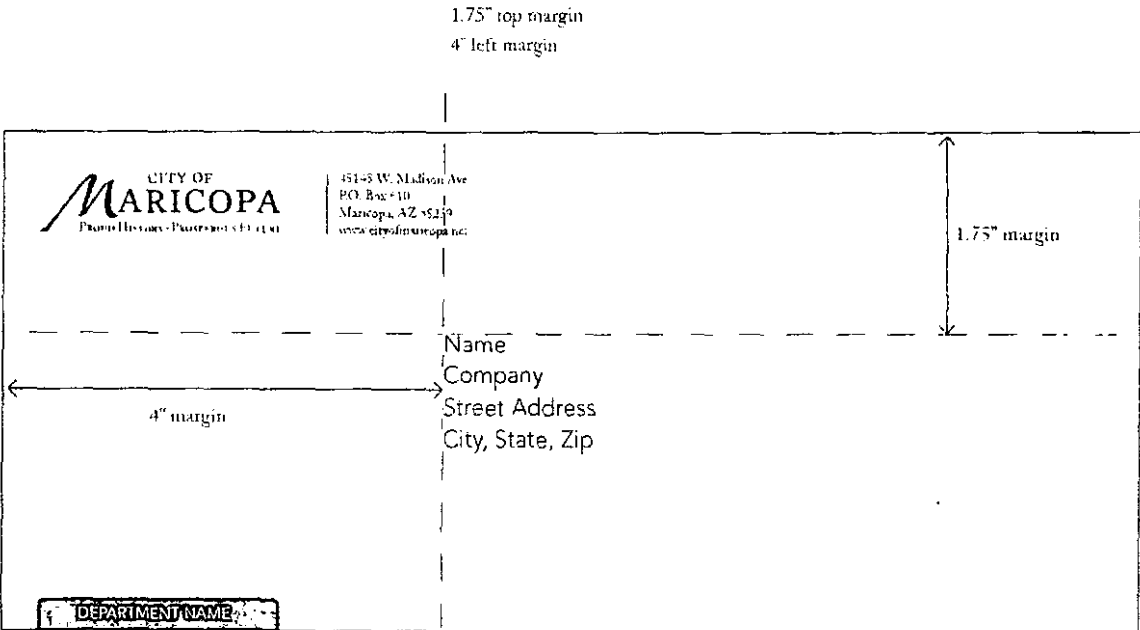


Envelope – Departmental Version

In addition to the "Official City Version" of #10 envelopes, an acceptable variation is the use of customized departmental versions. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

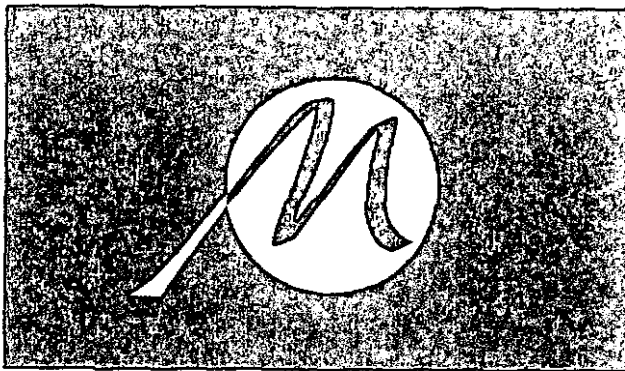
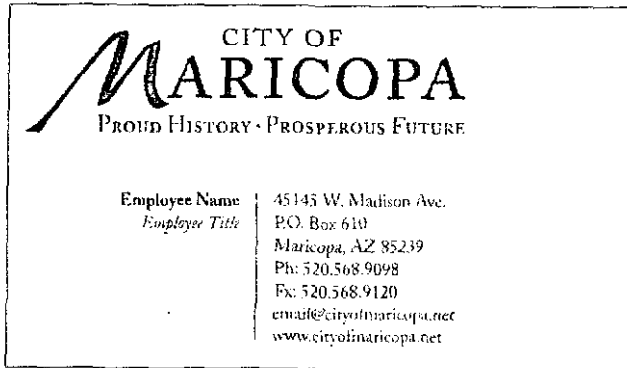
Font and Format

Avenir Book, 14 points with a leading (line spacing) of 18 points.



Business Card – Official City Version

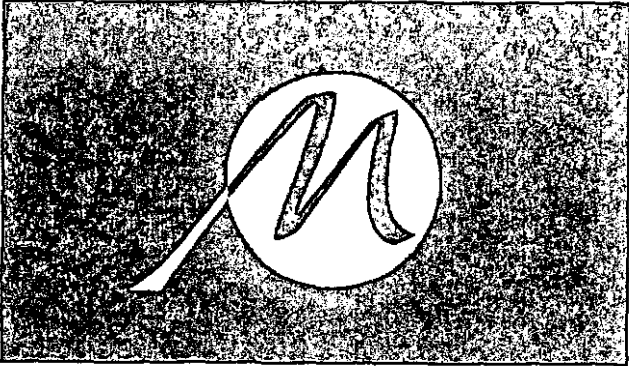
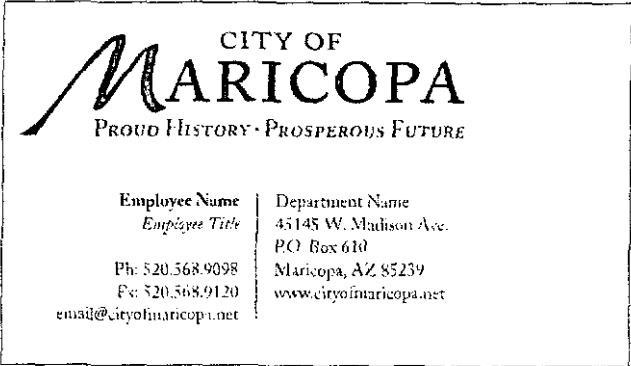
The City of Maricopa business cards have been designed to reinforce the City's new brand while also maintaining consistency with all other collateral being distributed by City staff. City directors and elected officials can provide additional support for the new brand, while also standing out, with a two-sided business card. Both the one-sided and two-sided cards have been designed to follow the overall design style of the City's distribution materials. With name and position of the employee placed on the left of the card and contact information placed on the right, each business card gives the City of Maricopa logo prominence aligned left in the upper portion of the card.



Business Card – Departmental Version

In addition to the “Official City Version” of business cards, an acceptable variation is the use of customized departmental versions. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

Individual departments may elect to use the one-sided or two-sided business card option. However, it is advisable that all two-sided business cards have the same back side.

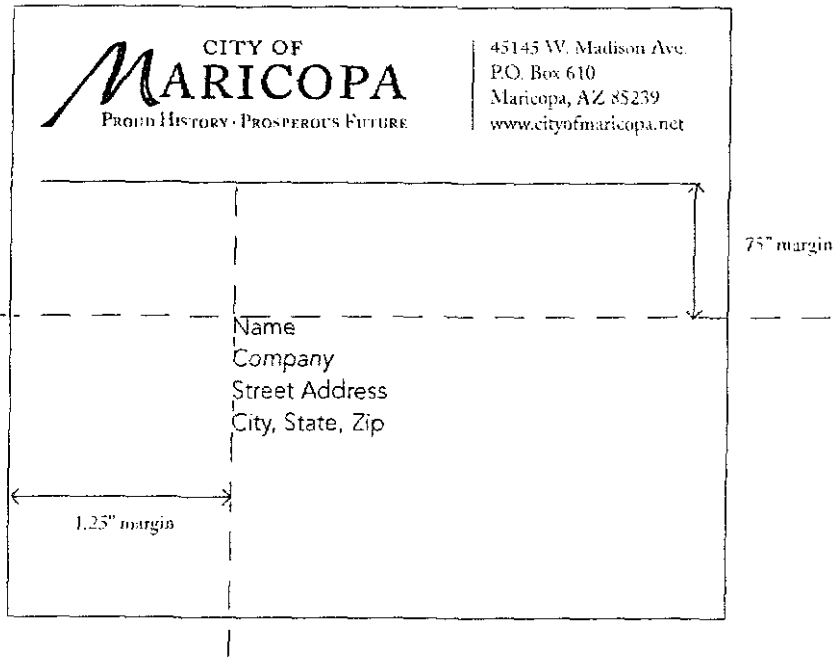


Mail Label – Official City Version

To print in-house, use provided Microsoft Word template for Avery #5164 label. When using the label template, only the recipient's address can be changed. No change can be made to any other elements of the template, such as size, scale, and position of the logo.

Font and Format (Recipient's Address)

Avenir Book, 14 points with a leading (line spacing) of 18 points.



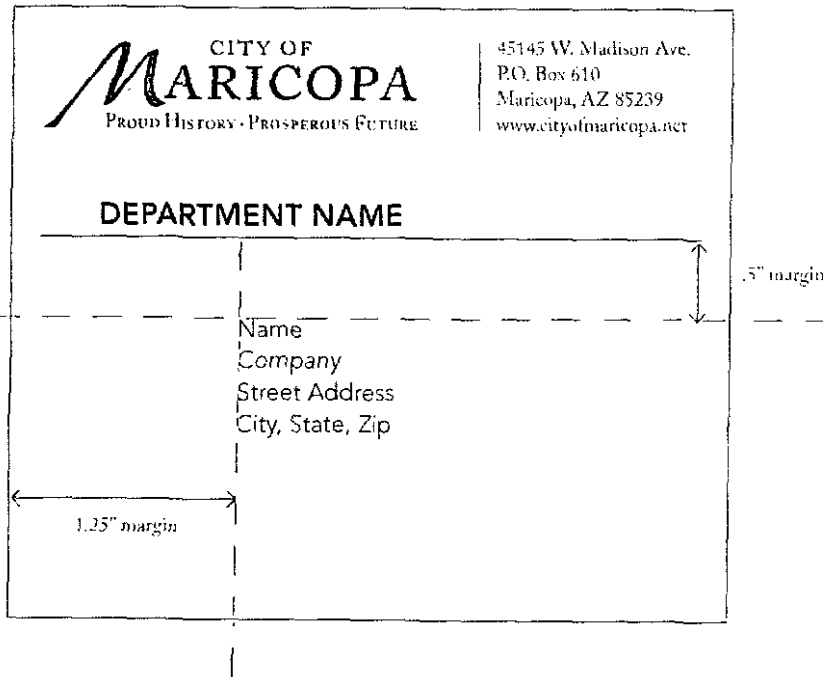
Mail Label – Departmental Version

To print in-house, use provided Microsoft Word template for Avery #5164 label. When using the label template, only the recipient's address can be changed. No change can be made to any other elements of the template, such as size, scale, and position of the logo.

In addition to the "Official City Version" of mail labels, an acceptable variation is the use of *customized departmental versions*. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

Font and Format (Recipient's Address)

Avenir Book, 14 points with a leading (line spacing) of 18 points.



General Forms

Whether internal or external, general forms should follow the standards outlined. Any forms that do not have the City of Maricopa logo should be revised.

Most all City correspondence, including General Forms, News Releases, Staff Reports, etc. should be consistent with the City letterhead version used. For example, City staff who choose to use the "Official City Version" of the letterhead, should then consistently use

the corresponding version/layout for all their City correspondence. Likewise, City staff wishing to use the customized "Department Version" of letterhead, should then consistently use the corresponding customized versions of City correspondence forms. In either case, specific design guidelines should be carefully followed.

Letter Copy Font

Avenir Book, 11 points with a leading (line spacing) of 15 points.

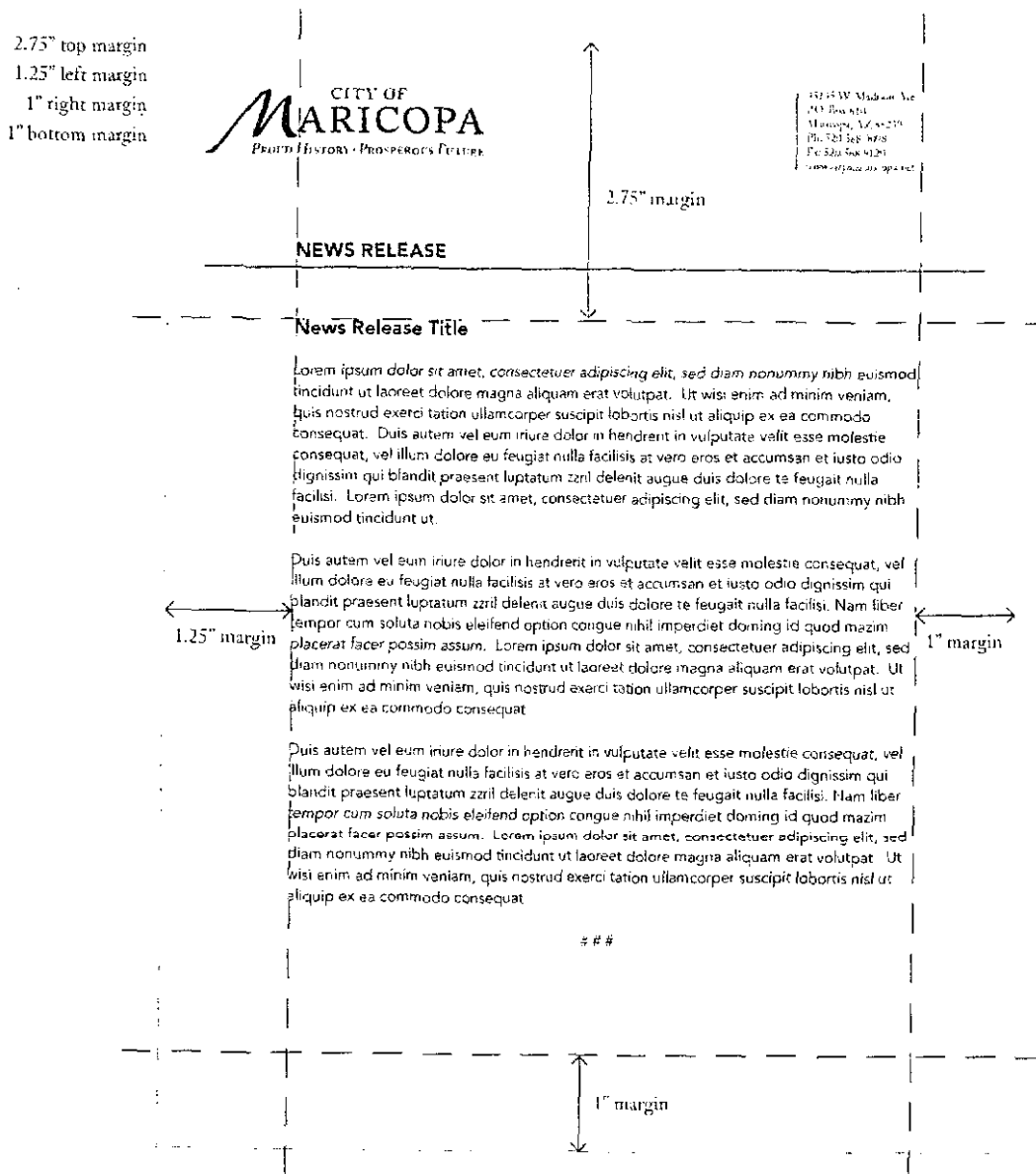
2.75" top margin
1.25" left margin
1" right margin
1" bottom margin

News Release

News Release will be placed in the following format. To maintain both internal and external brand consistency, News Releases will have only a single format.

Letter Copy Font

Avenir Book, 11 points with a leading (line spacing) of 15 points for body copy.
 Avenir Heavy, 14 points with a leading of 15 points for title text.



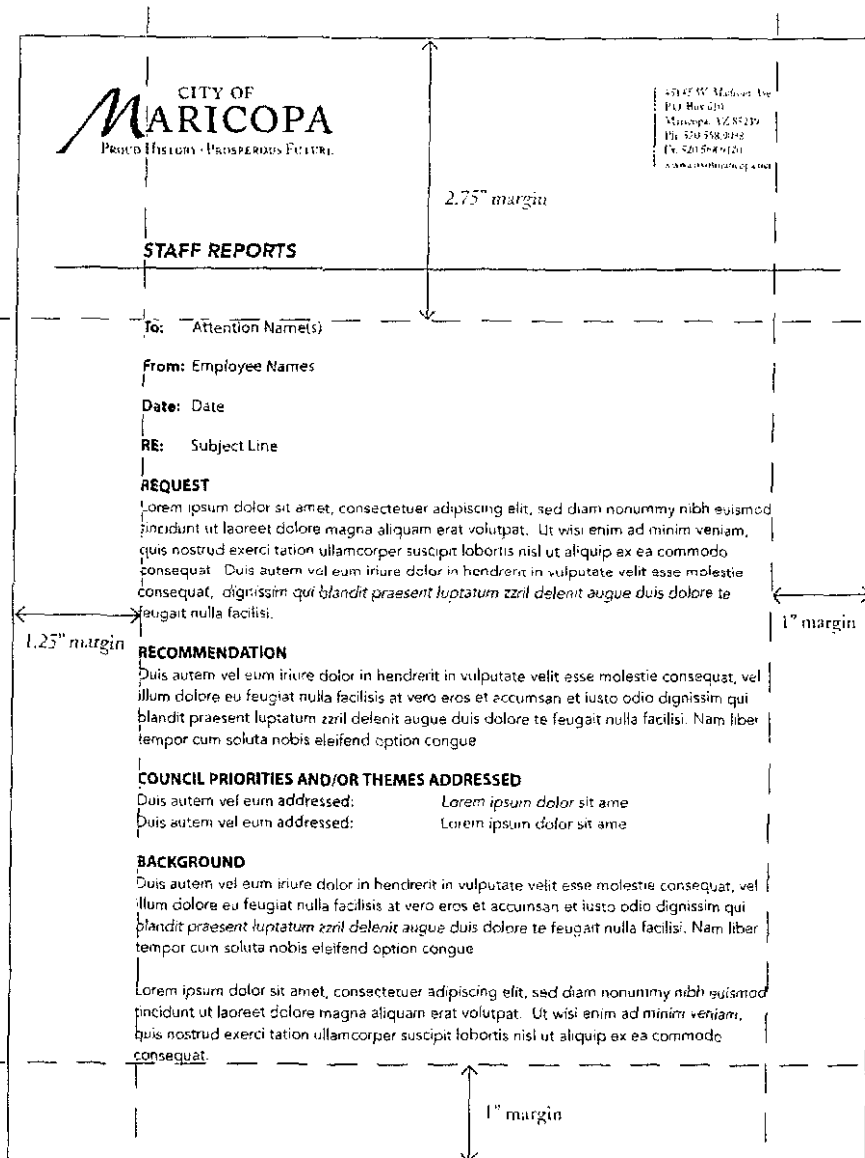
Staff Reports

Staff reports will be placed in the following format. To maintain both internal and external brand consistency, staff reports will have only a single format. If additional fields are needed within the report, they can be added following the design guidelines outlined.

Letter Copy Font

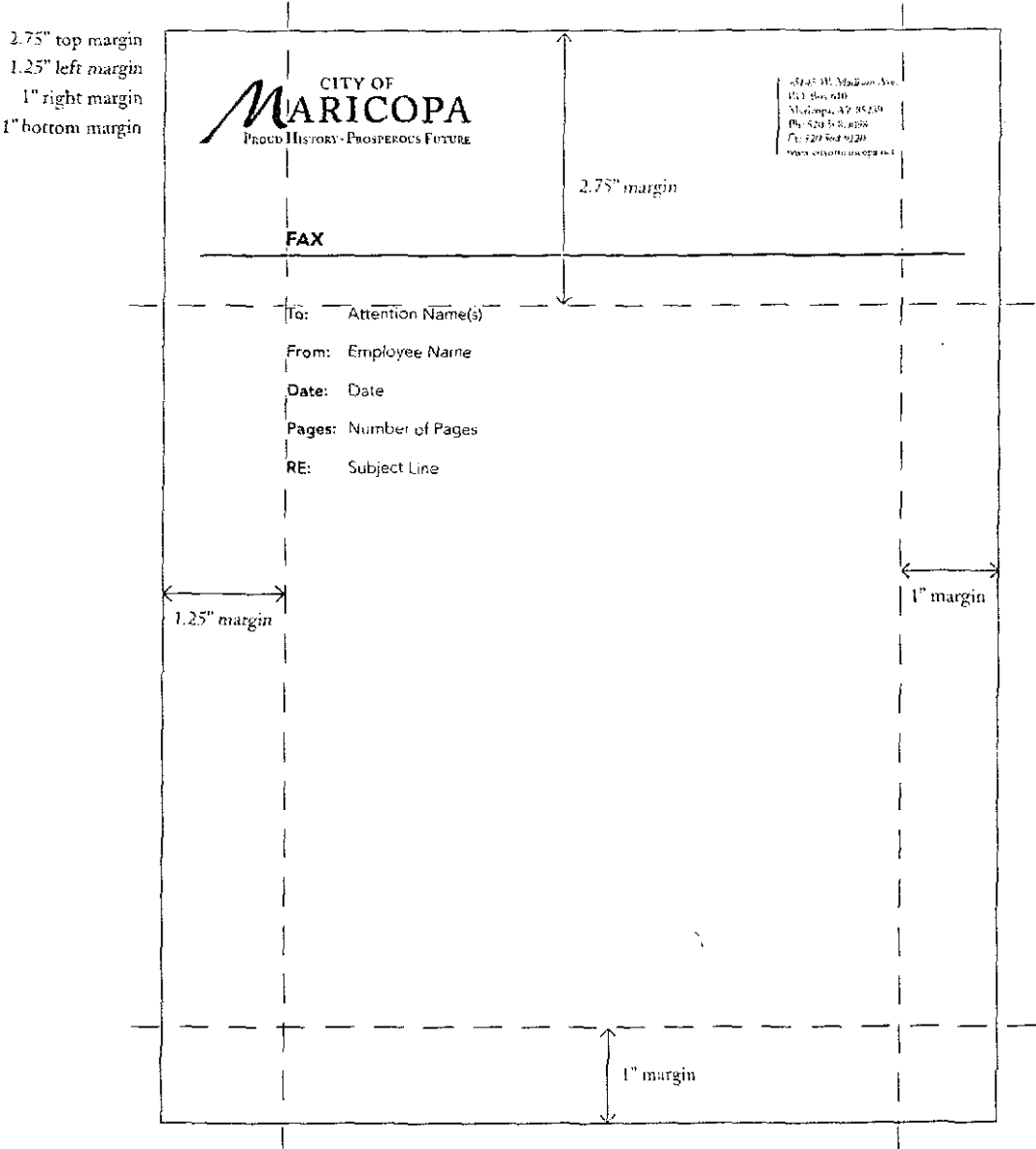
Avenir Book, 11 points with a leading (line spacing) of 15 points for body copy. Avenir Heavy, 14 points with a leading of 15 points for title text.

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



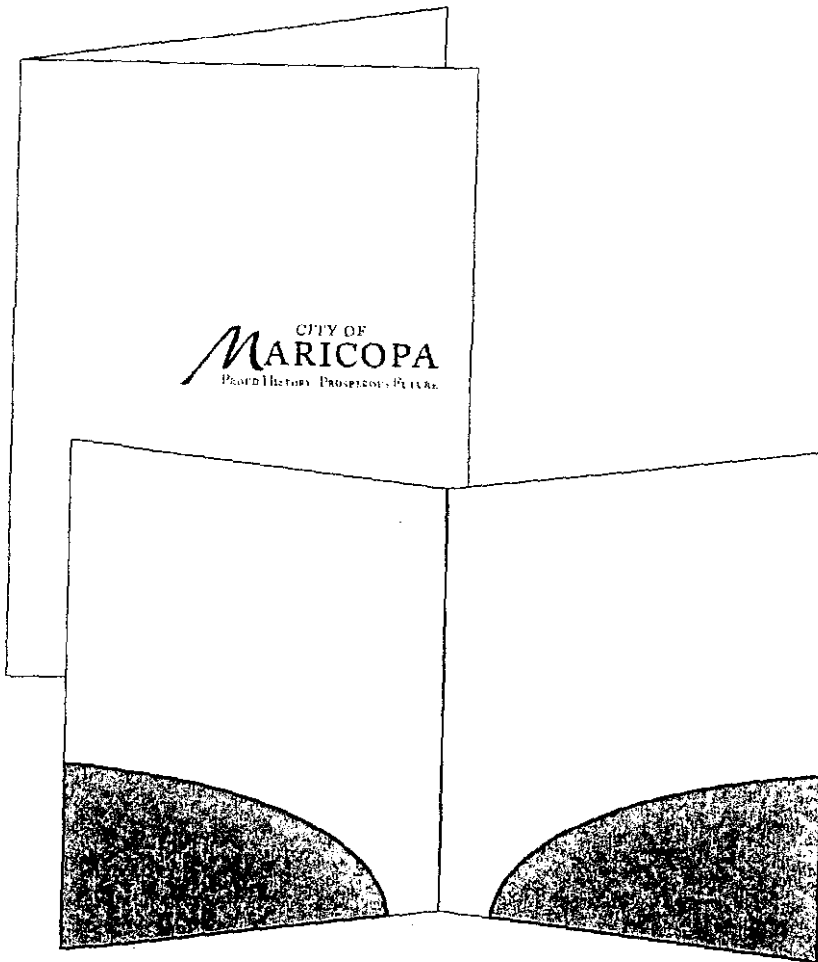
Fax Cover Sheet

The design of the Fax Cover Sheet is similar to the Letterhead but has been designed specifically for fax transmission. It is designed in black and white in order to maximize legibility.



Standard Folder – Official City Version

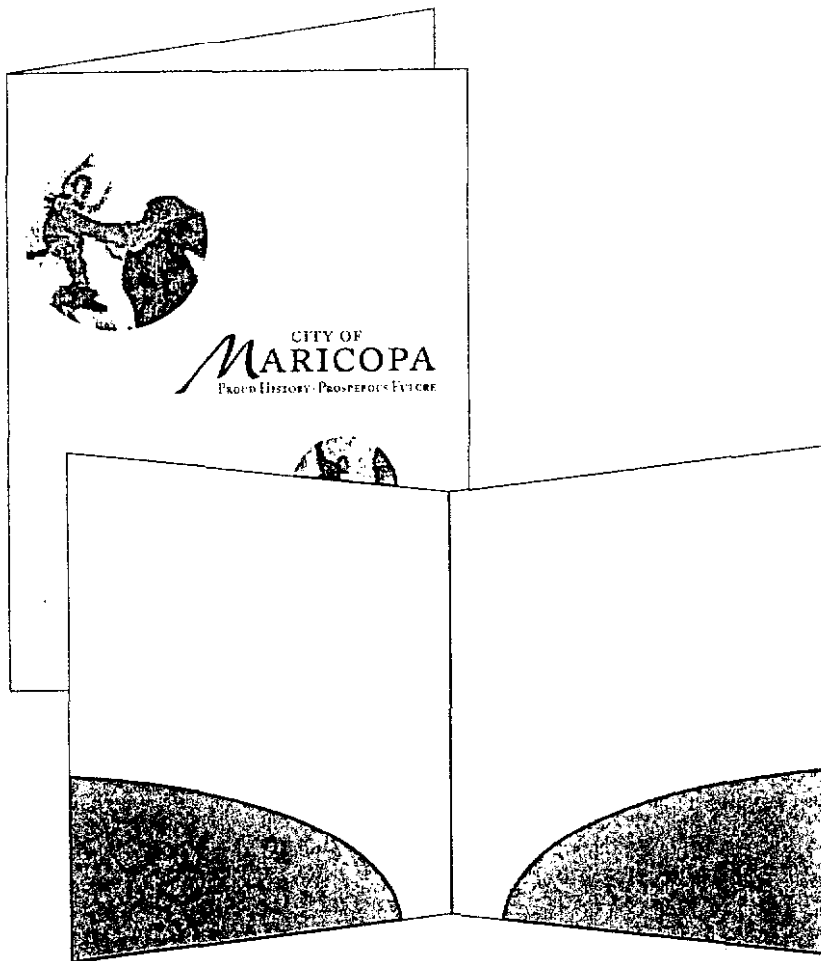
The City of Maricopa shall use pre-printed pocket folder as a multipurpose piece for easily providing *hard copy* documents to members of the community, media, contractors, etc. The Official City Version of the pocket folder should be used for all general Citywide distribution or outreach efforts. A customized Departmental Version is available on the next page.



**Standard Folder -
Departmental Version**

In addition to the "Official City Version" of pocket folders, an acceptable variation is the use of customized departmental versions. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

Although specific design guidelines are not provided here for every possible department, a general guideline is outlined for each department to implement.

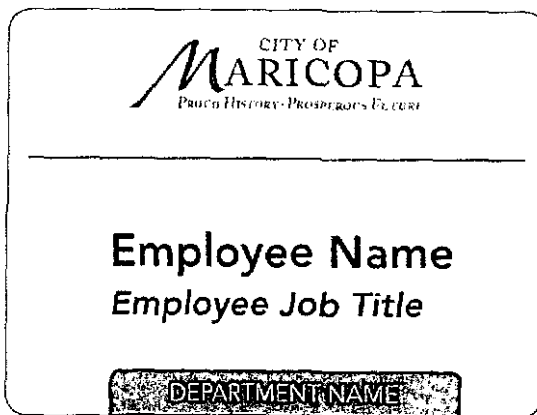
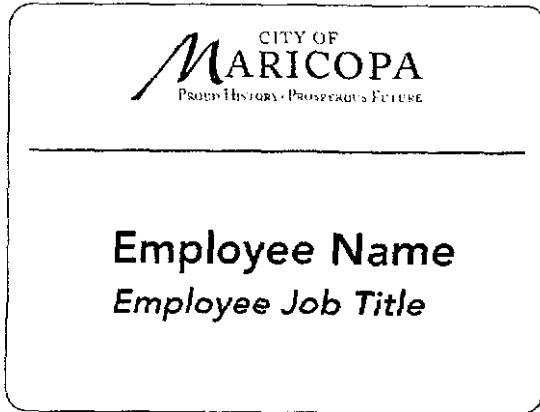


Name Tags

City of Maricopa name tags are designed primarily for City staff to use at numerous events. However, name tags may be produced for additional individuals attending or participating in City events or meetings.

It is recommended that City Name Tags be fabricated no larger than two inches tall by three inches wide. The top one-third of the name tag should be dedicated to the logo unit. A dividing line (as shown) shall always be used to break the space between the logo unit and the name/title. The employee name shall be typed in *Avenir Heavy*, 18 points and title shall be typed in *Avenir Heavy Oblique*, 14 points.

Name Tags may also be customized for individual department use. When customized, the department name shall be placed in the lower 25% of the tag, and should be centered in a field of color, as shown.



Employee Name

Title

Department Name

City of Maricopa

45145 W. Madison Avenue

P.O. Box 610

Maricopa, AZ 85239

p: 520/568.9098

f: 520/568.9120

email@cityofmaricopa.net

www.cityofmaricopa.net

Email Signature – Text

Maintaining consistency in electronic communications is just as vital as hard copy. Therefore, the City of Maricopa should ensure continuity to the smallest detail, including email signatures. All emails being sent by City employees, either internally or externally, should adhere to the following guidelines.

Not all computers will be equipped to transmit emails using the Adobe Caslon font outlined. Therefore, it is crucial to maintain consistency through the hierarchy of the signature and have each required line of text present.

Employee Name

Title

Department Name



City of Maricopa

45145 W. Madison Avenue

P.O. Box 610

Maricopa, AZ 85239

p: 520/568.9098

f: 520/568.9120

email@cityofmaricopa.net

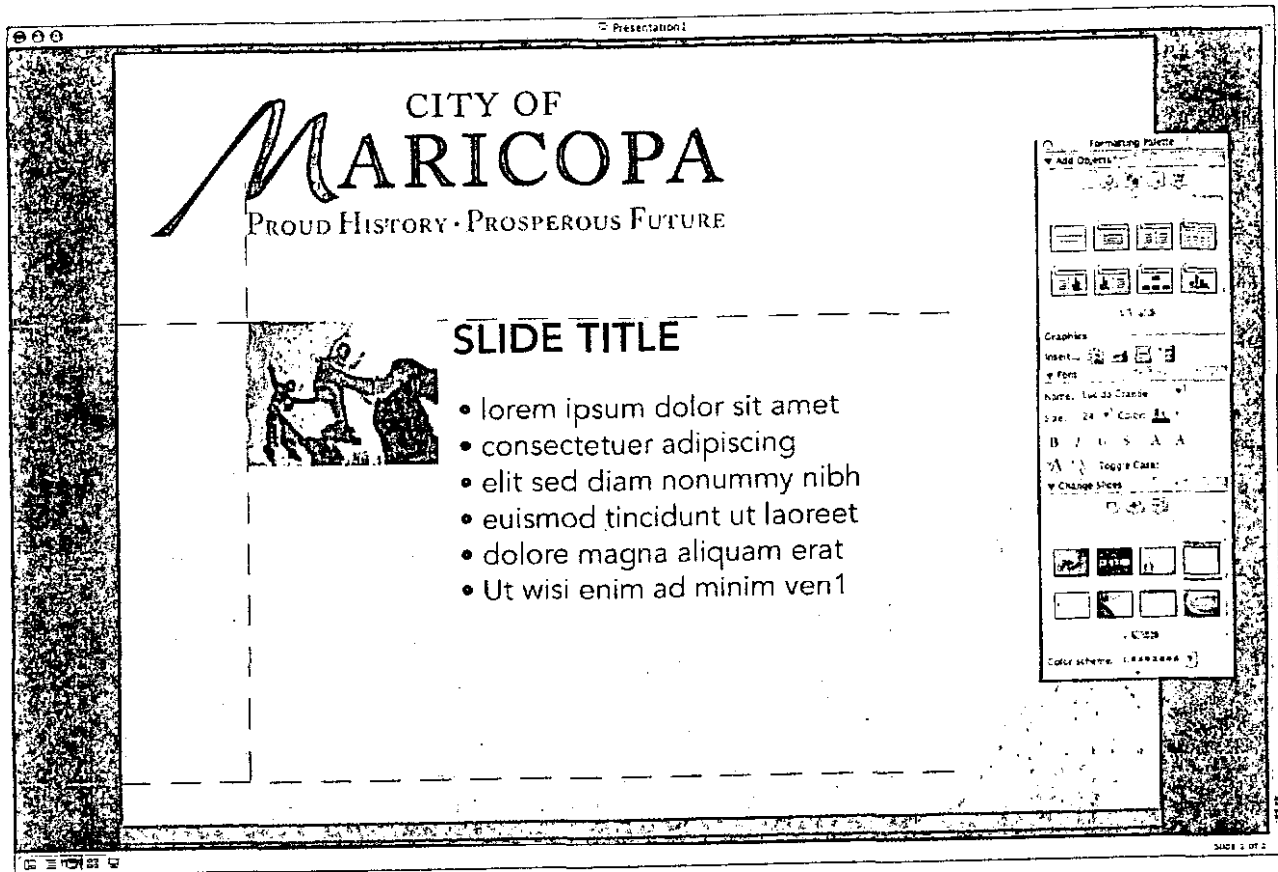
www.cityofmaricopa.net

Email Signature – Electronic Image (gif)

If available on the employee's computer, it is highly recommended that an embedded image be used for email signatures to add a more non-traditional feel. When using the electronic image, or GIF file, the file should be saved into the "signature" function of the email software. The image should only be altered as necessary to personalize for each staff member's name and information. No alteration should be made to the stylized "M" element, or the use of color.

PowerPoint

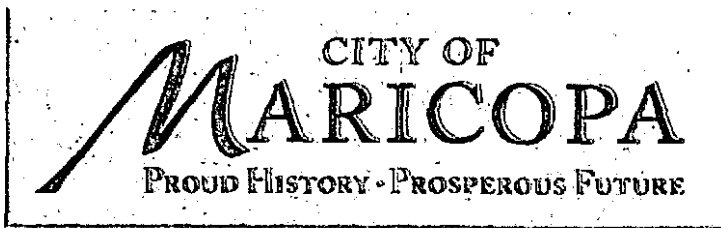
This PowerPoint template can be used for both external and internal presentations.



Service Pin

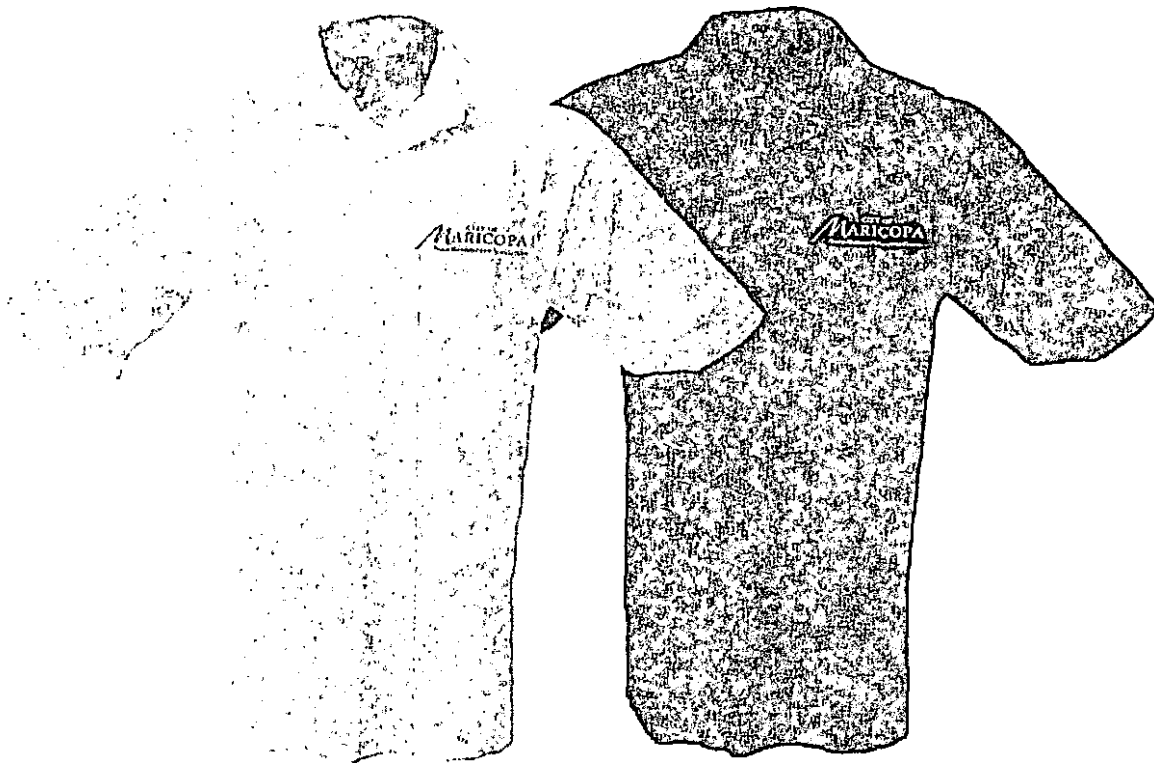
The City of Maricopa Service Pin is designed for City staff and community members. It signifies the pride that each Maricopa resident and City employee feels for their City and its brand. The City of Maricopa Service Pin can be designed using the stand-alone "M" for a smaller, rounded piece or use the full City of Maricopa logo for a more pronounced, squared look. Service Pins are not to be individualized with any additional type or image.

It is also acceptable that Service Pins may be fabricated without the tagline, but it is advisable they be printed as shown for some time to allow brand recognition.



Polo Shirt

The City of Maricopa may elect to purchase collared polo shirts for City staff. If produced, the shirts shall bear the City logo unit (as shown) above where a standard left breast pocket would be. For customization, shirts may be purchased in complimentary fabric colors. For departmental customization, the department name may be embroidered onto the sleeve. Depending upon the vendor selected for production, the logo unit and department name may need to be sized to fit the vendor's unique specifications.



Street Sign

Street signs are to be produced utilizing the City of Maricopa stand alone "M". Street signs will need to follow City rules and regulations.



Vehicles

City vehicles are to have the City of Maricopa logo and can also be individualized by department. Design elements may be altered if currently elements can not be properly placed on newer or different vehicles.

