

CITY OF MARICOPA IDENTITY GUIDELINES | User Manual

updated May 2009

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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

City of Maricopa Logo

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.

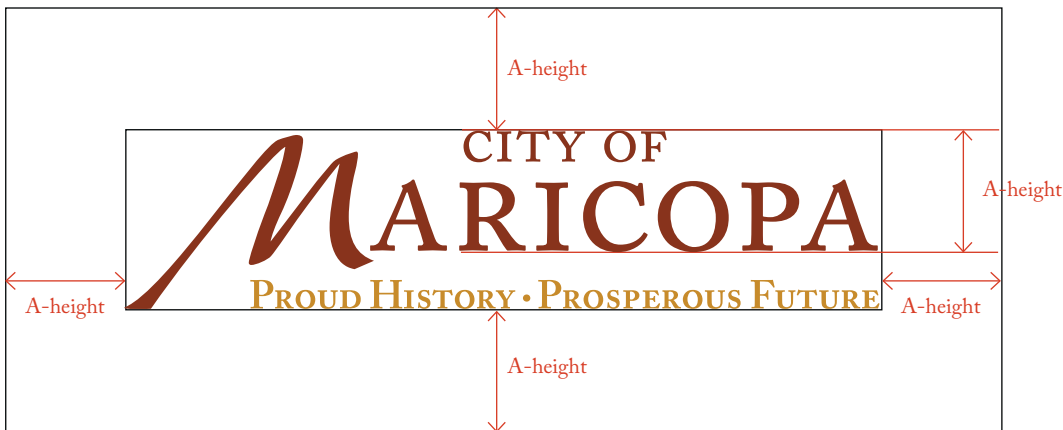


Logotype

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.



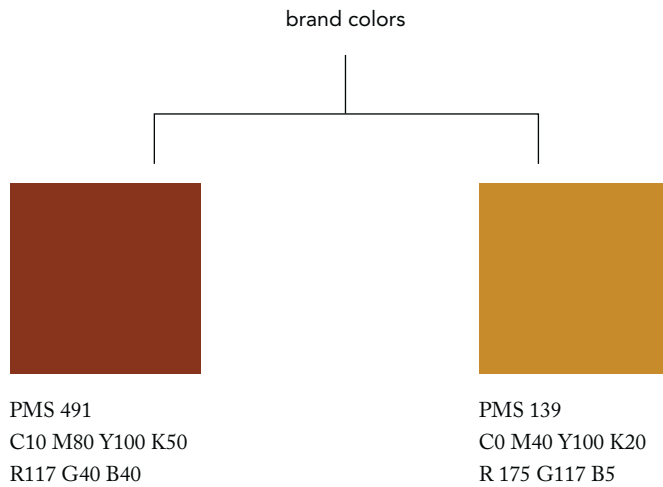
With and Without Tagline

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.





Brand 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.

**Pantone Matching System (PMS) is the printing industry's standard for color matching. Using the PMS color formula guide provides an accurate method for selecting, broadcasting, and matching colors through any medium. For more information visit www.pantone.com.*



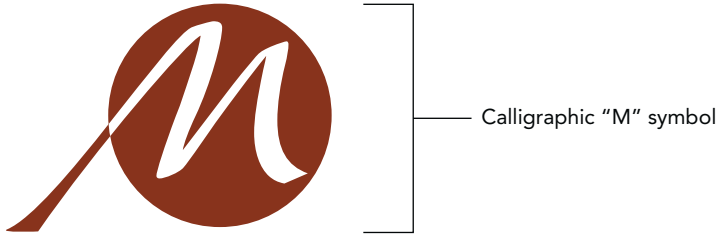
Color Usage

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.





Calligraphic "M" Symbol

The image shown on this page is the approved stylistic "M" symbol, which, in of itself, is a representative mark for the City of Maricopa. It is acceptable to use this symbol in lieu of or in combination with the true logo and tagline unit. Regardless of the size at which it's used, the "M" symbol should have a clear space to maintain its legibility. The clear space around the "M" should be equal to the height from the top to the bottom of the right side of the "M".

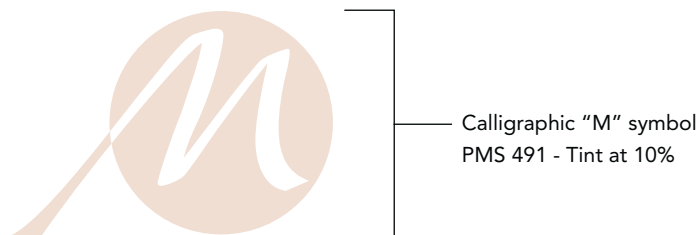
The symbol, when used in color, shall only be shown in PMS 491. However, in one-color (non PMS) uses, black is acceptable for the symbol and on dark backgrounds, white is acceptable for the symbol.

In some cases, the symbol may need to be screened back, such as on letterhead. When the "M" symbol is screened back, it should only be used at a tint of no darker than 10%. The acceptable screening is shown at the bottom of this page.



To add some color contrast and depth, the "M" symbol can be tinted (e.g. 15%) and used as an additional graphic element or texture in desktop publishing and collateral. It is advisable that the tint percentage not be more than 30%, preferably only 15-20% if/when it's tinted. When the "M" is tinted to serve as an additional element, the element does not require any clear space. This rule only applies when tinting the "M" as opposed to using it at full-color.

Any time you enlarge/reduce the "M" it should be done in equal proportion (height/width) so as to not distort the artwork or make it appear disproportionate. Over time, the "M" will become synonymous with the City and will no longer need to be supported by the actual City logo. Regardless of the size at which it's used, the "M" symbol should have a clear space to maintain its legibility. The clear space around the "M" should be equal to the height from the top to the bottom of the right side of the "M".



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 two-color swatches (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.

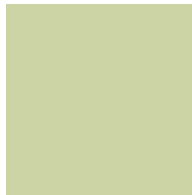
For printed collateral, publications, and other hard copy materials, it is acceptable that any of these two secondary palette colors be used singularly or in a consolidated fashion. For example, when designing a suite of collateral, individual pieces need not use all two colors.

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 two 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.



PMS 7495
C25 M0 Y80 K30
R 216 G140 B2



PMS 7495
50% Tint



PMS 3025
C100 M17 Y0 K51
R0 G84 B107



PMS 3025
50% Tint



PMS 491
Hex code: #772B2F



PMS 7495
Hex code: #7F8E2B



PMS 139
Hex code: #B67100



PMS 611
Hex code: #D8CC46



PMS 138
Hex code: #E47F00



PMS 3025
Hex code: #00496E

Web Safe Color Palette

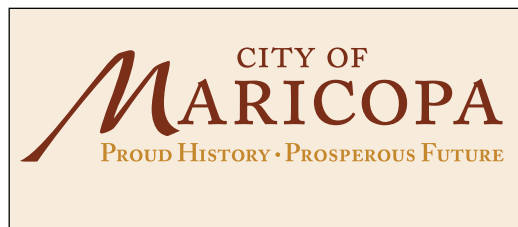
Swatches shown below indicate a color palette that can be used when creating City-approved websites, or other online materials. These swatches indicate the only approved web safe colors, as related to the City's logo color palette.

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 (burgundy) 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.

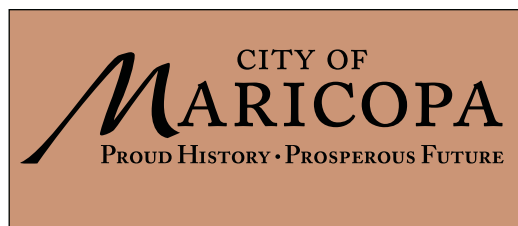
Over white or very light colors



Over dark colors



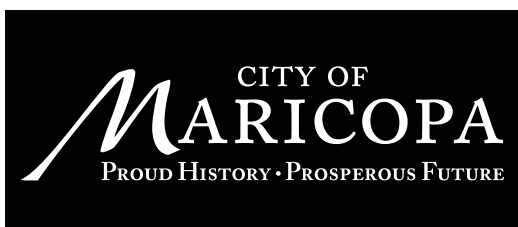
Over light to medium colors



Special cases / black



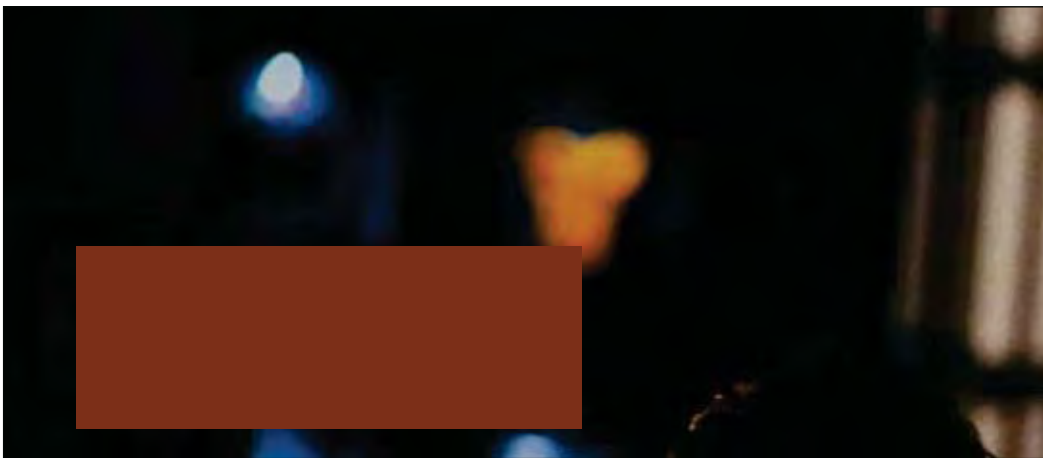
Special cases / white



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

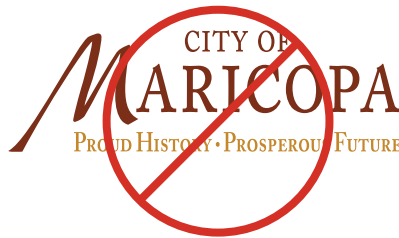


Unacceptable Logo Usage

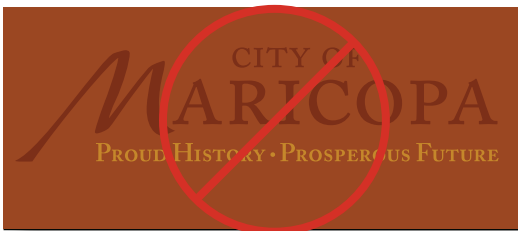
The correct application of the logo unit is essential to preserve the integrity of your identity system. This page illustrates some common misinterpretations of the logo unit.

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

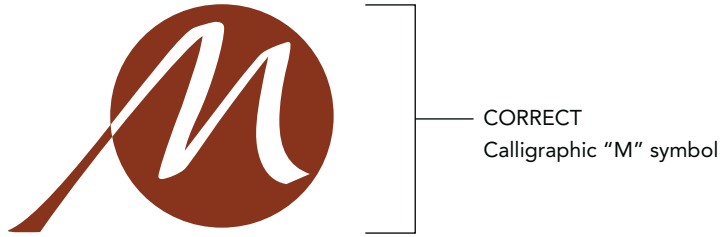


DO NOT place the logo on colors that do not display sufficient contrast



DO NOT use any other colors than the approved primary color palette





Unacceptable Usage of "M" Symbol

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

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 PMS 491, black, or white





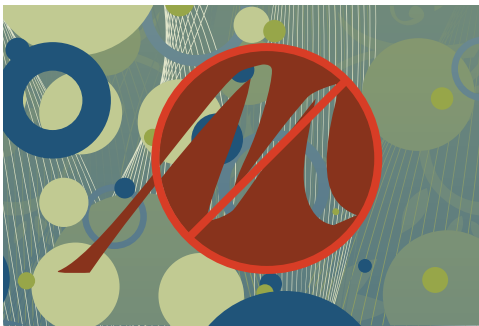
DO NOT SCALE THE SYMBOL ANY SMALLER THAN 1 INCH TALL (like the usage on the letterhead); AND NO BIGGER THAN 2 INCHES TALL.

Unacceptable Usage of "M" Symbol continued

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

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

DO NOT place the logo on top of any textured, patterned background or photographs



DO NOT cut or use a proportion of the symbol; it can only be cropped on the business card, letterhead and mail label templates or in specifically reviewed graphic applications.



DO NOT use as a background or watermark on any application, especially not on any desktop files. It may only be tinted when used as a graphic element as demonstrated in this manual and described on page 8.



**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 Avenir-LTStd — 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***

**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.

AvenirLTStd 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AvenirLTStd 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AvenirLTStd 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography — Georgia Family

If Adobe Caslon Pro or AvenirLTStd is not available, please use Georgia as an acceptable substitute, especially for writing the body copy on letters, faxes, and memos.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold Italic

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

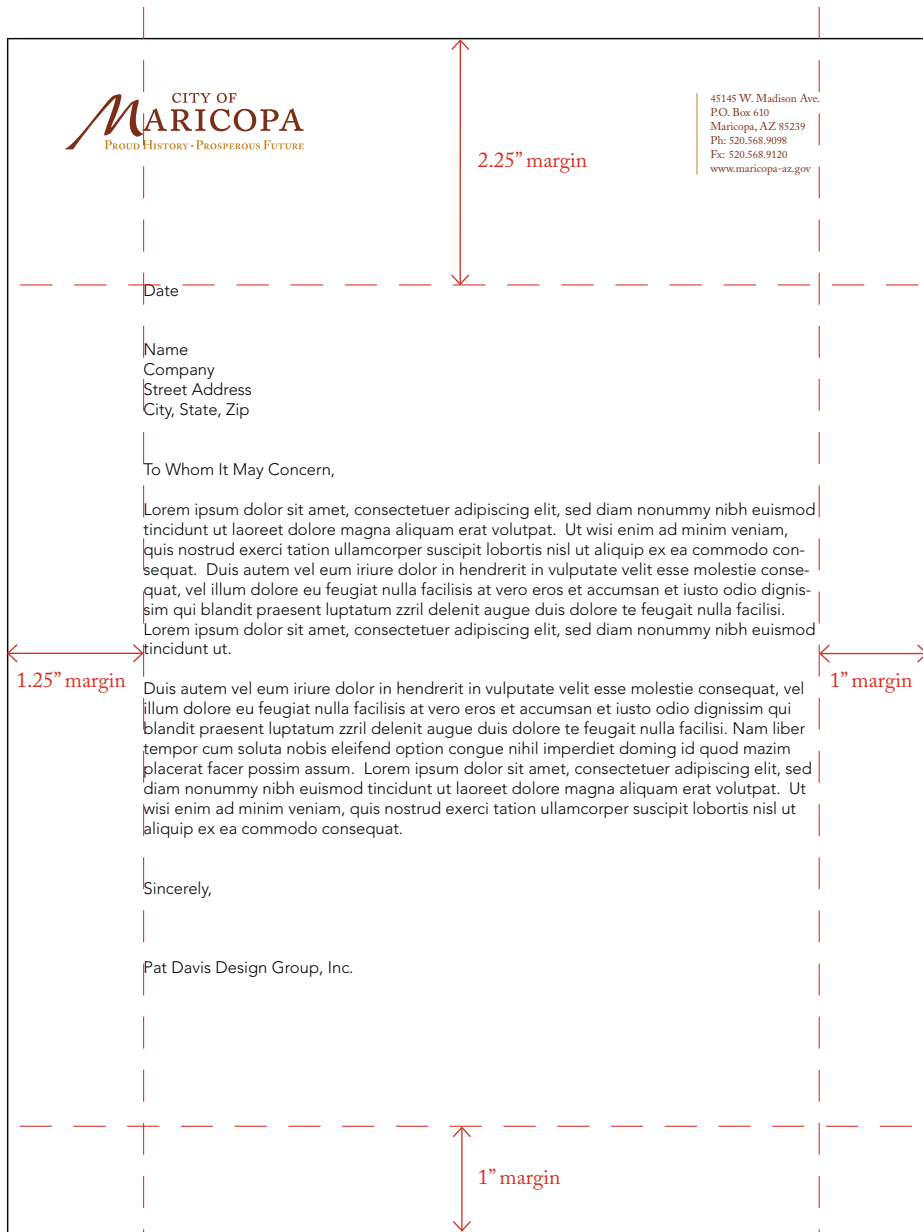
When using letter-size paper with letterhead, be sure to set up the margins as noted below. Letter copy should be aligned left.

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



Letterhead – Departmental Version

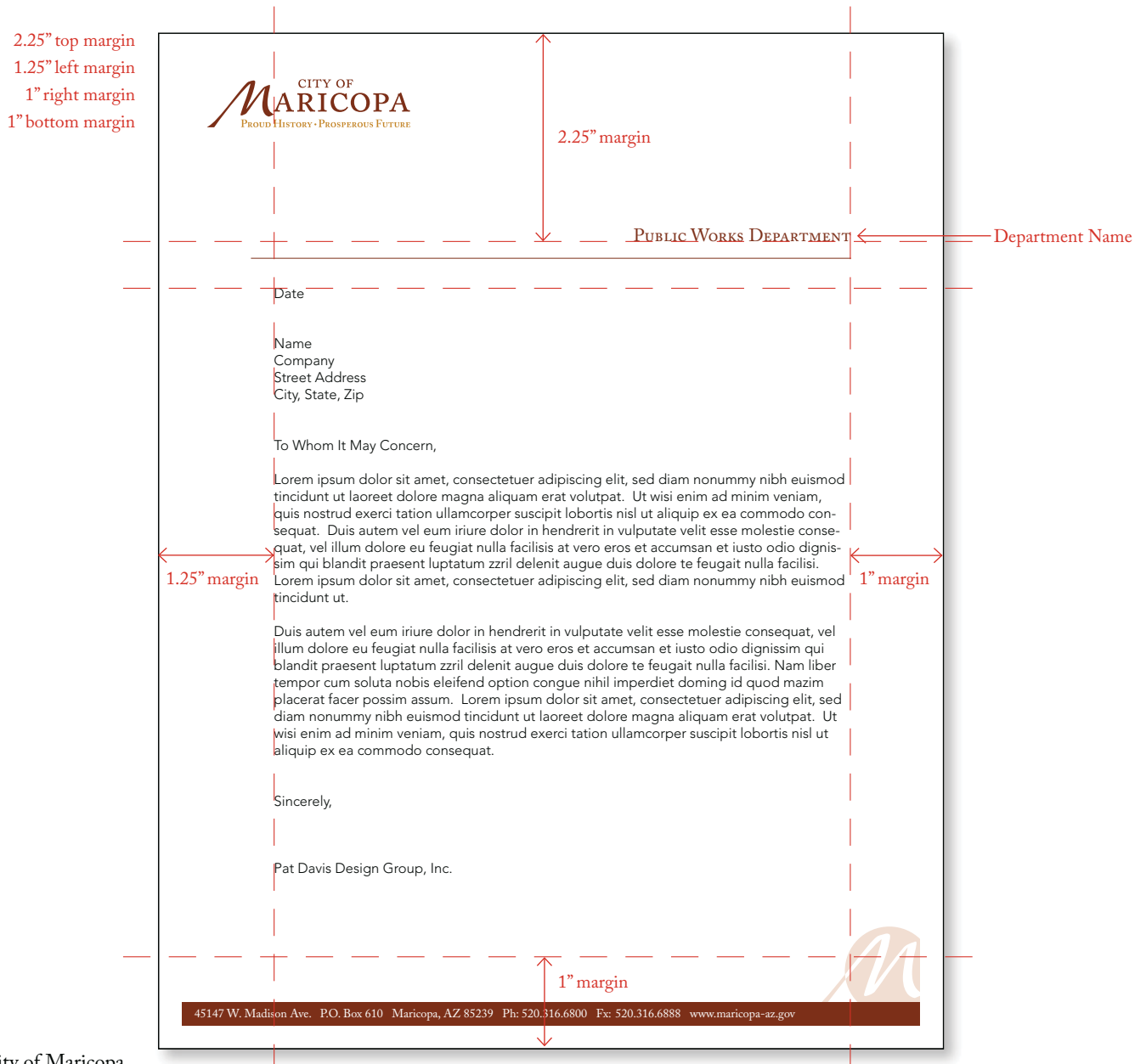
In addition to the “Official City Version” of letterhead, an acceptable variation is the use of customized departmental versions. This variation allows individual departments to uniquely identify themselves, while still maintaining the overall brand consistency.

AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, please use Georgia Regular as a substitute. Department Names can be added in Adobe Caslon Pro Regular in small caps with the first letters capitalized or AvenirLTStd Black, 14 point, and flush right.

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.

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



Emergency Services Letterhead — Police Department

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.

AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, please use Georgia Regular as a substitute. Department Names can be added in Adobe Caslon Pro Regular in small caps with the first letters capitalized or AvenirLTStd Black, 14 point, and flush right.

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

Second Page

The diagram illustrates the layout and margins for the Emergency Services Letterhead. The header features the City of Maricopa logo on the left and the Maricopa Police Department badge on the right. Below the logo is the text "CITY OF MARICOPA" and "PROUD HISTORY · PROSPEROUS FUTURE". The badge is labeled "MARICOPA POLICE". Below the badge is the text "POLICE DEPARTMENT", which is identified as the "Department Name".

The letter body includes a "Date" field, followed by fields for "Name", "Company", "Street Address", and "City, State, Zip". Below these fields is the salutation "To Whom It May Concern," and two paragraphs of placeholder text (Lorem ipsum). The signature line reads "Sincerely, Pat Davis Design Group, Inc."

The footer contains the contact information: "45147 W. Madison Ave. P.O. Box 610 Maricopa, AZ 85239 Ph: 520.316.6800 Fx: 520.316.6888 www.maricopa-az.gov".

Margins are indicated by red dashed lines and arrows: 2.25" top margin, 1.25" left margin, 1" right margin, and 1" bottom margin.

How to Insert/Position Page Numbers on the Letterhead Word Doc Templates

1. Insert page numbers by using the Page Numbers command on the Insert menu. Word inserts page numbers in frames, which you can position anywhere on the page.
2. On the View menu, click Header and Footer.
3. If you positioned the page numbers at the bottom of the page, click Switch Between Header and Footer on the Header and Footer toolbar.
4. Select the frame around the page number and drag it to bottom left corner.
5. Set the font style to Adobe Caslon Pro Regular, 10-12 points.

Notes

- If you move the page numbers outside the header or footer area, the page numbers are still part of the header or footer. If you want to edit or format the page numbers, you need to click Header and Footer on the View menu.
- If you inserted page numbers by clicking Insert Page Number on the Header and Footer toolbar, Word inserts the page numbers as part of the text in the header or footer. Page numbers aren't enclosed in frames, and you can't drag them to a new location.



place to
insert
page
number

Envelope — Official City Version

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

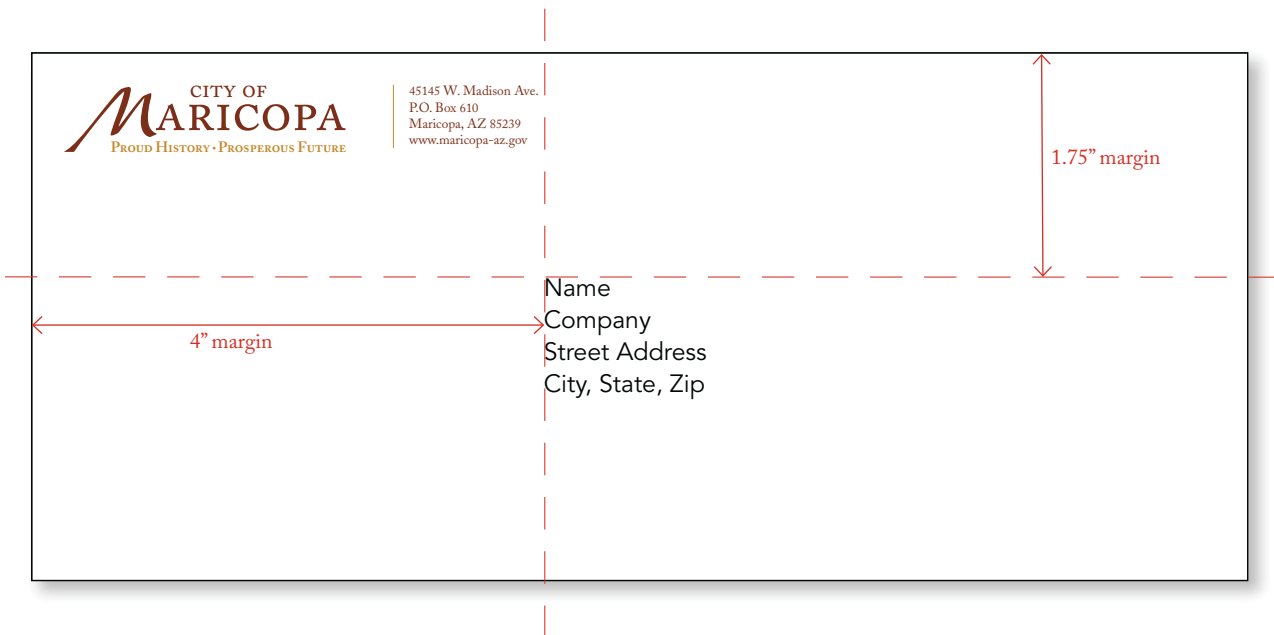
Font and Format

Addressee:

AvenirLTStd Roman, 14 points with a leading (line spacing) of 18 points and flush left.

An electronic template in Microsoft Word is available.

1.75" top margin
4" left margin



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

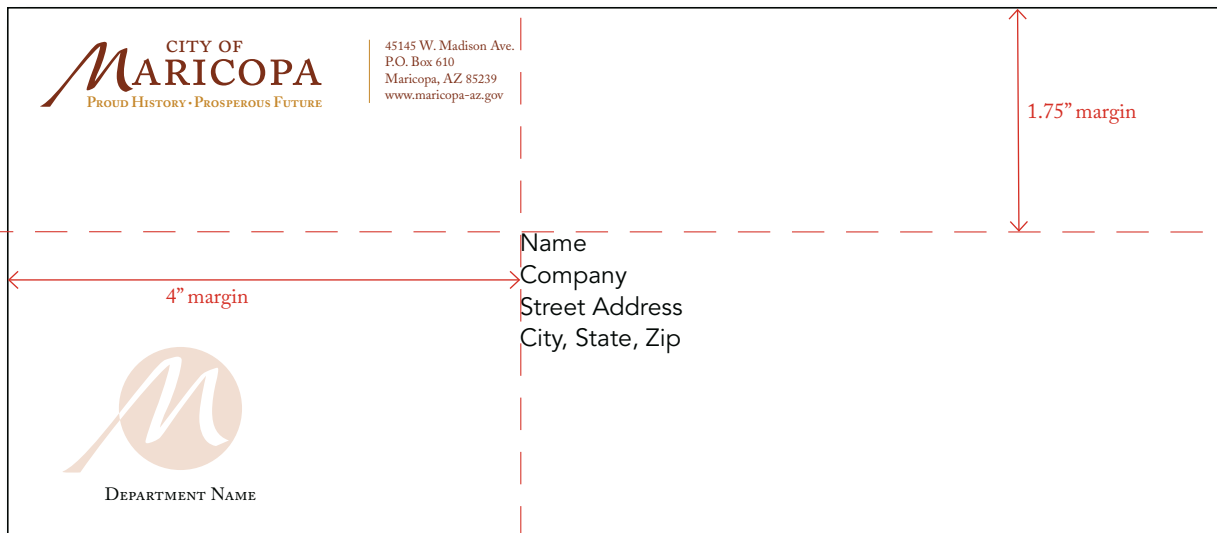
Addressee:

AvenirLTStd Roman, 14 points with a leading (line spacing) of 18 points and flush left.

Department Name:

Adobe Caslon Pro Regular in small caps with the first letters capitalized or AvenirLTStd Black, 11 points.

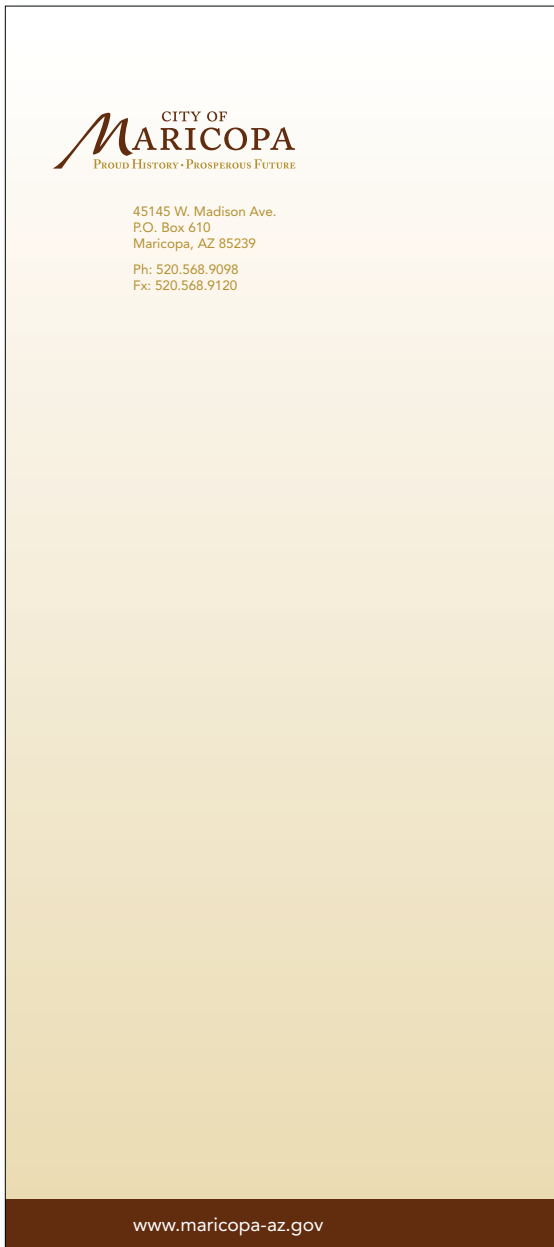
1.75" top margin
4" left margin

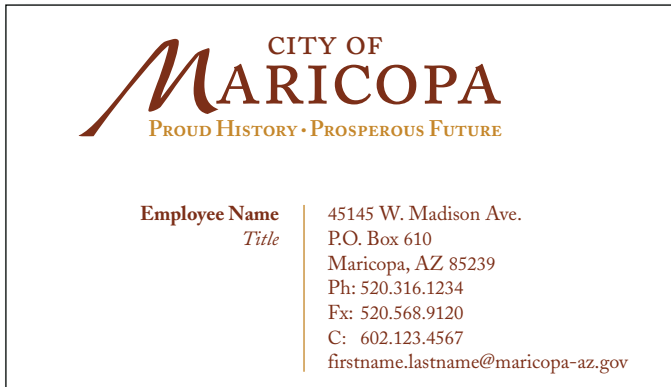


City #10 Note Card

As another method of encouraging written correspondence, the City has approved the use of #10 note cards. The approved design for the City note cards is shown below. The note card design is set at two-color and is designed to fit comfortably within a standard #10 envelope, preferably an official City envelope. These cards are to be used in finished, printed form only.

City #10 Note Card





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. 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.

Font and Format

Employee Name:

Adobe Caslon Pro Bold, 7.5 points and flush right.

Title:

Adobe Caslon Pro Italic, 7.5 points and flush right.

Address, Phone Numbers and E-mail

Address: Adobe Caslon Pro Regular, 7.5 points and flush left.

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.



**Business Card —
Departmental Version**

The City of Maricopa business cards have been designed to reinforce the City’s new brand while also remaining consistent with all other new collateral being distributed by City staff. With name, position and department placed on the left of the card and contact information placed on the right, the business cards give the City of Maricopa logo prominence aligned left in the upper portion of the card.

Printing Guidelines

All City of Maricopa business cards should be printed on Finch Vanilla Fine Natural White stock, on a weight of Cover Basis 100#, printed as 2 PMS colors (PMS 491 and PMS 139). For cost comparison, colors may be converted to four-color process if printing as 2 PMS is too costly. The business cards do contain bleeds and should be printed and trimmed accordingly.

Font and Format

Employee Name:

Adobe Caslon Pro Bold, 7.5 points and flush right.

Title:

Adobe Caslon Pro Italic, 7.5 points and flush right.

Address, Phone Numbers and E-mail

Address: Adobe Caslon Pro Regular, 7.5 points and flush left.

Department Name:

Adobe Caslon Pro Regular, 7.5 points, in small caps with the first letters capitalized and flush right.

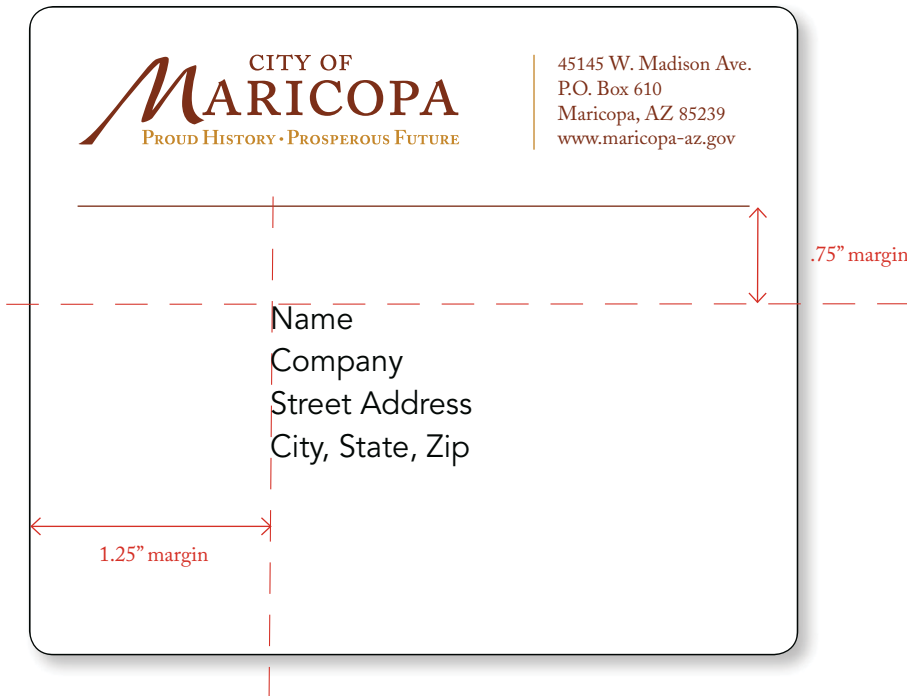
Contact numbers for the City should always be used in the same format, using Ph:, Fx:, and C: for number delineation and periods between number segments.

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)

AvenirLTStd Roman, 14 points with a leading (line spacing) of 18 points.



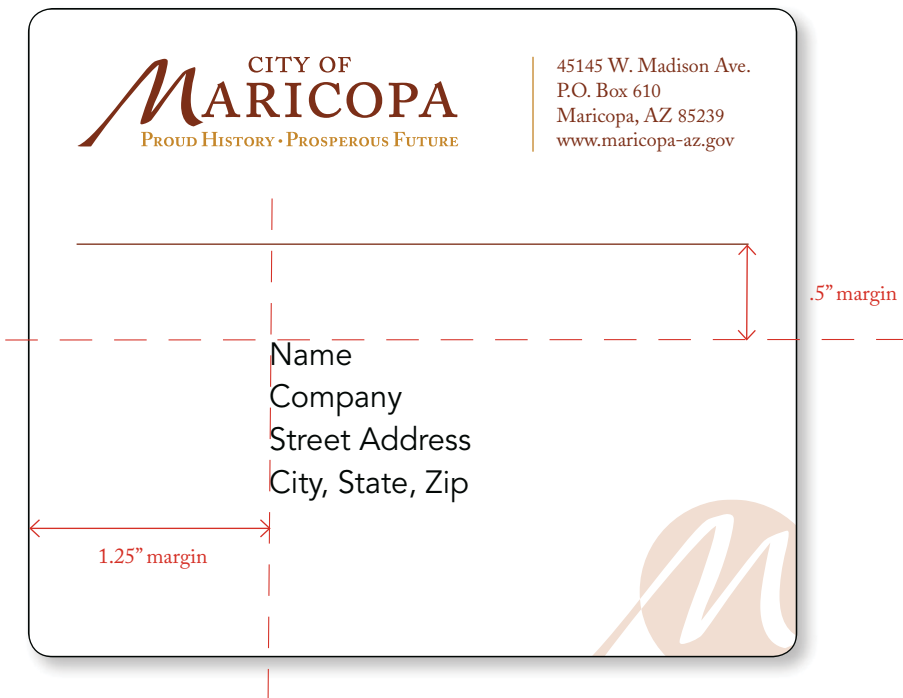
Mail Label — Departmental Version

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)

AvenirLTStd Roman, 12 points with a leading (line spacing) of 14 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

AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points.

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

CITY OF MARICOPA
 PROUD HISTORY • PROSPEROUS FUTURE

45145 W. Madison Ave.
 P.O. Box 610
 Maricopa, AZ 85239
 Ph: 520.568.9098
 Fx: 520.568.9120
 www.cityofmaricopa.net

REQUEST FOR A PRE-APPLICATION CONFERENCE

SECTION I: APPLICANT & PRIMARY CONTACT INFORMATION

Applicant Name: _____
 Affiliation with the Project: _____
 Mailing Address: _____
 Phone: _____ Fax: _____
 Primary Contact Name: _____
 Affiliation with project: _____
 Phone: _____ Fax: _____
 Email: _____

SECTION II: PROPERTY INFORMATION

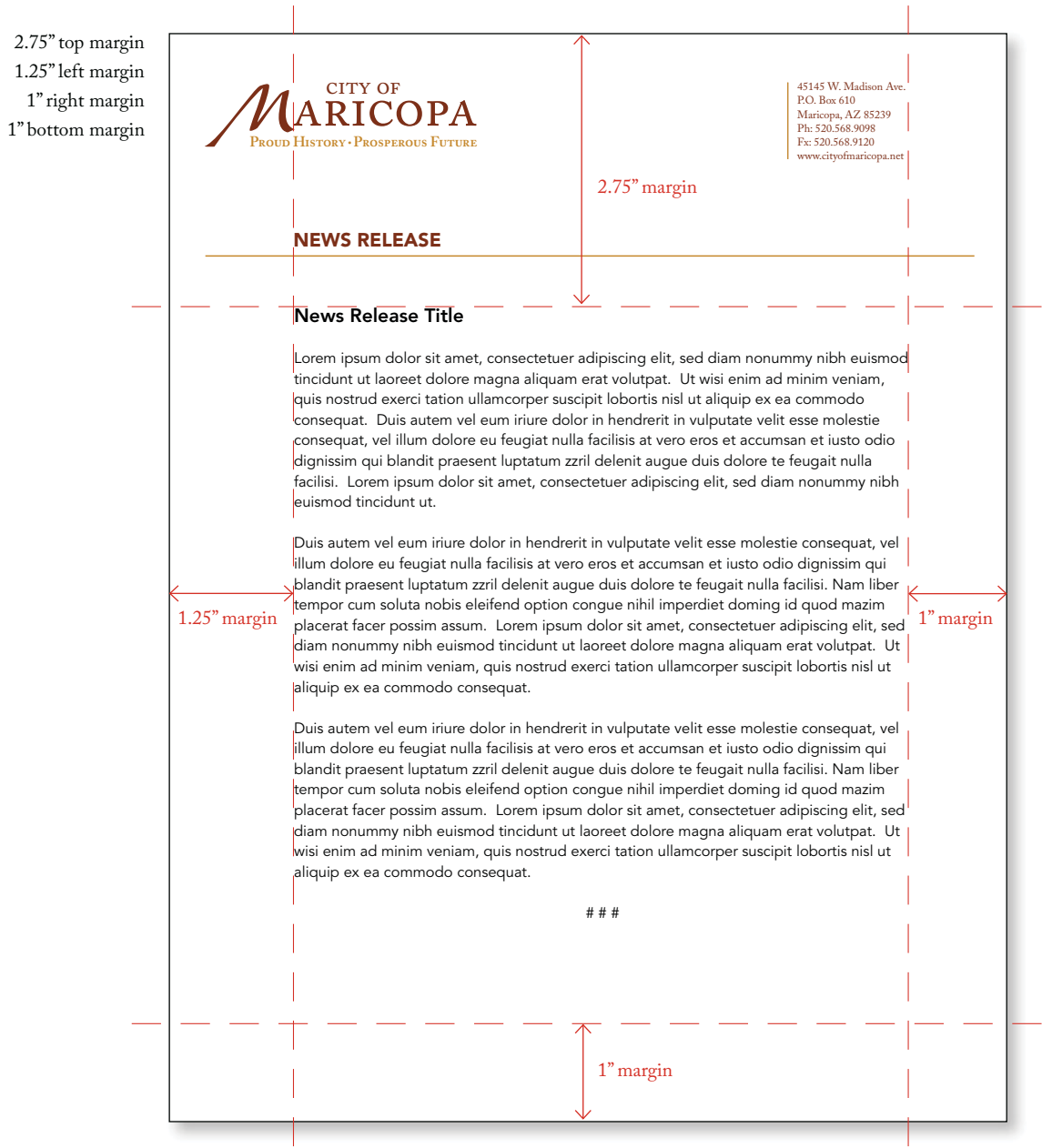
Name of Property Owner: _____
 Mailing Address: _____
 Phone: _____ Fax: _____
 Address of Subject Property: _____
 General Location and Assessor's Parcel Number: _____
 Existing Zoning: _____
 Description of proposal or proposed land use: _____

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

AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points for body copy. AvenirLTStd Black, 14 points with a leading of 15 points for title text.



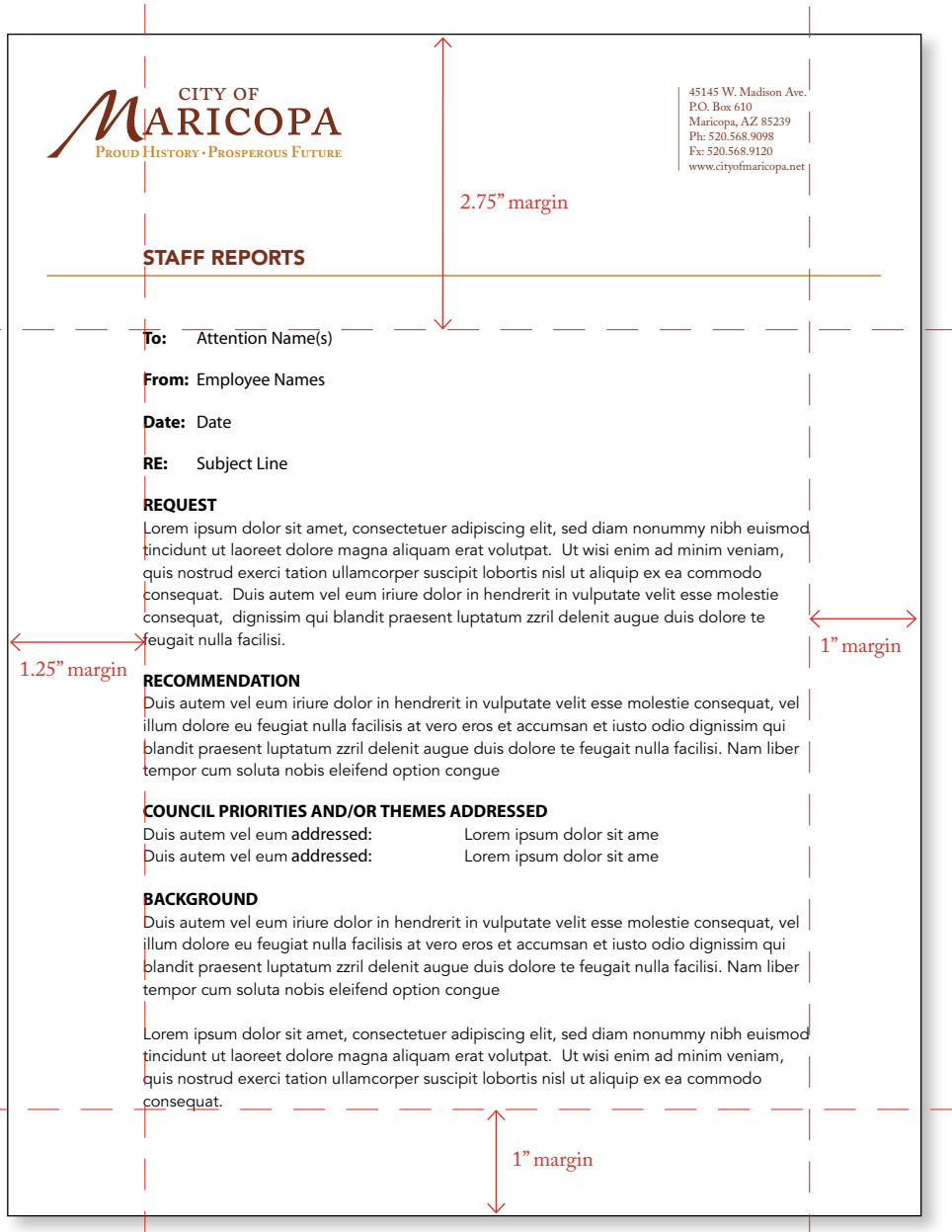
Staff Reports

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

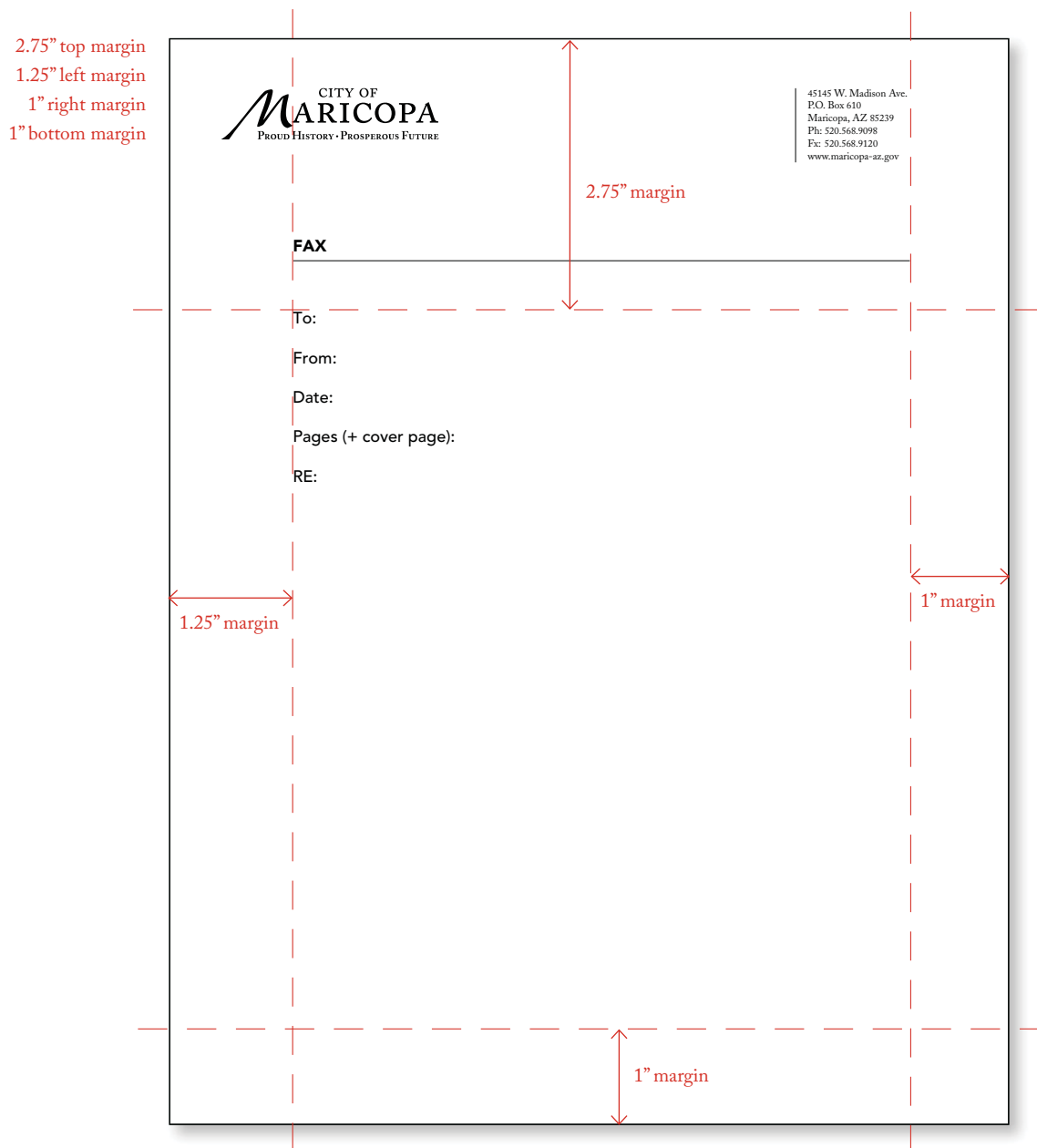
AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points for body copy. AvenirLTStd Black, 14 points with a leading of 15 points for title text.

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



Fax Cover Sheet — City

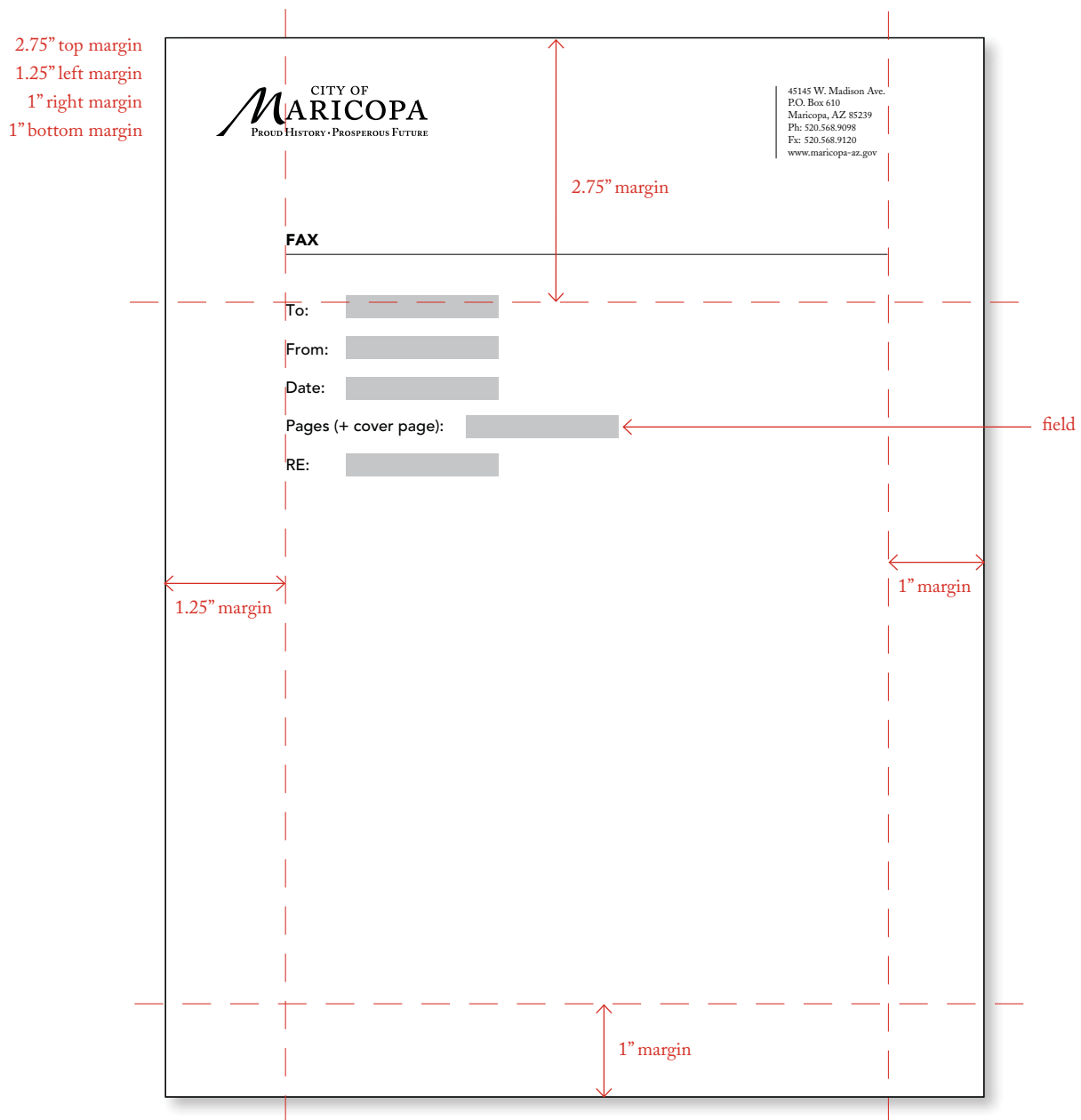
The design of the Fax Cover Sheet is similar to the Letterhead but has been designed specifically for fax transmission. It is designed in black and white in order to maximize legibility.



Fax Cover Sheet — City Microsoft Word Template

An electronic template in Microsoft Word is available.

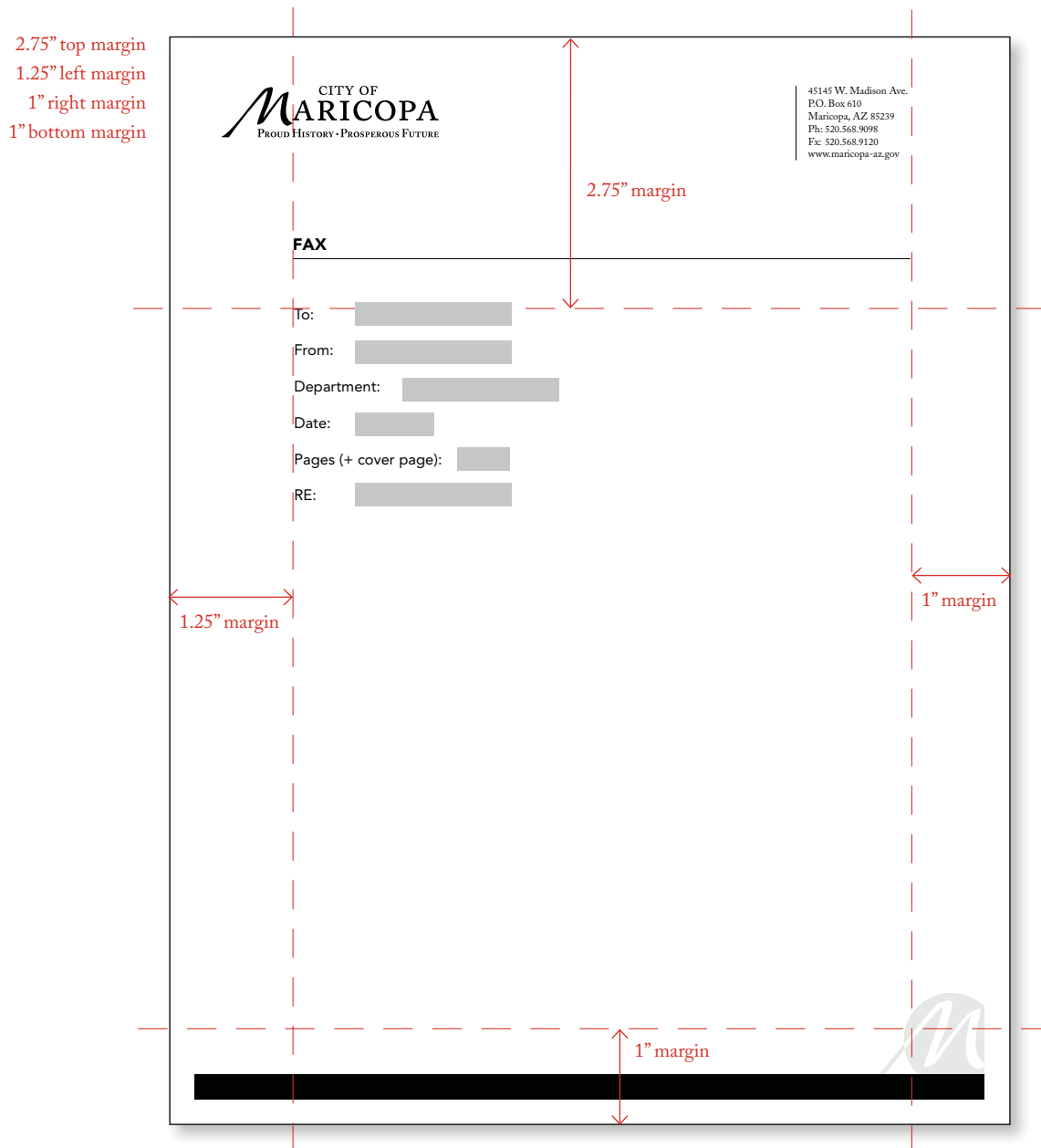
For the fields (grey areas) and body copy, use AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, use Georgia Regular as a substitute.



**Fax Cover Sheet — Department
Microsoft Word Template**

An electronic template in Microsoft Word is available.

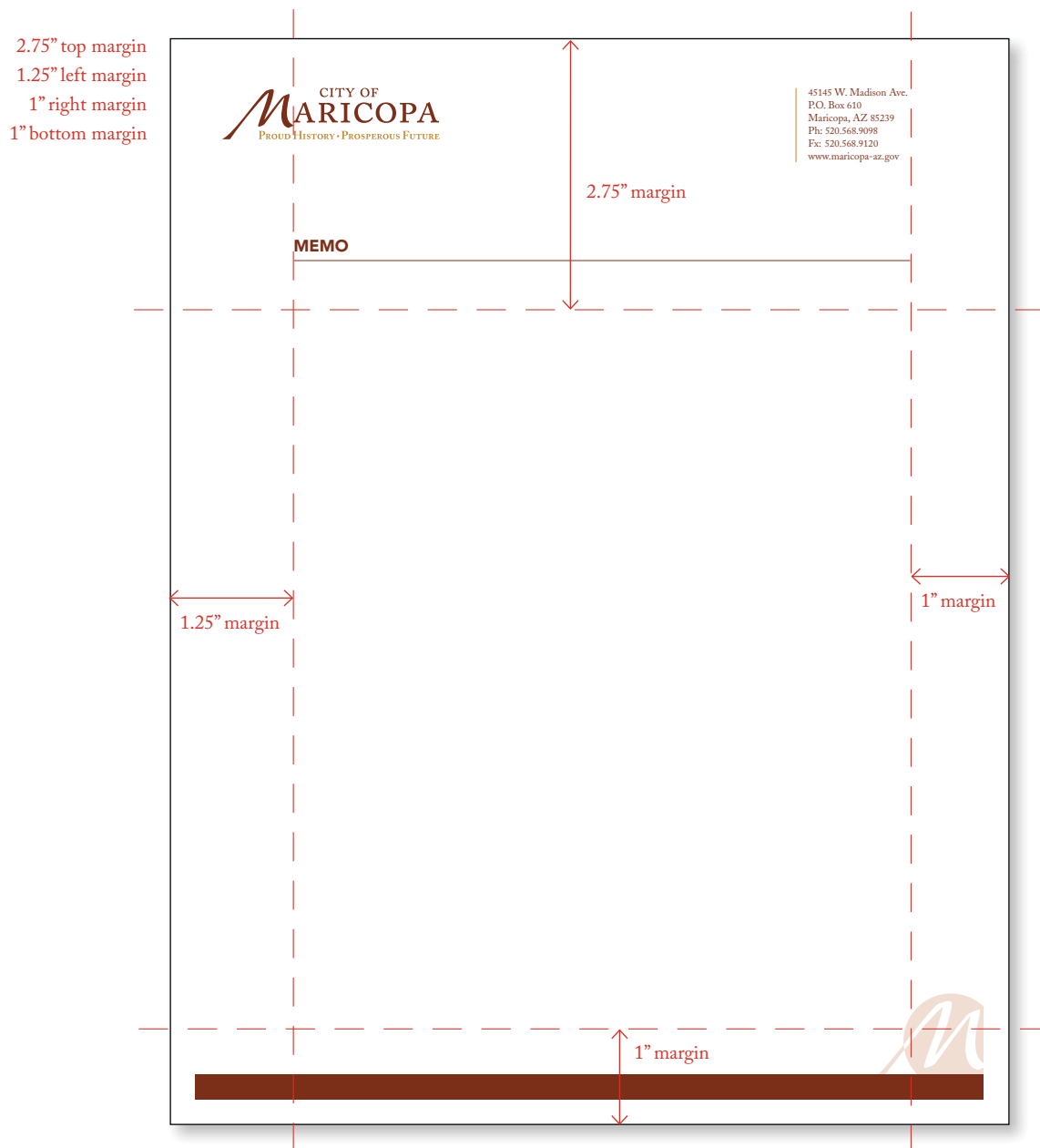
For the fields (grey areas) and body copy, use AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, use Georgia Regular as a substitute.



Memo Sheet

The design of the Memo Sheet is similar to the Letterhead but has been designed specifically for fax transmission.

An electronic template in Microsoft Word is available.



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 1.5 inches tall by 3 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 AvenirLTStd Black, 18 points and title shall be typed in Adobe Caslon Pro Italic, 13 points.



Employee Name

Title

Department Name

City of Maricopa

45145 W. Madison Avenue

P.O. Box 610

Maricopa, AZ 85239

Ph: 520.568.9098

Fx: 520.568.9120

email@maricopa-az.gov

www.maricopa-az.gov

Employee Name

Title

Department Name



City of Maricopa

45145 W. Madison Avenue

P.O. Box 610

Maricopa, AZ 85239

Ph: 520.568.9098

Fx: 520.568.9120

email@maricopa-az.gov

www.maricopa-az.gov

E-mail 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 e-mail signatures. All e-mails being sent by City employees, either internally or externally, should adhere to the following guidelines.

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

E-mail Signature — Electronic Image (gif - graphics interchange format)

If available on the employee's computer, it is highly recommended that an embedded image be used for e-mail signatures to add a more non-traditional feel. When using the electronic image, or GIF (graphics interchange format) file, the file should be saved into the "signature" function of the e-mail 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.

Font and Format

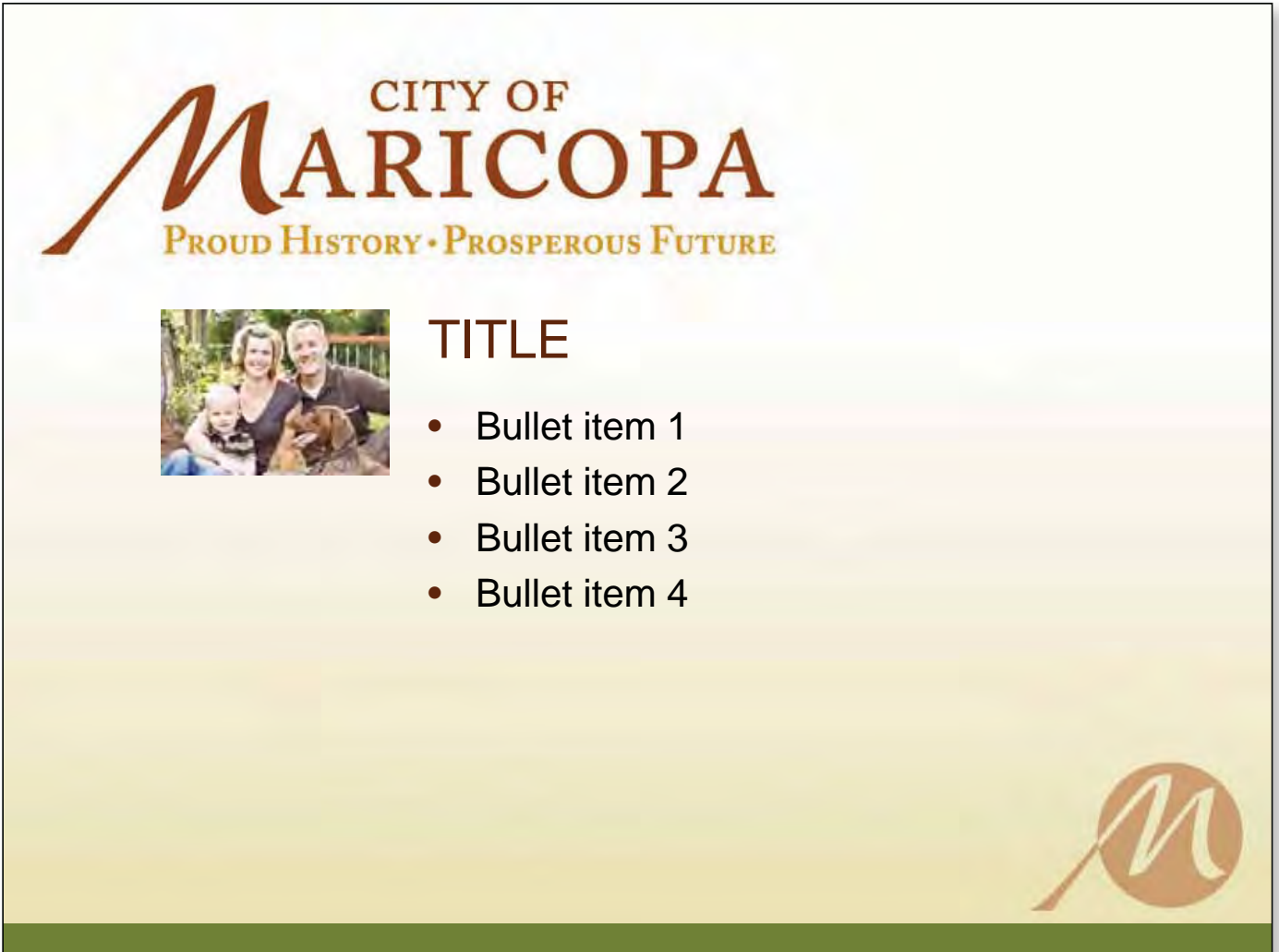
Employee Name and City of Maricopa:
Georgia

Title, department name, address, phone numbers and e-mail address: Helvetica or Arial.

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.

PowerPoint Template

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



**Five on Friday —
e-Newsletter Template**

In order to more effectively communicate with residents, employers, and interested parties outside of the City, several e-Newsletter templates have been developed addressing these different audiences. The Five on Friday template was developed to share five news stories every Friday to both residents and those outside the City. This e-Newsletter is created using Constant Contact. The files used for the template contain HTML language and will require the user to have basic

HTML knowledge. The word document containing directions to using the template can be found in the RAW folder of the template files.

Directions in Constant Contact:

- Choose HTML after selecting the Custom Template.
- Go through the Message Header, Personalization, and Message Footer.
- Select your list to send the e-mail to.
- Select Draft for now and select Finish.
- Go to Edit E-mail and in the Advanced

Editor:

- Add <head> after the line:
<html lang="en" xml:lang="en" xmlns="http://www.w3.org/1999/xhtml" xmlns:cctd="http://www.constantcontact.com/cctd">
- Add the Style Sheet right after the line <head>.
- Right after the style sheet add in the code </head>.

Delete the following code:

```
<CustomBlock name="letter.intro"
title="Personalization">
    <Greeting/>
</CustomBlock>
```

- Place in the code for the e-mail in place of where the deleted text was.
- Select Text to edit the text version of the e-mail.
- Delete <Greeting/> and replace it with the body copy. Please remember to place in returns and soft returns to make it reader friendly.
- To check your work, select Preview.



News Release — e-Newsletter Template

In order to more effectively communicate with residents, employers, and interested parties outside of the City, several e-Newsletter templates have been developed addressing these different audiences. The News Release template was developed to share news stories regarding the City and City events to both residents and those outside the City. This e-Newsletter is created using Constant Contact. The files used for the template contain HTML language and will require the user

to have basic HTML knowledge. The word document containing directions to using the template can be found in the RAW folder of the template files.

Directions in Constant Contact:

- Choose HTML after selecting the Custom Template.
- Go through the Message Header, Personalization, and Message Footer.
- Select your list to send the e-mail to.
- Select Draft for now and select Finish.
- Go to Edit E-mail and in the Advanced

Editor:

- Add `<head>` after the line:
`<html lang="en" xml:lang="en" xmlns="http://www.w3.org/1999/xhtml" xmlns:cctd="http://www.constantcontact.com/cctd">`
- Add the Style Sheet right after the line `<head>`.
- Right after the style sheet add in the code `</head>`.

Delete the following code:

```
<CustomBlock name="letter.intro"
title="Personalization">
```

```
<Greeting/>
</CustomBlock>
```

- Place in the code for the e-mail in place of where the deleted text was.
- Select Text to edit the text version of the e-mail.
- Delete `<Greeting/>` and replace it with the body copy. Please remember to place in returns and soft returns to make it reader friendly.
- To check your work, select Preview.

NEWS RELEASE

Public Safety Administrators move into new offices.

Maricopa, Ariz. (March 19, 2008)

Last week, the Public Safety Administrators, assistant fire chief, assistant police chief and the acting director, moved into their new offices on Garvey Road in order to provide greater efficiencies and bring the fire and police department leaders together.

In the past few weeks, Acting Public Safety Director Patrick Melvin has taken several steps forward in his new role:

- Daily meetings are held with police and fire personnel
- Worked through the Meet & Confer process, which was passed by City Council on March 18, 2008
- Ongoing meetings and discussions with the professionals of Maricopa Fire Department

"Being entrusted with the overall responsibility of public safety for our community is an honor, and I intend to utilize all resources available to fulfill my new obligations," stated Melvin. "This includes working closely with the two highly-respected assistant chiefs and all of the professional staff in both the police and fire departments."

Melvin's goal is to provide the highest level of professional and efficient public services to our community.

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.

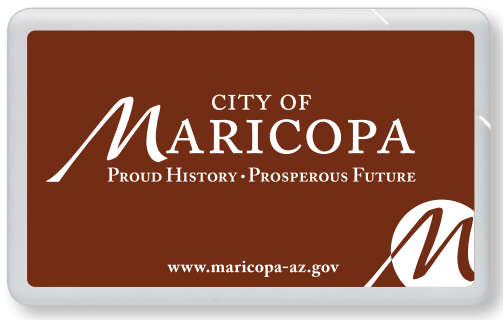
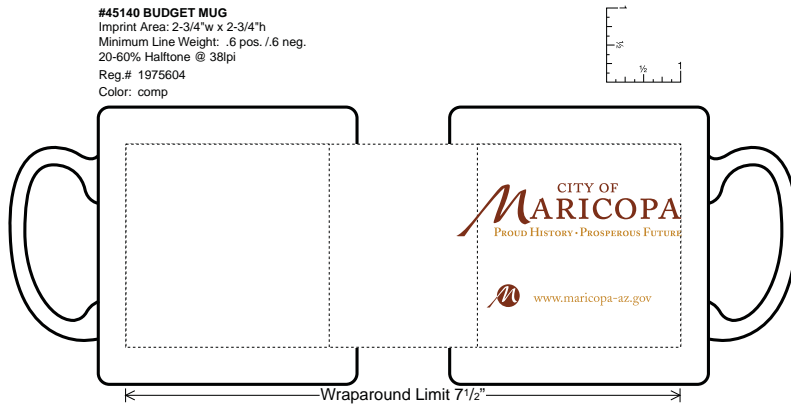
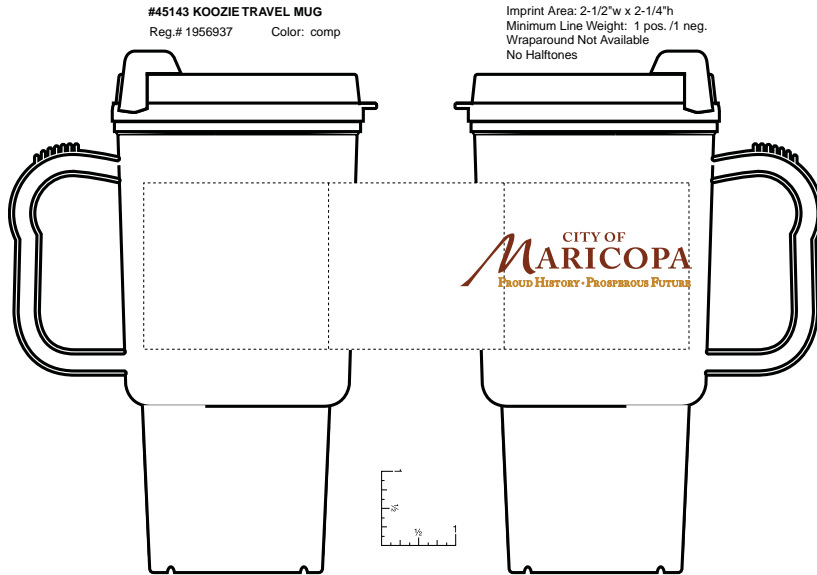
It is also acceptable that Service Pins may be fabricated without the tagline, but it is advisable they be printed as shown for some time to allow brand recognition.



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. For example, on this shirt, the M symbol can't be any wider than 2 inches.





Breath Mints

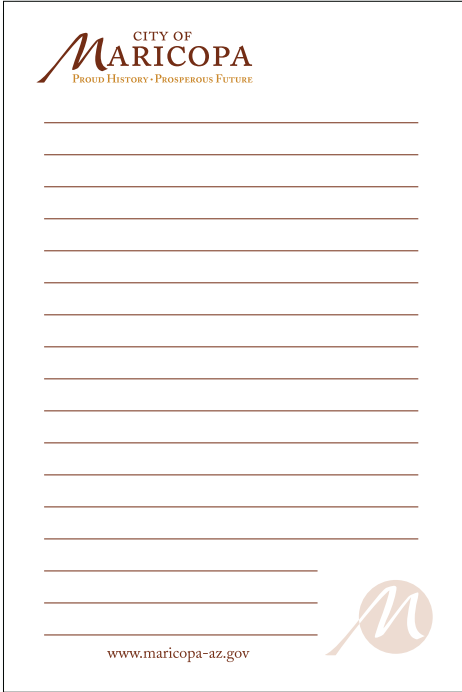
Promo Items Guidelines

The City of Maricopa has chosen a suite of promo items to reinforce the City's new brand and to promote the City to both residents and businesses.

Purchasing promotional items requires not only item selection but purchasing efforts as well as design work to ensure appropriate art size and resolution is created for each item. Buying items in larger quantities through interdepartmental cooperation and planning will allow for the City to receive bulk order discounts, and to minimize the need for duplicate setup fees. Creating multiple versions of the same type of item, such as several different pens, can create brand recognition confusion and is therefore highly discouraged.

To ensure the development of proper brand recognition and also to optimize City funds as designated for the purchase of promotional items, the following guidelines have been established:

- Promotional items shall be imprinted with standard City logo only and will not include departmental names, ensuring the ability for use by all departments;
- Logo applications on promotional items must follow brand standards guidelines;
- Items must be ordered off the list of pre-approved promotional items as reviewed by the Marketing and Communications Department;
- In the case of promotional items ordered for special programs or events, the event or program logo may be imprinted but only when accompanied by the complete City logo and according to approved proportion standards.



Notepad

Promo Items Selections

The City of Maricopa has chosen a suite of promo items to reinforce the City's new brand and to promote the City to both residents and businesses. The next few pages detail established acceptable promo items, and the uses of the City logo for each item.

City Departments are asked to select promotional items from this selection (pp. 44-47 of this manual).

Should extenuating circumstances occur that warrant the addition of a standard item to this list, departments shall consult with the Marketing and Communications Department as well as the Purchasing Department to determine if the addition of items to this list would be warranted and beneficial to all departments.



Bags



Hand Sanitizer Spray



Pens



Flash Drive



Luggage Tags

Promo Items continued

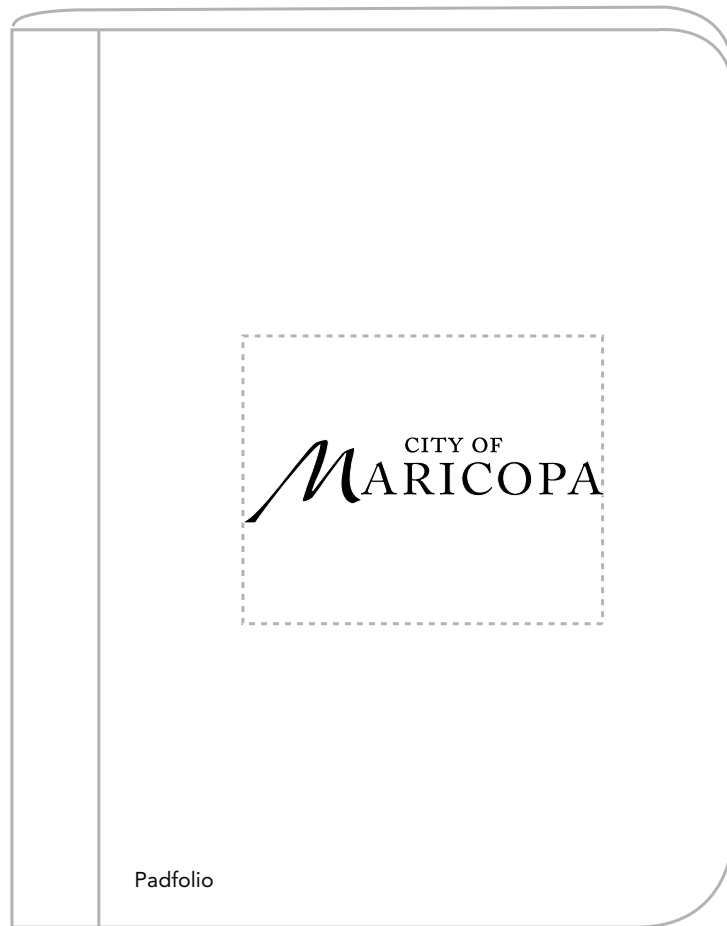
The City of Maricopa has chosen a suite of promo items to reinforce the City's new brand and to promote the City to both residents and businesses.



Portfolio

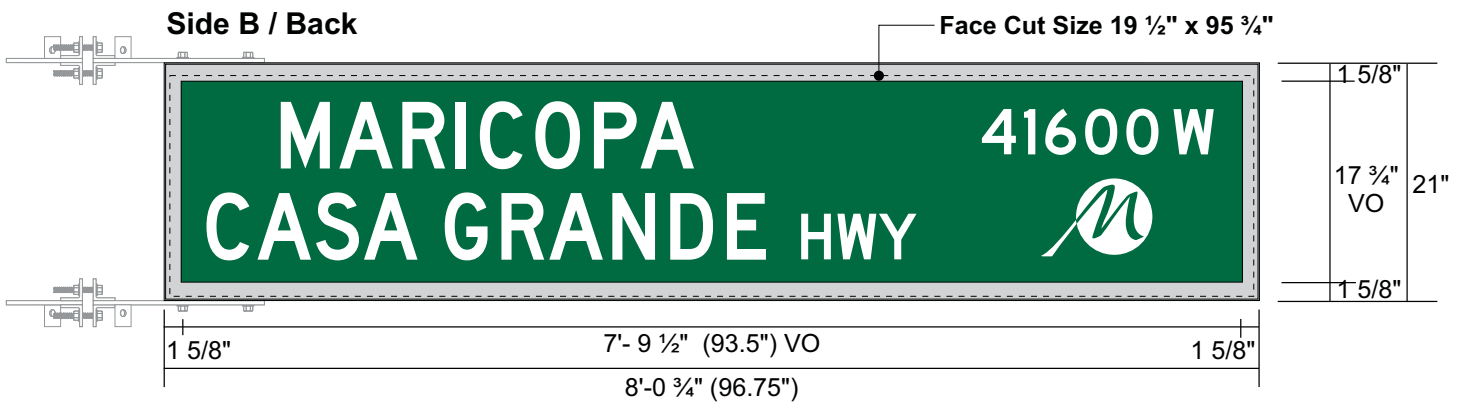
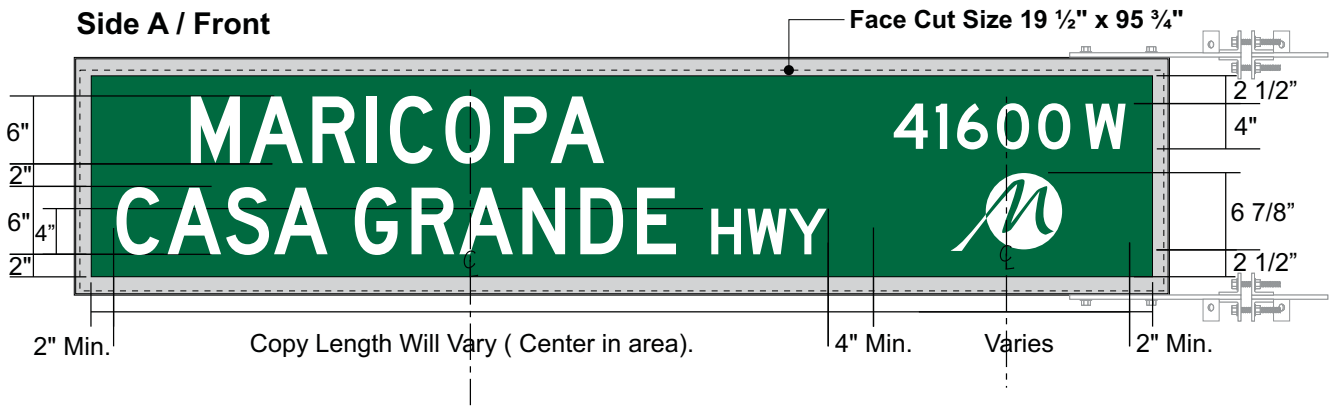
Promo Items continued

The City of Maricopa has chosen a suite of promo items to reinforce the City's new brand and to promote the City to both residents and businesses.



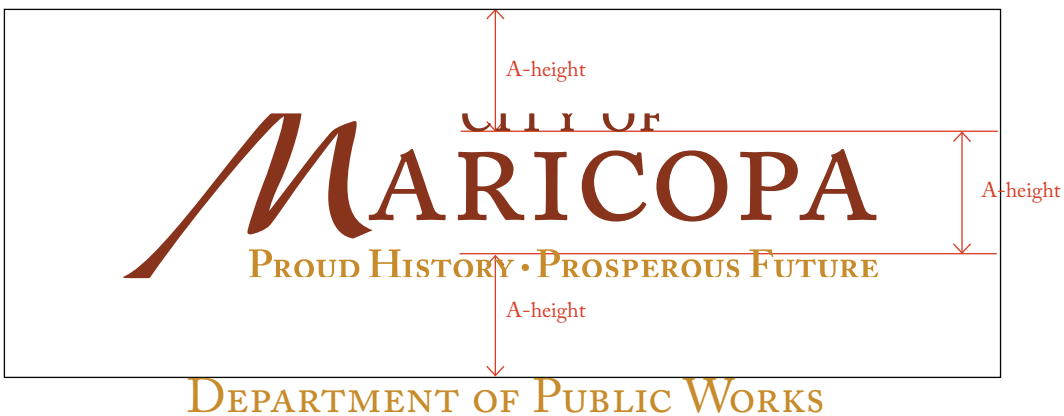
Street Sign

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



Vehicle Decals

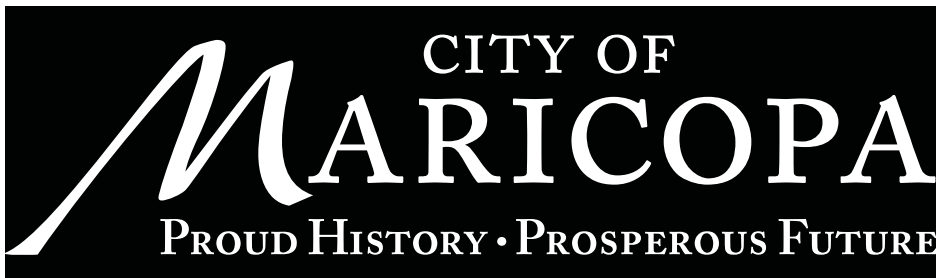
City vehicles are to have the City of Maricopa logo and can also be individualized by department. Design elements may be altered if currently elements can not be properly placed on newer or different vehicles.



Emergency Services Vehicle Decals

The Maricopa Fire Department and Police Department shall both use approved City of Maricopa vehicle decals on all of their City-owned vehicles.

For the Police Department, the City logo and tagline are to be reversed to white and placed on the bumper of all police cars.



← 6" or 12" length - reversed out logo →



Kiosk Art

Header Panels

- White coated panels
- Computer-cut Calon #59 Imitation
- Gold H/P Vinyl
- Computer-cut Calon #12 Burgundy
- H/P Vinyl

Directional Panels

- Computer-cut White Reflective vinyl
- arrows & copy
- Computer-cut Calon #59 Imitation
- Gold H/P Vinyl
- Match PMS 491C Powder coated
- panels

Post & Bases

- RAL 8016 Powder coated



Web Banner

The image shown below reflects the approved City web banner art to be used at the top of each web page. The banner art can be customized to include “hot links” to menu buttons and other web-based features.

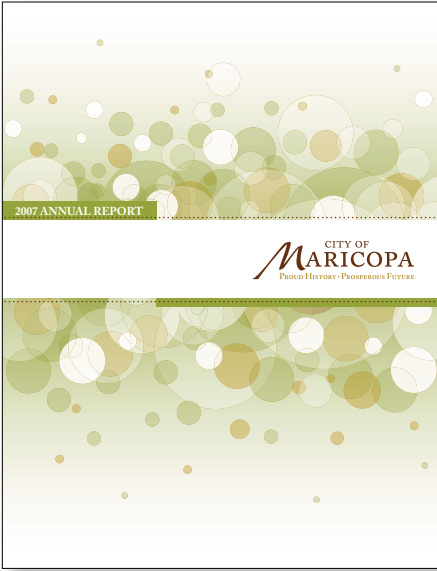


Print Advertisement

The standard City design for a print advertisement is reflected below. This particular design should be used for citywide advertising, in cases when another department (such as Economic Development or Transportation) is not placing a targeted ad. This advertisement can have customized text and photos, but the general look and feel should be maintained, particularly the placement of the logo, calligraphic tagline at the bottom, and rounded edges.



2008 Annual Report Citywide Cover



2008 Annual Report — Citywide Version

In addition to the Economic Development version of the annual report, the City also has a Citywide version of the annual report. This document will be printed on 11x17 sheets that will be professionally printed and saddle-stitched (stapled) for bindery. This document is not a self-mailer, but it is full-color throughout, and should also be printed on a minimum of 80# Text. This particular version of the annual report can be printed on uncoated or coated stock. The design template is provided in InDesign CS with the intent of being a multi-page document, possibly 16-20 pages or more. The template provides three sample spreads; one for demographic data, one for general narrative, and one for financial data. Varying chart/graph styles are also included.

2008 Annual Report Citywide Spreads

Two sample spreads from the report. The left spread features a headline 'Uptat, Duisit vulput velectrud eugue dolosse quisee dolorem inisid' and a 'Volesequi Euguero Consee' section. The right spread features a 'Leisure Activities/Hobbies' bar chart and a 'Quisimo Ortione Minge' section.

Financial Report section containing a table with columns for '2008', '2007', and '2006' and rows for various financial metrics like 'Nulam ispm dolor sit amet', 'Nulam ispm dolor sit amet', and 'TOTAL'. It also includes a 'Phisual' section with descriptive text.

Another sample spread featuring a circular image of a person, a 'LOREM IPSUM SIT AMET' section, and a 'Nulla et turpis' section with descriptive text.

**Marketing Communications Plan
(narrative & spreadsheet)**

Narrative

The City’s Marketing Communications Plan outlines the overall communication objectives, the supporting strategies, the specific tactics to be undertaken by the City, and budget/evaluation tools to be used to measure progress and completion. The narrative for this plan should delve into the need for and the importance of each method of reaching the City’s target audiences. Any revisions to the narrative portion should follow the layout and style of the current plan.

Spreadsheet

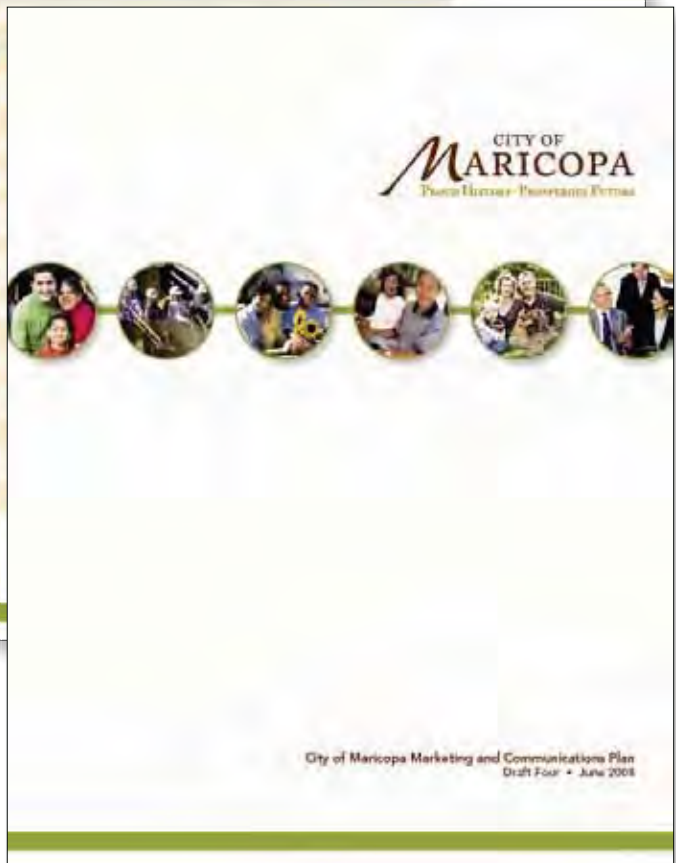
The City’s Marketing Communications Plan outlines the overall communication objectives, the supporting strategies, the specific tactics to be undertaken by the City, and budget/evaluation tools to be used to measure progress and completion. The spreadsheet portion of this plan should layout the fiscal year budget for marketing communications and the break down of outreach by fiscal quarter. The spreadsheet provides individual fields for tactics, cost, target audience, results expected, and measurement. These same fields and formatting consistent with the current plan shall be used at all times.

City of Maricopa Marketing and Communications Plan, Draft Four

City of Maricopa • Marketing Communications Plan • Draft 4
Year 1 Quarter 1

TACTIC/ACTIVITY	COST	TARGET AUDIENCE	RESULTS EXPECTED	MEASUREMENT
Year One (2008 - 2009)				
Total Proposed Budget	\$40,000			
Quarter One (7/1-9/30)				
<i>Recent PSA Campaign</i>				
KEZ 99.3 FM Phoenix, 30 second PSA	N/A	age 34-49, BME + income, homebuyer		
RMEP 96.3 FM Phoenix, 30 second PSA	N/A	age 34-49, BME + income, homebuyer		
<i>Press Release Distribution Campaign</i>				
Arizona Republic, quarterly/over press release	N/A	Potential Residents/Businesses		
ASU Web Devil and The State Press, 60 second press release	N/A	Graduating Students		
LA Vix, quarterly/over press release	N/A	Spanish-speaking potential residents		
ECAET 4 Arizona State University Television	N/A	Graduating Students		
Arizona Parks and Recreation Magazine	N/A	Potential Residents/ Recreators/Businesses		
<i>Television Advertisement Campaign</i>				
Motocopa Channel 26, 60 second PSA	N/A	Current Residents		
<i>Print Advertisement Campaign</i>				
Arizona Business Magazine, 1/2 page 3x	\$4,612	Potential Employees & Business		
Arizona Commercial Real Estate, 1/2 page 2x	\$4,560	Potential Employees & Business		
BusAZ, 1/2 page 3x	\$4,270	Potential Employees & Business		
Parks and Recreation Magazine, two color, 1/4 page 3x	\$4,612	Recreational Business/ Employees		

spreadsheet



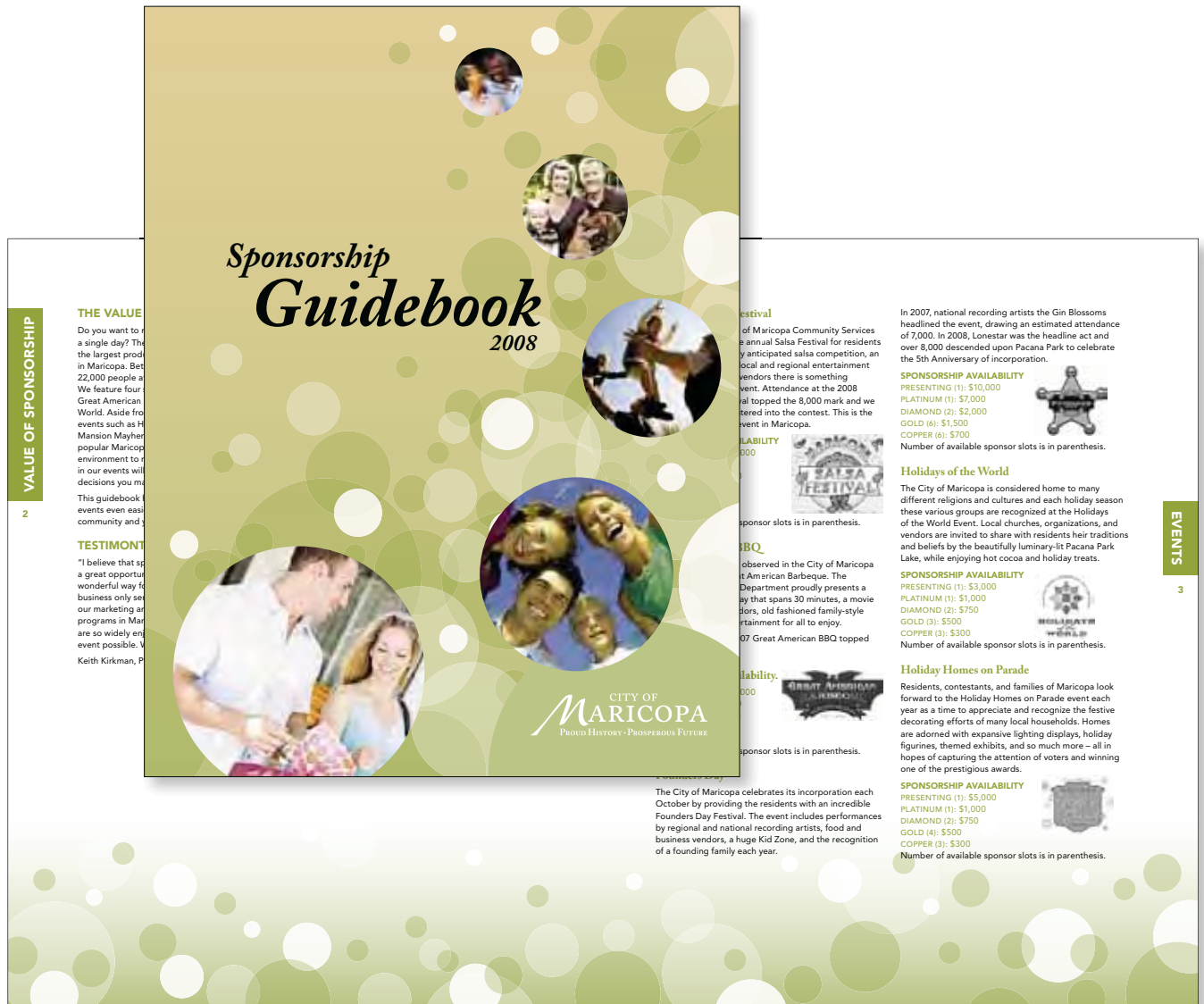
cover

Sponsorship Guidebook

The Sponsorship Guidebook is a publication intended for citywide use, available to all departments, for the purpose of providing sponsorship opportunities. The document is set-up to be a multi-page publication, with a full-color cover and two-color interior pages. The design style is based upon other City publications that are not assigned to a specific department (i.e., the use of circular images and rounded design elements). The

acceptable colors for the interior pages are PMS 7495 and Black. It is acceptable to screen back the PMS 7495 to add varying levels of contrast; however, no additional PMS colors should be added to the template. This document is provided in InDesign CS and contains supplied styles for headlines, sub-headlines, body copy, and folios.

Sponsorship Guidebook - Cover

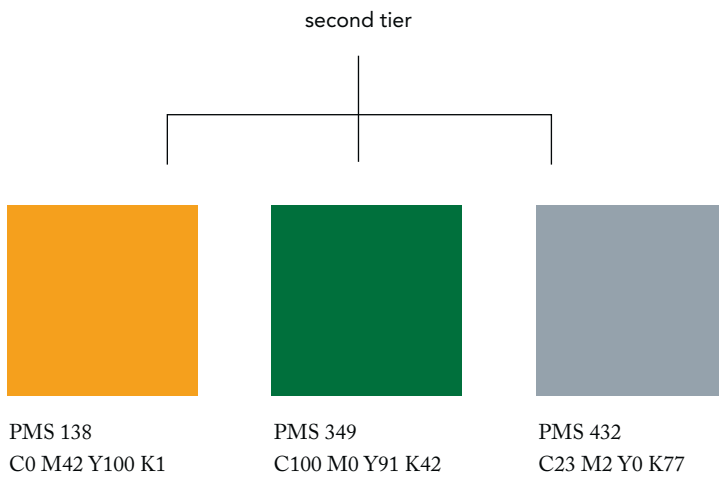
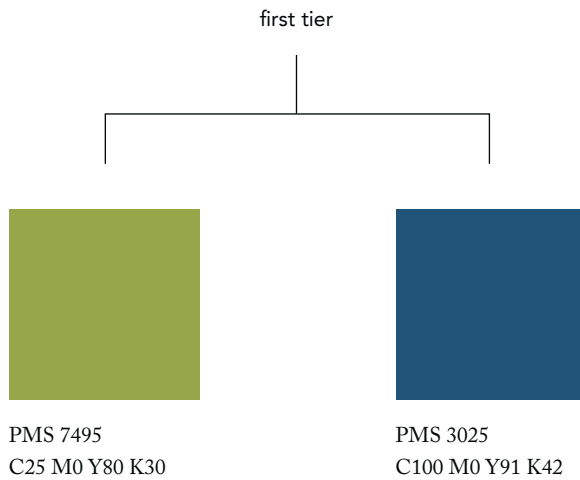


Sponsorship Guidebook - Spread

Outdoor Banner Templates

To Promote City-sponsored activities, the three approved banner design styles are available for customization with event-specific text. The templates that contain photos can have customized images depending upon the type of event.





Color Palette for Economic Development

Outreach efforts for the City of Maricopa residential community have been developed visually as a sub-brand of the City’s brand. Included in this sub-brand is a customized color palette, unique visual elements, selected photography, and a suite of print and electronic collateral.

Included on this page is the approved color palette for all residential materials. Materials will primarily use the brand colors (PMS 491 and PMS 139). This secondary palette has two tiers. The first tier of swatches (PMS 7495 and PMS 3025) are preferred. However, if additional colors are needed, the second tier of swatches (PMS 138, PMS 349 and PMS 432) may be used sparingly. As these colors comprise the approved residential color palette, it is acceptable that any of the five colors may be screened back within an average acceptable range of 10% to 50%. Depending upon the use, it is recommended that outdoor materials not be screened back, and that the approved color palette be used at 100% to avoid dramatic color shifts as the colors may fade.

For printed collateral, publications, and other hard copy materials, it is acceptable that any of these five colors be used singularly or in a consolidated fashion. For example, when designing a suite of collateral, individual pieces need not use all five colors.

It is advisable that full color (4-color) collateral use at least three of the five approved colors in addition to black. If black will not be used, a fourth approved color should be used to maximize the benefit of full color printing. For electronic (web and presentation) applications, it is not advisable that all five colors be used, as it may create a visual distraction with overuse of color.

**Economic Development —
Tradeshow Booth**

The City currently owns a 10x10 exhibit booth for use at economic development events. The booth graphics have been produced to mirror the approved sub-brand for the Economic Development Department. The image provided here is the only approved design of the tradeshow booth.





Display Ad

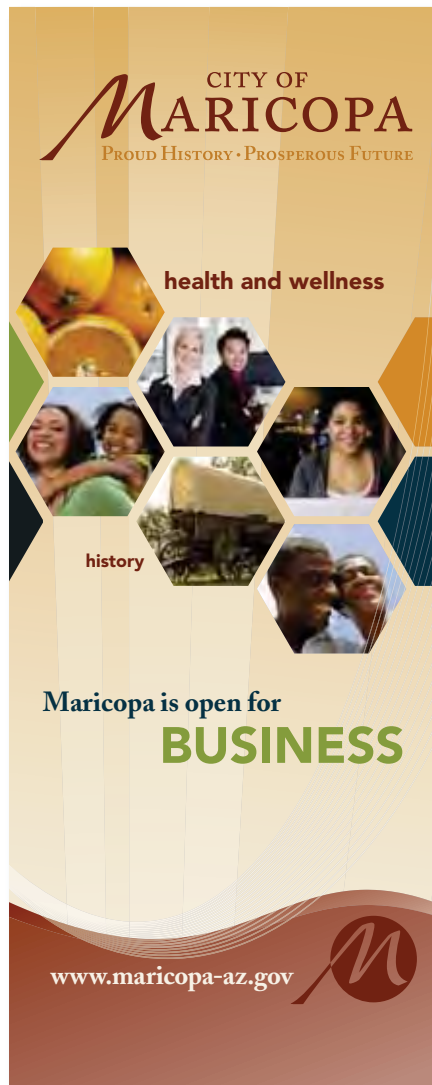
Economic Development — Pull-Up Banners and Display Ad

In addition to the City’s tradeshow booth, two pull-up banners and a display ad template have been developed. The pull-up banners have been fabricated and the image shown below is the only approved design for the pull-ups.

The display ad template can be customized for any specific event. The imagery shown below shall not be altered. However, the text can be customized for any use, as can the size. It is highly recommended that the display ad template not be scaled any smaller than 8.5 by 11 inches. The template exists as a native art file.

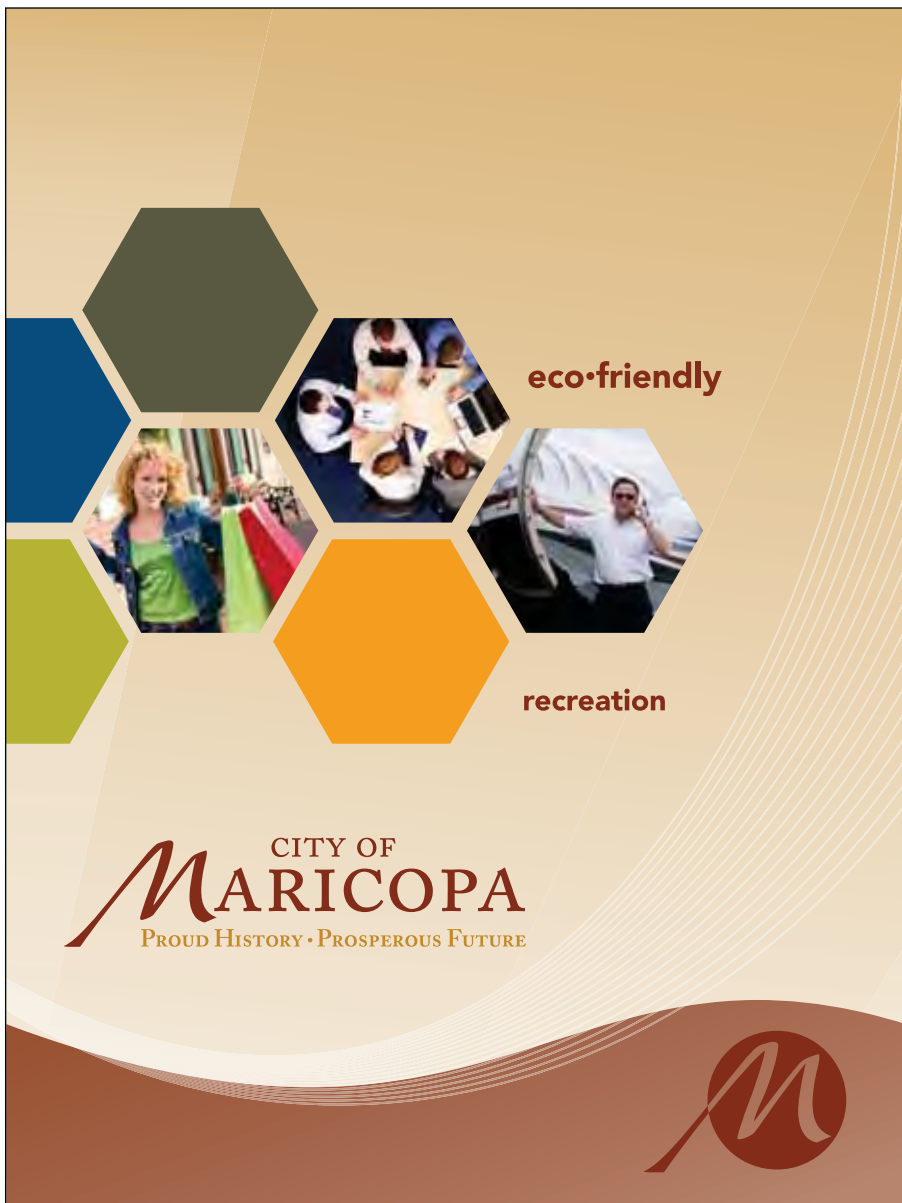


Pull-Up Banners



**Economic Development —
Standard Pocket Folder**

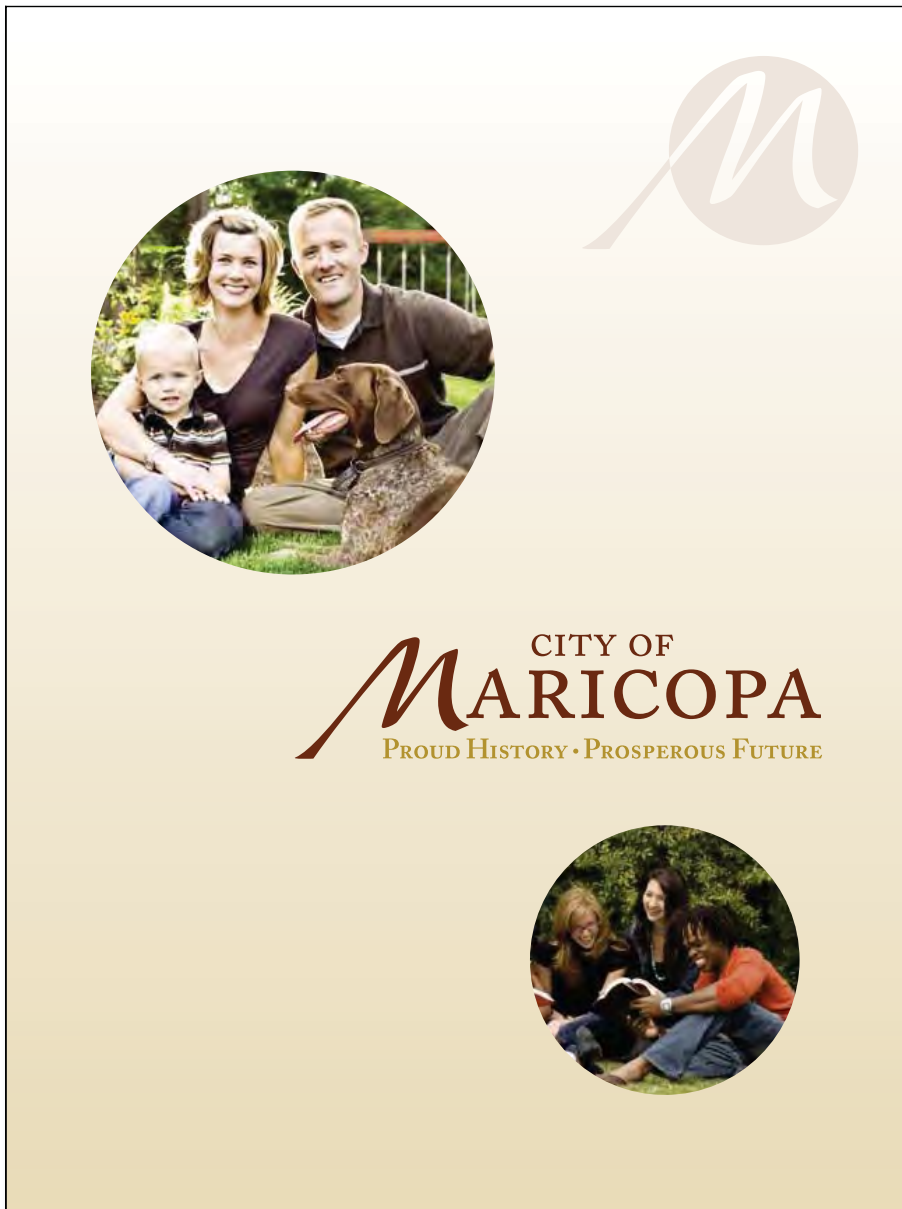
The City has selected a customized pocket folder to represent the Economic Development sub-brand. The design shown below is the only acceptable design for this use. The photos may be changed, but the overall design and color palette should not be altered.



Economic Development —

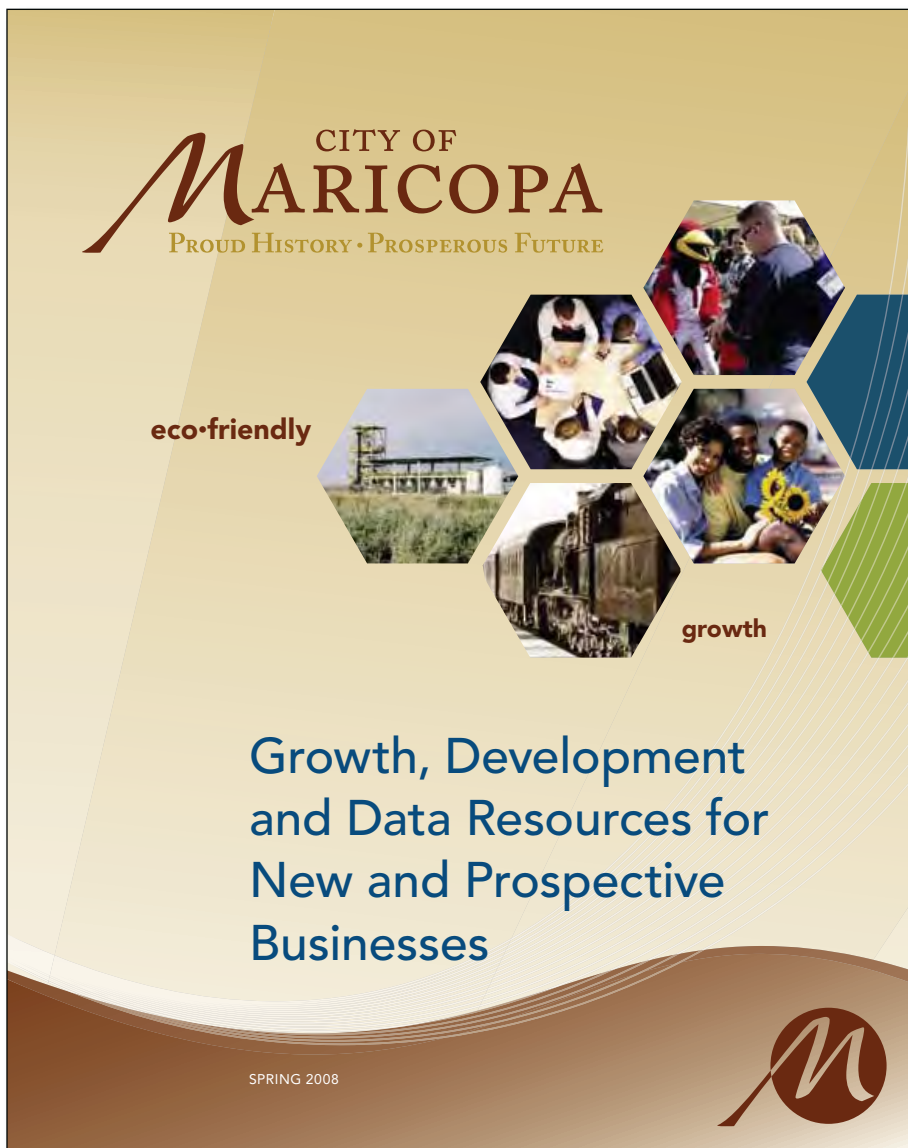
Alternate Pocket Folder

In addition to the standard design for Economic Development, an alternate design has been approved for use by the City Manager's Office and other high-level outreach, not necessarily of an economic development nature. The photos may be altered, but the overall design and color palette should remain as presented here.

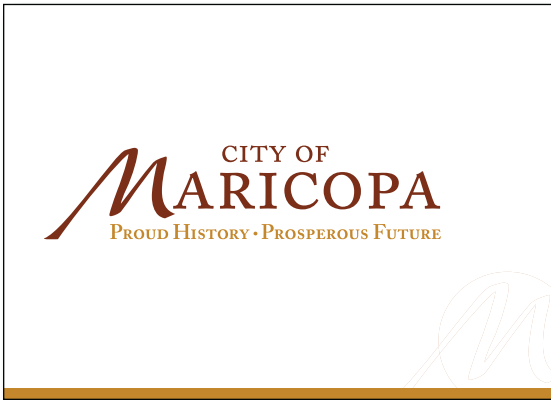


Economic Development — Publication

The City has an approved look and feel for the all publication-style documents produced under the Economic Development sub-brand. All multi-page documents should have a similar cover to that shown below, and should maintain a constant look for the interior spreads. Text, photography, and other visual elements (charts, icons, etc.) can be customized based upon the nature of the publication. However, the overall color palette and approved visuals should not be altered.

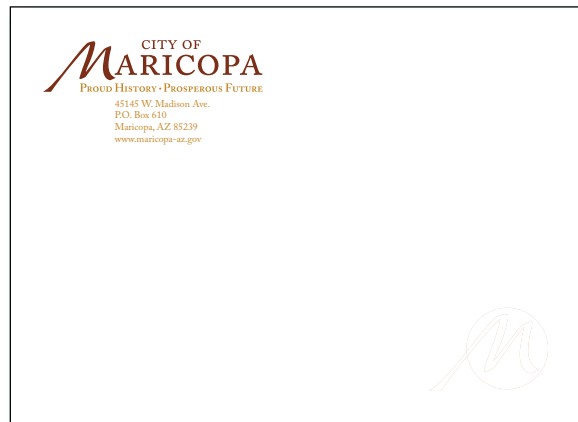


Thank You Cards & Note Cards

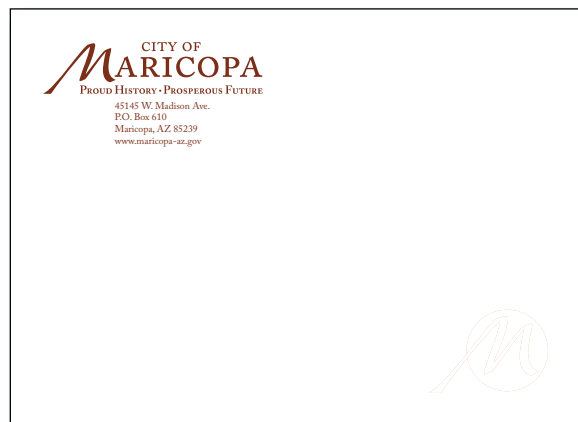


Economic Development — Thank You, Note Cards & A6 Envelope

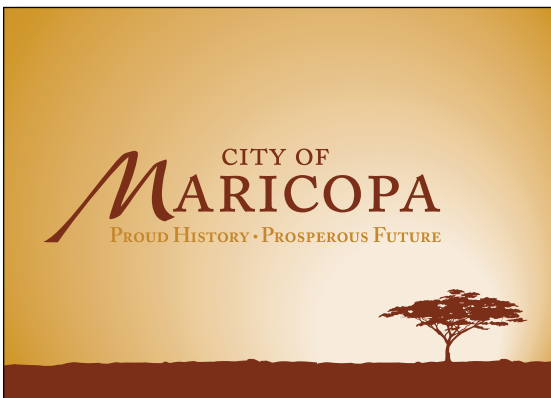
As one method of encouraging written correspondence, the City has approved the use of multiple A6 Thank You Cards / Note Cards. The approved designs are shown below. These cards are to be used in finished, printed form only. No electronic versions should be used.



A6 Envelope



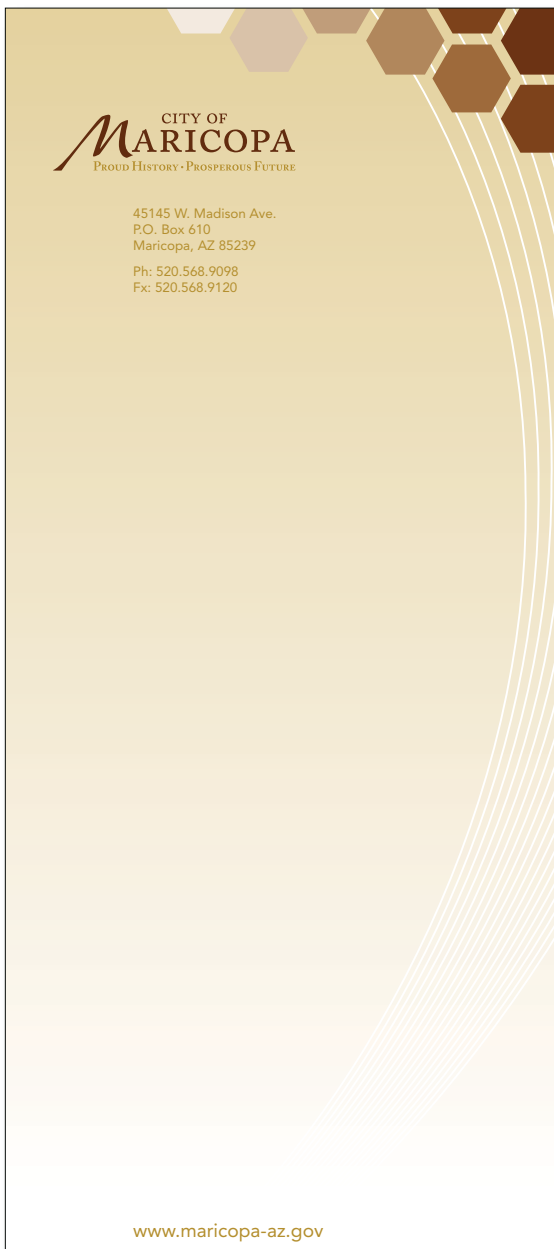
A6 Envelope



**Economic Development —
#10 Note Card**

As another method of encouraging written correspondence, the City has approved the use of #10 note cards. The approved design for the Economic Development note cards is shown below. The note card design is set at two-color and is designed to fit comfortably within a standard #10 envelope, preferably an official City envelope. These cards are to be used in finished, printed form only.

Economic Development #10 Note Card





Call Maricopa 'Home'

"Mommy and Daddy were able to buy a house that is safe and not too much money. I like the parks and playing on the softball team, but what I like best about moving to Maricopa is that I don't have to share a room with my little brother!"


CITY OF MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

www.maricopa-az.gov

**Economic Development —
Home Builder Advertisements**

Another mechanism for economic development outreach is the use of approved print/display advertisements. Shown below are three unique designs approved for use. Any of the three options may be selected for use by the Economic Development Department. Text and photos may be customized for each individual use, but the overall design should not be altered. It is advisable that each advertisement be used no smaller than 8.5 x 11 inches.

a place to build your future.



"We were able to afford a larger, high-quality home that was still within our budget. Not only do we have an easy commute to Phoenix, we get to leave the city each night and come back to a home and community we love."

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.

CITY OF MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

www.maricopa-az.gov

a place to build your future.



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.

Ideal for all ages, Maricopa provides a tight-knit, relaxed lifestyle while still offering access to the many big city amenities of Phoenix. Perfect for a quiet vacation home or permanent residence.

CITY OF MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

www.maricopa-az.gov

Arizona Business Magazine Advertisement

In addition to the home builders advertisement, a Arizona Business Magazine advertisement has been developed. Shown below is the design approved for use. Text and photos may be customized for each individual use, but the overall design should not be altered. It is acceptable to scale or resize this ad, as appropriate, for targeted use in other similar publications.

CITY OF MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE

eco-friendly

growth

Maricopa is open for BUSINESS

The City of Maricopa, incorporated in October of 2003, has grown from 1,500 to nearly 35,000 residents in under five years. Maricopa's population is projected to 130,000 persons by 2015. 47% of Maricopa's residents report a bachelor's degree or higher in their household, and over 39% report a household income of \$75,000 or greater. Using a progressive economic development strategy, Maricopa is working to create the new 21st-century American city - one that features an economy characterized by diversity, competitiveness and success in the global economy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce interdum dictum sem. Vestibulum nulla erat, vestibulum ac, aliquet vitae, facilisis ut, enim. Etiam auctor turpis ac justo. In consequat consectetur justo. Curabitur risus elit, suscipit ac, fermentum sit amet, fermentum nec, eros.

For more information, call 520/316.6812 or visit www.maricopa-az.gov.

Looking for a site in Maricopa? The perfect location is just a click away at MaricopaProspector.com.

Kevin P. Evans, CEO
City Manager

Danielle Casey
Economic Development
Manager

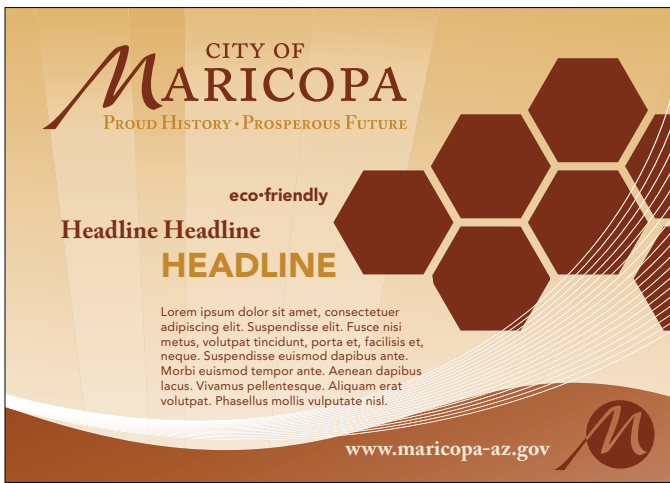
Ioanna Morfessis
Senior Economic
Development Consultant

www.maricopa-az.gov

Economic Development — Postcard

As another method of encouraging written correspondence, the City has approved economic development postcards. The approved designs are shown below, and include both a two-color and a four-color option. These cards are to be used in finished, printed form only. No electronic versions should be used. Both postcards comply with USPS standards and qualify for postcard rate postage. All content and images can be customized; however, the design styles of each template should not be modified.

Economic Development Postcard 2-color



Economic Development Postcard 4-color



**Economic Development —
e-Newsletter Template**

In order to more effectively communicate with residents, employers, and interested parties outside of the City, several e-Newsletter templates have been developed addressing these different audiences. The Economic Development template was developed to share economic development news and announcements with both City business owners and potential businesses outside of the City. This e-Newsletter is created using Constant Contact. The files used for the template

contain HTML language and will require the user to have basic HTML knowledge. The word document containing directions to using the template can be found in the RAW folder of the template files.

Directions in Constant Contact:

- Choose HTML after selecting the Custom Template.
- Go through the Message Header, Personalization, and Message Footer.
- Select your list to send the e-mail to.
- Select Draft for now and select Finish.
- Go to Edit E-mail and in the Advanced

Editor:

- Add <head> after the line:
<html lang="en" xml:lang="en" xmlns="http://www.w3.org/1999/xhtml" xmlns:cctd="http://www.constantcontact.com/cctd">
- Add the Style Sheet right after the line <head>.
- Right after the style sheet add in the code </head>.

Delete the following code:

- ```
<CustomBlock name="letter.intro" title="Personalization">
 <Greeting/>
</CustomBlock>
```
- Place in the code for the e-mail in place of where the deleted text was.
  - Select Text to edit the text version of the e-mail.
  - Delete <Greeting/> and replace it with the body copy. Please remember to place in returns and soft returns to make it reader friendly.
  - To check your work, select Preview.



## Economic Development — 2008 Annual Report

The City has a designated Economic Development version of a newsletter-style annual report. This document is a designated self-mailer, with dimensions of 11x17 when flat, first folded down to 8.5x11, and finally folded down to 5.5x8.5. This document is full-color throughout and should be printed on a minimum of 80# Text on a coated sheet. The design template is provided in InDesign CS with the option for replacing photos and text; however, the “honeycomb” design and chart styles should not be altered.

2008 Annual Report Economic Development Cover



**>Lorem ipsum dolor  
consectetur adip**

Aliquam lacinia, mass  
posuere, ligula velit p  
pretium consectetur  
nisi. In et purus. Mau  
mollis dictum dignis  
ullamcorper orci, at i  
a augue. Aliquam era

**Vivamus felis sapien, in,  
iaculis non, pulvinar, nisi.**

Pellentesque a mi mattis nisi convallis  
fermentum. Cras suscipit ultrices lacus.  
Vivamus urna felis, pharetra in, ornare  
id, eleifend et, odio. Sed fermentum.  
Pellentesque rutrum. Aliquam lacinia,  
massa eget mollis posuere, ligula velit  
pretium libero, pretium consectetur  
risus lorem nec nisi. In et purus.  
Mauris suscipit, metus mollis dictum  
dignissim, sapien ligula ullamcorper  
orci, at rutrum arcu sapien a augue.  
Aliquam erat volutpat.

Nullam varius faucibus nunc.  
Maecenas pulvinar metus a nunc.  
Quisque in magna ac elit cursus  
lobortis. Aliquam ligula ante, posuere  
id, malesuada sed, euismod eu,  
nunc. Integer nibh ante, tincidunt at,  
vehicula a, commodo eu, felis. Donec  
venenatis. Aenean dapibus mauris id  
pede. Morbi sed pede at felis iaculis  
porttitor. Suspendisse scelerisque  
convallis nulla. Mauris nec arcu vel  
ante egestas luctus. Sed aliquam nibh  
id pede. Proin sollicitudin arcu sit amet  
arcu. Aliquam eu tortor ut nulla cursus  
faucibus.

Cras dictum pede laoreet sapien.  
Integer ac dolor in est commodo  
accumsan. Integer id risus. Integer  
laoreet bibendum augue. Vestibulum  
ante ipsum primis in faucibus orci  
luctus et ultrices posuere cubilia  
Curae; Morbi ut est. Pellentesque  
gravidia, turpis eu congue egestas,

**Donec vulpate sagittis nibh.**

Cum sociis natoque penatibus et  
magnis dis parturient montes, nascetur  
ridiculus mus. Phasellus est urna,  
ultrices ac, fermentum non, viverra  
quis, orci. Proin tellus ante, eleifend  
et, lobortis in, lobortis eget, diam.  
Maecenas arcu. Vestibulum purus.  
Morbi a orci. Integer libero lorem,  
tempus vitae, blandit eu, placerat eu,  
massa. Nullam elit leo, interdum non,  
elementum in, phar.

Pellentesque gravidia, turpis eu cons  
sit amet libero. Nunc vestibulum  
augue sit amet erat. Donec tellus  
tellus, sagittis ut, varius non, dignissim  
at, neque. Sed vulpate dui ac arcu.  
Cras rutrum eros vel massa. Nam id  
libero aliquam lorem tristique viverra.  
Nunc velit. Class aptent taciti sociosqu  
ad litora torquent per conubia nostra,  
per inceptos himenaeos.

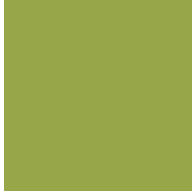
**Top Issues in Satisfaction with Public Services**

Didn't Know/Refused to Answer	34.18%
Recreation—Entertainment/Activities/Parks/Swimming	12.8%
Library Development/More Employment/Better Wages	10.95%
Library Development/Recreation Combined	7.7%
Schools—Qualify of education improvement/more/better teachers	7.63%
City Services—More services/Information/Maps/Trash Pickup	5.65%
Growth/Development Planning/Preparation	3.48%
Crime Control—General Imporvement/patrol more/enforce laws	2.05%

**Household by  
Percent in Respon**

**Leisure Activites/Hobbies  
Percent in Responce**

2008 Annual Report Economic Development Spread



PMS 7495  
C25 M0 Y80 K30



PMS 3025  
C10 M17 Y0 K51

### Color Palette for Residential

Economic Development efforts for the City of Maricopa have been developed visually as a sub-brand of the City's brand. Included in this sub-brand is a customized color palette, unique visual elements, selected photography, and a suite of print and electronic collateral.

Included on this page is the approved color palette for all Economic Development materials. The two color swatches (PMS 7495 and PMS 3025) are the only recommended colors to be used in tandem with the City's brand colors (PMS 491 and PMS 139). As these colors comprise the approved color palette, it is acceptable that any of these two colors may be screened back within an average acceptable range of 10% to 50%. Depending upon the use, it is recommended that outdoor materials not be screened back, and that the approved color palette be used at 100% to avoid dramatic color shifts as the colors may fade.

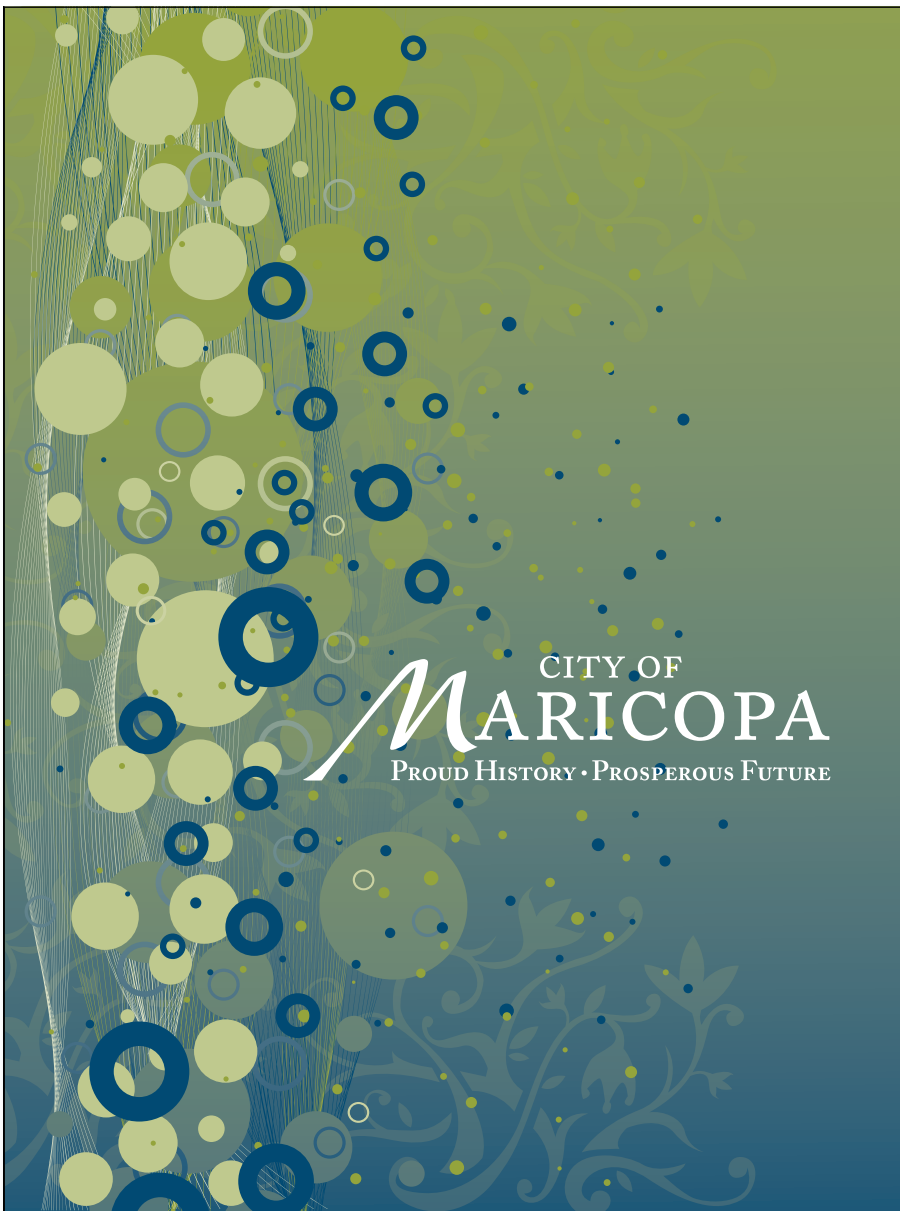
For printed collateral, publications, and other hard copy materials, it is acceptable that these two colors be used singularly or in a consolidated fashion. For example, when designing a suite of collateral, individual pieces need not use both colors.

It is advisable that full color (4-color) collateral use all approved colors and photos to maximize the benefit of full color printing.

**Residential —**

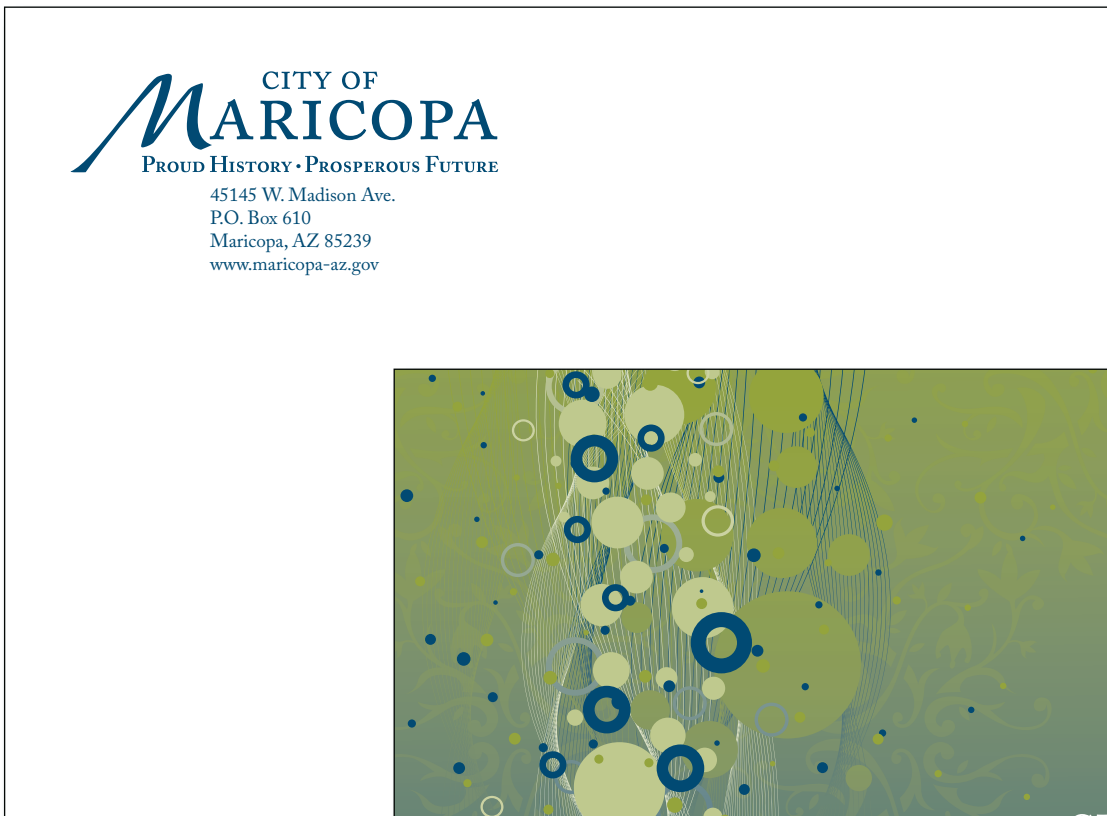
**Standard Pocket Folder**

The City has selected a customized pocket folder to represent the Residential sub-brand. The design shown below is the only acceptable design for this use. The design and color palette should not be altered.



**Residential — Note Card**

As one method of encouraging written correspondence, the City has approved the use of the note card represented below. These cards are to be used in finished, printed form only. No electronic versions should be used.



Envelope

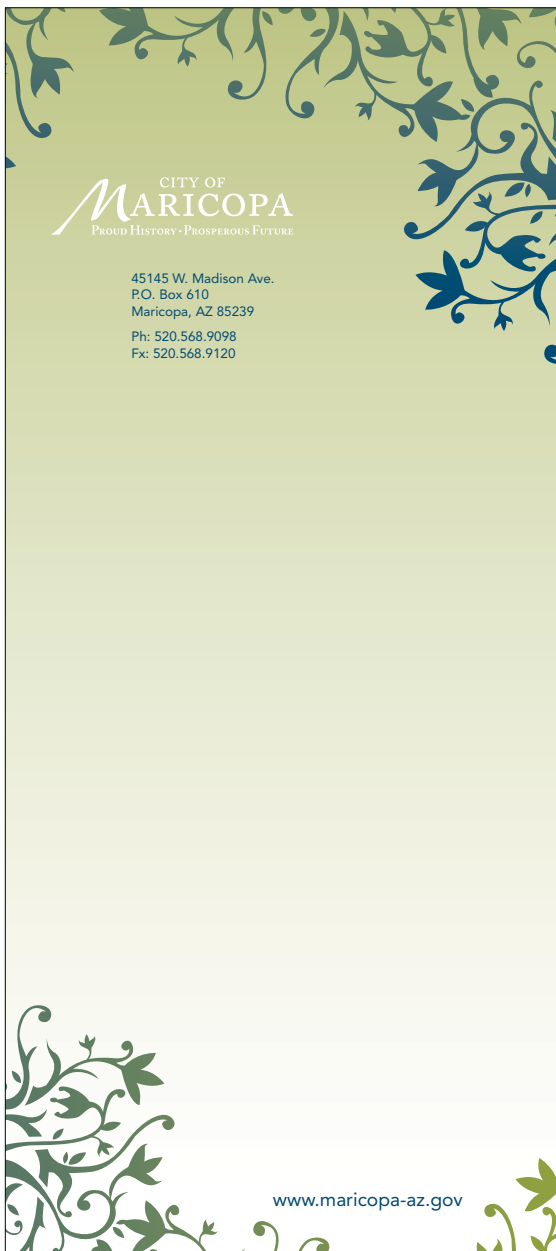


Residential Note Card

**Residential #10 Note Card**

As another method of encouraging written correspondence, the City has approved the use of #10 note cards. The approved design for the Residential note cards is shown below. The note card design is set at two-color and is designed to fit comfortably within a standard #10 envelope, preferably an official City envelope. These cards are to be used in finished, printed form only.

Residential #10 Note Card



**Residential —**

**Outdoor Banner Templates**

To promote City-sponsored activities for residents, the two approved banner design styles are available for customization and fabrication. The option with text only can be customized with event-specific text. The option with photos can have customized images depending upon the type of event.



**Residential — Exhibit Materials  
(booth, tent, pull-ups, table drape)**

**Booth**

The City currently owns an exhibit booth for use at residential events. The booth graphics have been produced to mirror the approved sub-brand for residential use. The image provided here is the only approved design of the tradeshow booth. Please note that the residential booth is a nine-foot booth, smaller than the traditional 10x10 booth.

**Pull-Up Banners (2)**

In addition to the City’s residential display materials, two pull-up banners have also been approved for use. The pull-up banners may be used independently of the other City residential display materials. However, the image provided here shows the only approved design for both banners. The two banners are meant to be representative of the City’s tagline (Proud History • Prosperous Future) as each banner represents one of the two elements of the tagline.



Booth

Pull Up Panel 1

Pull Up Panel 2



**Residential — Exhibit Materials  
(booth, tent, pull-ups, table drape)  
continued**

**Pop-Up Tent and Back Wall**

In addition to the City’s residential exhibit booth, a 10 foot pop-up tent with one back wall, using the residential sub-brand design, has been approved for use. The tent itself shall only contain the City logo and tagline and the back wall shall only contain the residential sub-brand texture. The image provided here is the only approved design of the pop-up tent and back wall.



Bird's Eye View  
of Pop-Up Tent

10' x 10'

Pop-Up Tent with  
Back Wall



**Residential — Exhibit Materials  
(booth, tent, pull-ups, table drape)  
continued**

**Table Drape and Director's Chair**

The City also has at its disposal a residential table drape and director's chair. These items can be used in conjunction with other residential display materials, or used independently. There is only one approved design for the residential table drape, as shown here. The design includes a fabric color similar to the City's logo PMS 491 color. The City logo and residential texture are reversed out (printed in white) on the table drape. The director's chair does not contain any screen printing, but the fabric color has been selected to match the residential table drape.



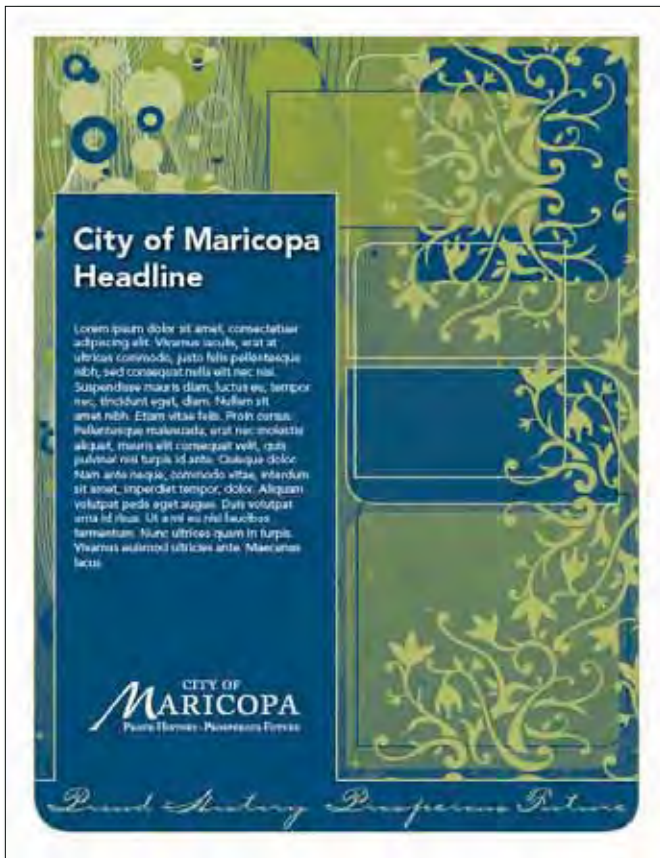
Director's Chair



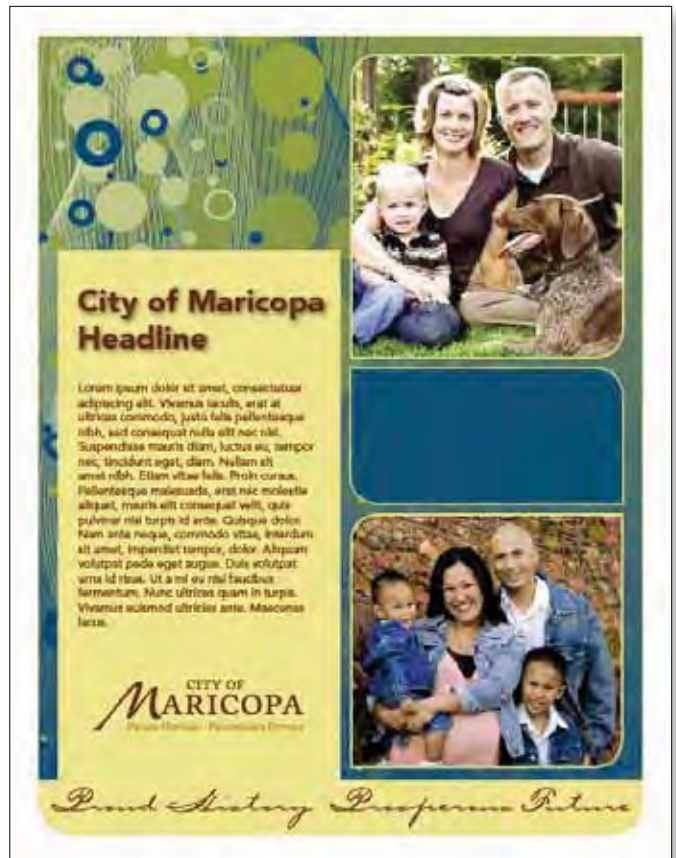
Table Drape

**Residential — Flyer Templates (2)**

The City has two designated flyer designs for residential use. One flyer has been produced in full-color while the other is two-color only. Both flyers are designed to be one-sided and the design elements are to remain static. The copy for the flyer can change depending on the event that is being advertised. It is highly recommended that the residential flyer not be scaled any smaller than 8.5 by 11 inches. The template exists as a native InDesign CS art file.



2-Color Flyer Template



4-Color (full color) Flyer Template

**Residential —  
e-Newsletter Template**

In order to more effectively communicate with residents, employers, and interested parties outside of the City, several e-Newsletter templates have been developed addressing these different audiences. The Residential template was developed to share news and events with current City residents. This e-Newsletter is created using Constant Contact. The files used for the template contain HTML language and will require the user to have basic HTML knowledge. The word

document containing directions to using the template can be found in the RAW folder of the template files.

**Directions in Constant Contact:**

- Choose HTML after selecting the Custom Template.
- Go through the Message Header, Personalization, and Message Footer.
- Select your list to send the e-mail to.
- Select Draft for now and select Finish.
- Go to Edit E-mail and in the Advanced

*Editor:*

- Add <head> after the line:  
<html lang="en" xml:lang="en" xmlns="http://www.w3.org/1999/xhtml" xmlns:cctd="http://www.constantcontact.com/cctd">
- Add the Style Sheet right after the line <head>.
- Right after the style sheet add in the code </head>.

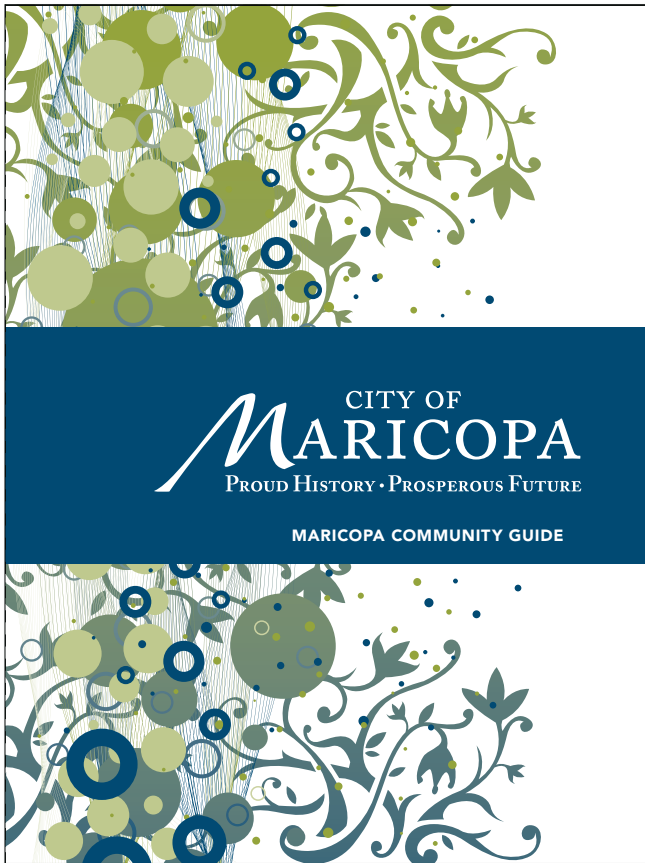
**Delete the following code:**

```
<CustomBlock name="letter.intro" title="Personalization">
```

```
<Greeting/>
</CustomBlock>
```

- Place in the code for the e-mail in place of where the deleted text was.
- Select Text to edit the text version of the e-mail.
- Delete <Greeting/> and replace it with the body copy. Please remember to place in returns and soft returns to make it reader friendly.
- To check your work, select Preview.





Cover



**Residential — Community Guide**

The residential community guide has been developed to keep new and current residents informed of City services, departments, and contact information. The guide is comprised of a pocket folder, staggered inserts, and imprintable insert shells. The Community Guide pocket folder is similar to the Residential Pocket Folder, but the two should not be used interchangeably. The staggered inserts are designed to be printed and placed within the two pockets of the pocket folder. Each insert is sized and titled according to the customary flow of content. It is not advisable that the inserts be reorganized, unless consideration is given to how each insert with fit within the staggered system. The entire guide is designed to be economically printed in two-color. However, imprintable insert shells are also provided so that full-color data may be personalized and printed from an in-house inkjet or color laser printer. The native art includes an InDesign template file so staff can customize the imprintable insert shells. Native art is also provided for the pocket folder and staggered inserts.

**Residential — Web Page Template**

The image shown below reflects the approved City residential web page template art. This artwork should be used on each page that contains residential content within the City of Maricopa web site. The design style is based upon the approved sub-brand for all residential materials. However, slight modifications for the background texture may be made to help “marry” the residential web page with other pages of the City’s site.



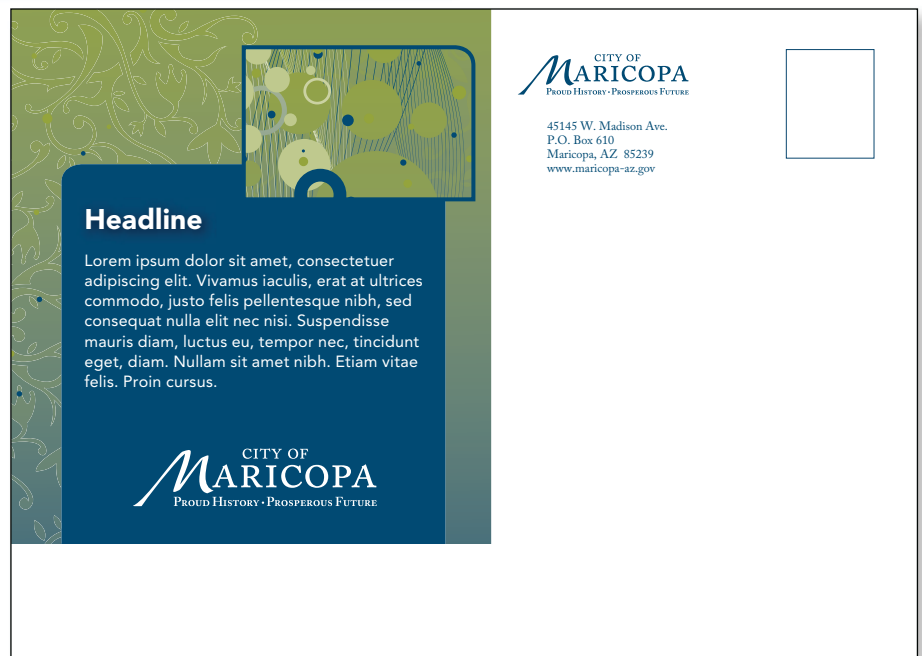
**Residential —**

**2-Color Postcard Template**

As another method of encouraging written correspondence, the City has approved the use of residential direct mail postcards. The approved designs are shown below, and include both a two-color and a four-color option. These cards are to be used in finished, printed form only. No electronic versions should be used. Both postcards comply with USPS standards and qualify for postcard rate postage. All content and images can be customized; however, the design styles of each template should not be modified.



2-Color Postcard Template - front



2-Color Postcard Template - back



4-Color (full-color) Postcard Template - front

**Residential —**

**4-Color Postcard Template continued**

As another method of encouraging written correspondence, the City has approved the use of residential direct mail postcards. The approved designs are shown below, and include both a two-color and a four-color option. These cards are to be used in finished, printed form only. No electronic versions should be used. Both postcards comply with USPS standards and qualify for postcard rate postage. All content and images can be customized; however, the design styles of each template should not be modified.



4-Color (full-color) Postcard Template - back



**Residential —**

**The Maricopa News Template**

The Maricopa News is a City newsletter, printed in two-color, with a size of 8.5 by 11. The only acceptable two colors are PMS 491 (City logo color) and Black. It is acceptable to screen back the PMS 491 to add varying levels of contrast; however, no additional PMS colors should be added to the template. This document is provided in InDesign CS and contains supplied styles for headlines, sub-headlines, body copy, callout boxes, and pull quotes. The Maricopa News can either be printed internally, or prepped for an offset or digital printer. The document is not intended to be a self-mailer.

Maricopa News Template



**MARICOPA NEWS**

**Items of Interest**

- Hac habitasse platea dictumst.
- Nulla facilisi
- Phasellus in turpis id diam
- Suspendisse luctus congue eros. Maecenas suscipit

**Food Bank celebrates 1 year anniversary but there's more work to be done.**

Nulla adipiscing mollis nibh. Duis ultrices. Nullam commodo neque eget mi. In hac habitasse platea dictumst. Nulla facilisi. Phasellus in turpis id diam pellentesque accumsan. Suspendisse luctus congue eros. Maecenas suscipit, pede in gravida ultrices, libero nulla blandit dui, ac dignissim enim nisl in mauris. Vivamus vestibulum feugiat magna. Nam quis libero nec quam gravida congue. Ut turpis. In urna. Suspendisse neque suscipit eget, velit. Aliquam tincidunt sollicitudin arcu. Integer nisl in mauris. Vivamus vestibulum quis libero nec quam gravida congue. Ut turpis. In urna. Suspendisse neque neque, tincidunt non, tempus nec, suscipit eget, velit. Aliquam tincidunt sollicitudin arcu. Integer euismod orci in erat. (continued on back)

**Managing Recyclable Waste: What are our options?**

Nam sodales, risus vel viverra egestas, risus eros fringilla lorem, et faucibus orci erat sed erat. Morbi nibh dolor, scelerisque non, facilisis id, fermentum eu, dolor. Quisque mi lectus, fermentum et, aliquam a, accumsan nec, libero. Duis lorem. Aliquam blandit leo ac ligula. Aliquam erat sapien, rhoncus nec, consectetur quis, ullamcorper et, dui. Donec lectus. Mauris nisl lorem, sagittis lobortis, aliquam ornare, semper ut, mi. Morbi gravida congue arcu. Nullam auctor tortor vel diam. Aliquam quam. Nulla consequat quam quis augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ultrices, enim quis vulputate pharetra, orci dolor rhoncus est, in vulputate ligula mauris at ligula. Sed ligula est, fermentum id, pretium in, feugiat sit amet, tellus. Sed rutrum diam

at lectus luctus ullamcorper. Curabitur quis purus. Morbi et/et/and cursus dolor. Ut tristique, velit id vehicula aliquet, purus enim facilisis neque, et blandit sapien risus quis elit.

**"Maecenas suscipit, pede in gravida ultrices, libero nulla blandit dui, ac dignissim enim nisl in mauris."**

Duis sit amet eros ac nunc sodales cursus. Donec placerat feugiat purus. Suspendisse arcu magna, porttitor a, adipiscing eu, suscipit at, orci. In ultrices, sapien ac venenatis fringilla, nisl ligula accumsan urna, eu scelerisque nibh mi eget mi. Nulla adipiscing mollis nibh. Duis ultrices. Nullam commodo neque eget mi. In hac habitasse platea dictumst.

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**COMMUNITY SPOTLIGHT**

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**Education a top priority for newly elected officials**

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**CITY OF MARICOPA**

P.O. Box 610  
Maricopa, AZ 85239  
Ph: 520.568.9098  
F: 520.568.9120  
www.maricopa-az.gov

**Residential —  
Stagecoach Express Newsletter**

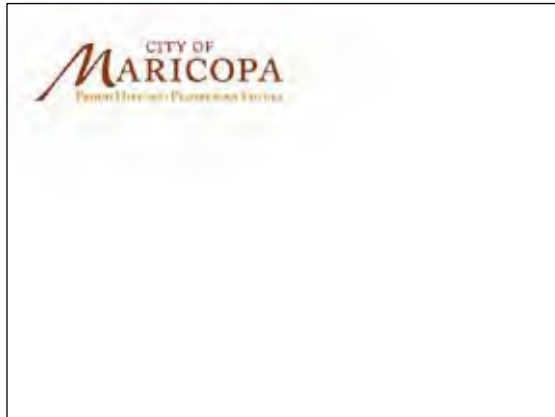
The Stagecoach Express is a City newsletter, printed in two-color, with a size of 11x17 folded down to 8.5x11 (four pages). The only acceptable two colors are PMS 491 (City logo color) and PMS 3025 (from City’s secondary color palette). It is acceptable to screen back the PMS 491 and PMS 3025 to add varying levels of contrast; however, no additional PMS colors should be added to

the template. It is also not advisable to replace one of the PMS colors with black. This document is provided in InDesign CS and contains supplied styles for headlines, sub-headlines, body copy, callout boxes, and pull quotes. The Stagecoach Express can either be printed internally, or prepped for an offset or digital printer. The document is intended to be a self-mailer, and can be folded down one additional time to a finished size of 5.5x8.5, if desired.

Stagecoach Express Newsletter - Cover

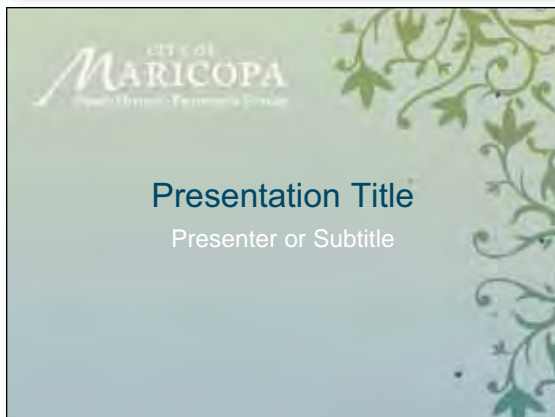
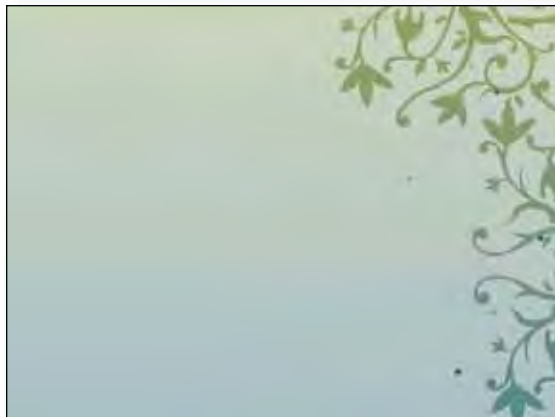
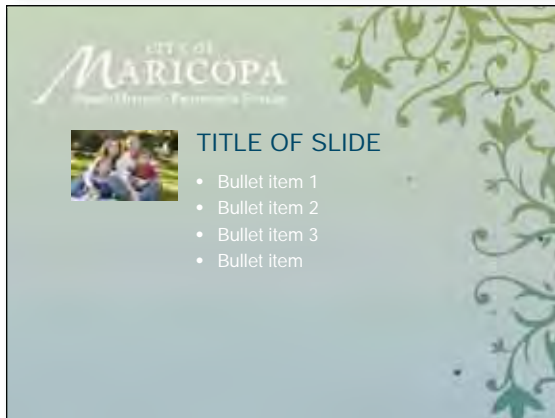


Stagecoach Express Newsletter - Spread



**Residential — PowerPoint Template**

This PowerPoint template has been designed to mirror the residential design and should be used strictly for residential purposes. This PowerPoint can be used for both external and internal residential presentations.



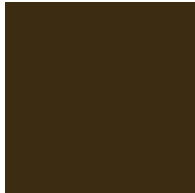


**Community Services  
Color Palette**

Community Services Department efforts for the City of Maricopa have been developed visually as a sub-brand of the City’s brand. Included in this sub-brand is a customized color palette, unique visual elements, and a suite of print and electronic collateral.

Included on this page is the approved color palette for all Community Services materials. The eight color swatches (PMS 527, PMS 390, PMS 471, PMS 634, PMS 3125, PMS O21, PMS 7406, and PMS 188) are the only recommended colors to be used. However, to maintain two-color designs for all the templates, a ninth color swatch (PMS 1545) has been selected as the one “base” color to always be used in tandem with a second color. For example, the Community Services Flyer Template uses PMS 1545 and PMS 471, or PMS 1545 and PMS 634, and so on.

As these colors comprise the approved color palette, it is acceptable that any of these colors 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 approved color palette be used at 100% to avoid dramatic color shifts that may fade.



PMS 1545



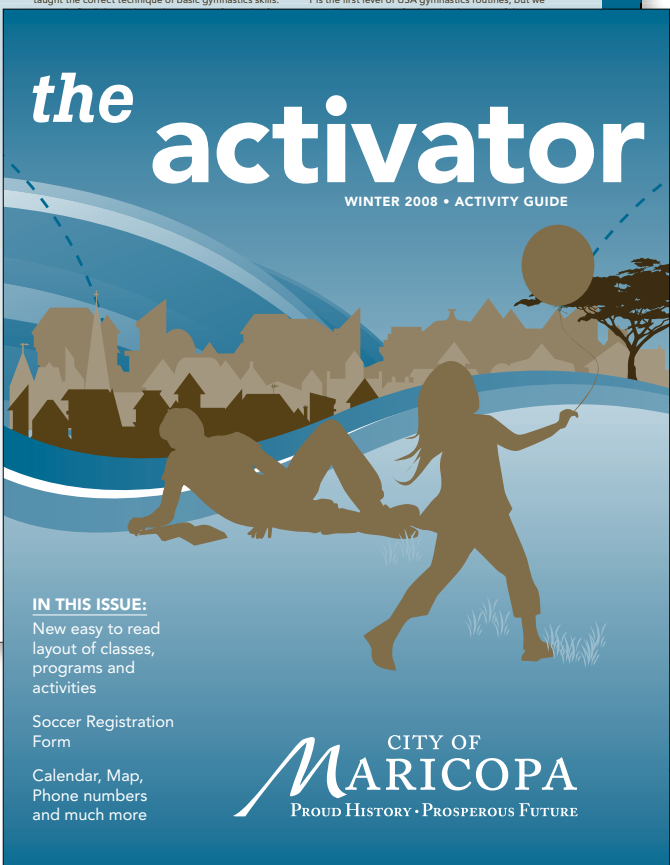
PMS 634

**Activator Design Template - Winter1**

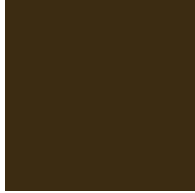
The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



Activator Design Spread Template - Winter1 Quarter



Activator Design Cover Template - Winter1 Quarter



PMS 1545



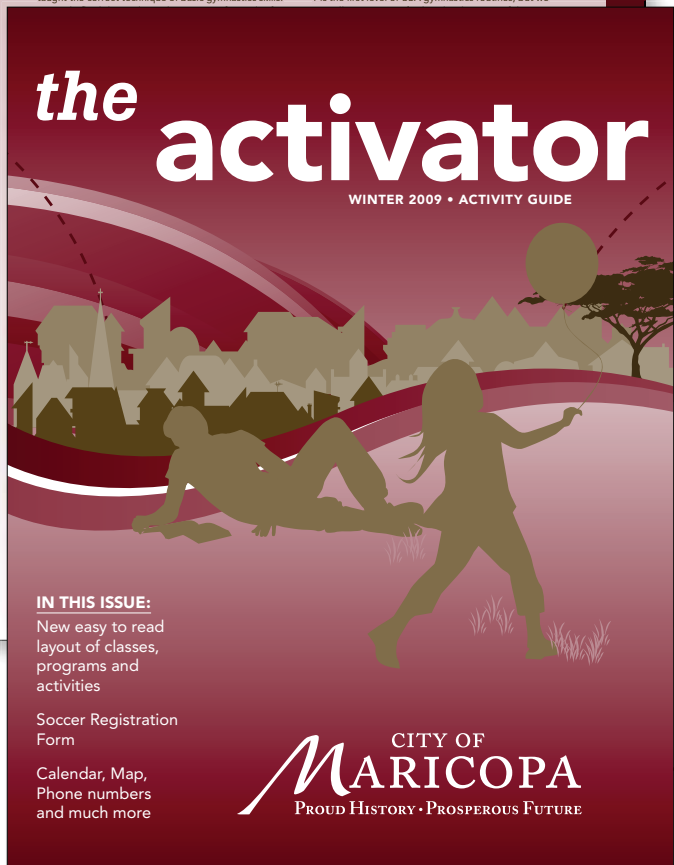
PMS 188

**Activator Design Template - Winter2**

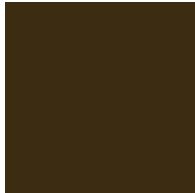
The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



Activator Design Spread Template - Winter2 Quarter



Activator Design Cover Template - Winter2 Quarter



PMS 1545



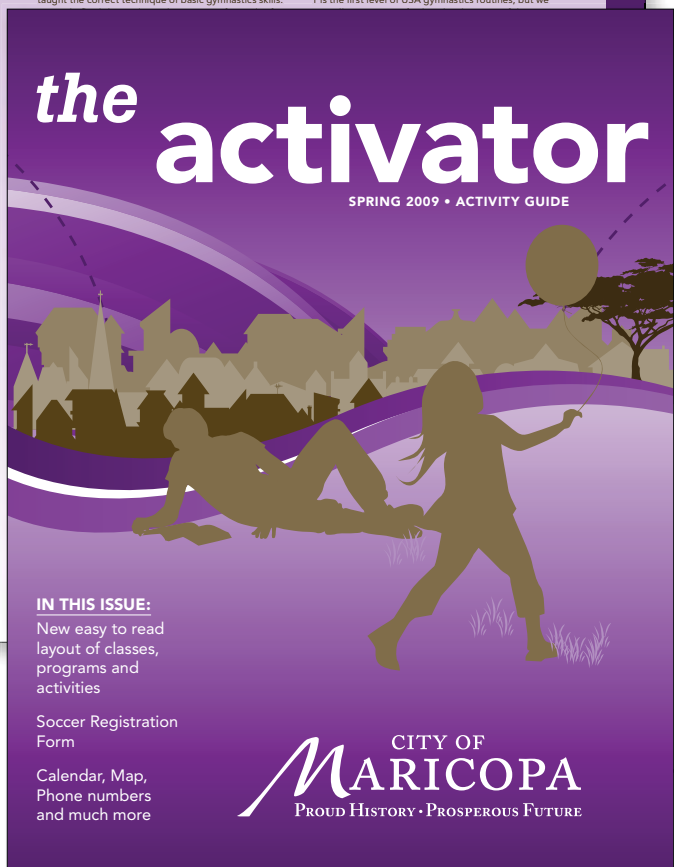
PMS 527

### Activator Design Template - Spring 1

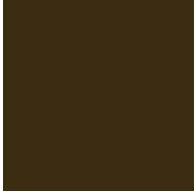
The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



Activator Design Spread Template - Spring 1 Quarter



Activator Design Cover Template - Spring 1 Quarter



PMS 1545



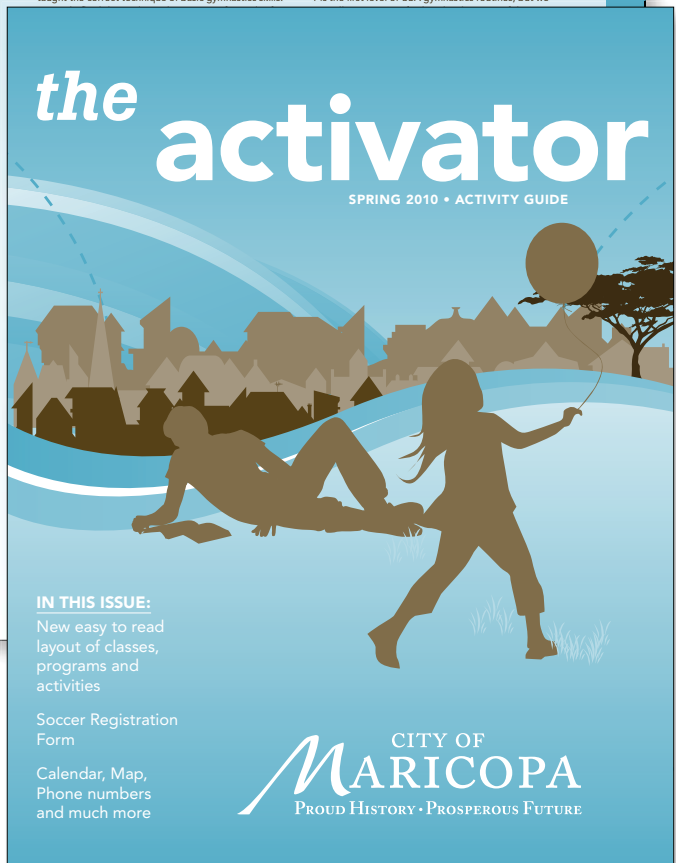
PMS 3125

### Activator Design Template - Spring2

The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.

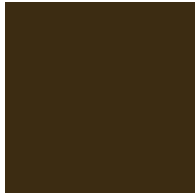


Activator Design Spread Template - Spring2 Quarter



Activator Design Cover Template -Spring2 Quarter





PMS 1545



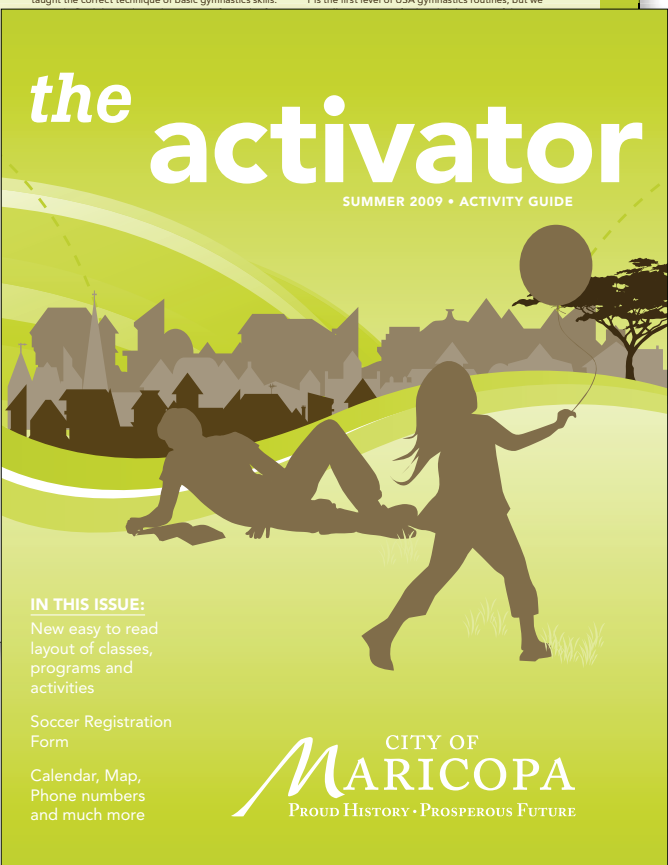
PMS 390

### Activator Design Template - Summer1

The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



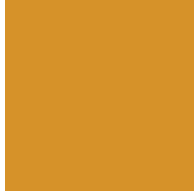
Activator Design Spread Template - Summer1 Quarter



Activator Design Cover Template - Summer1 Quarter



PMS 1545



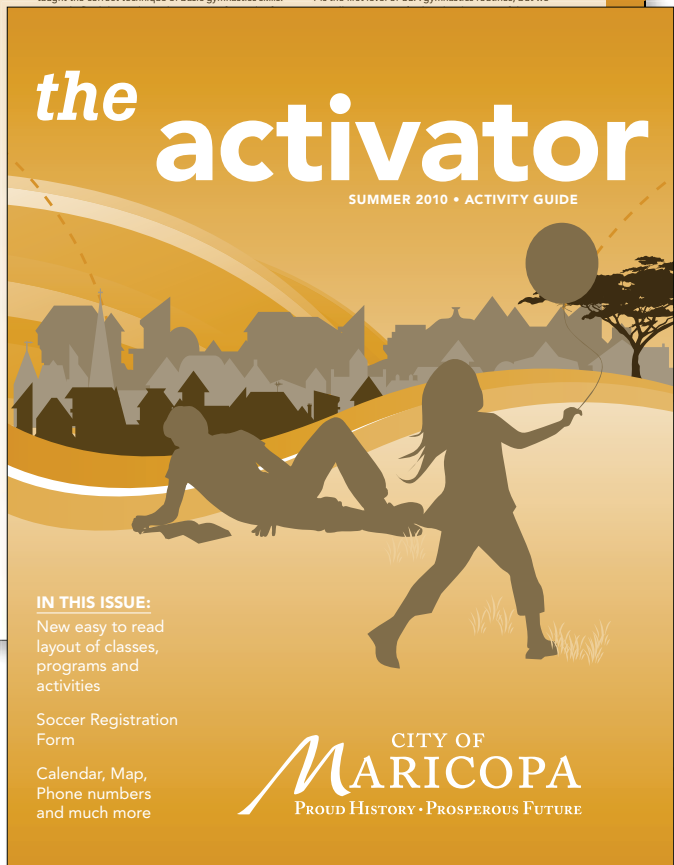
PMS Orange 021

**Activator Design Template - Summer2**

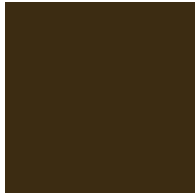
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Activator Design Spread Template - Summer2 Quarter



Activator Design Cover Template - Summer2 Quarter



PMS 1545



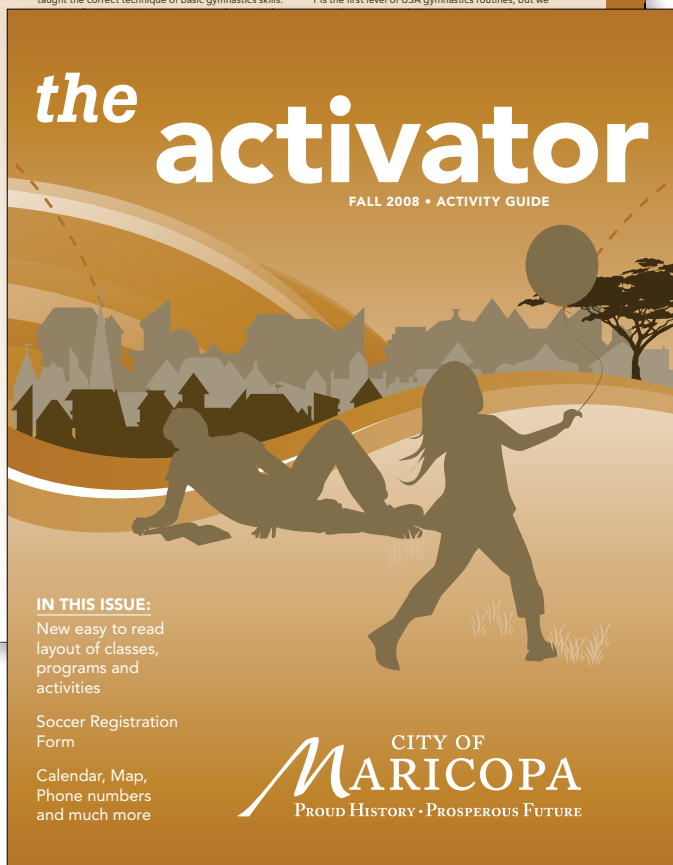
PMS 471

### Activator Design Template - Fall1

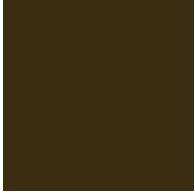
The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



Activator Design Spread Template - Fall1 Quarter



Activator Design Cover Template - Fall1 Quarter



PMS 1545



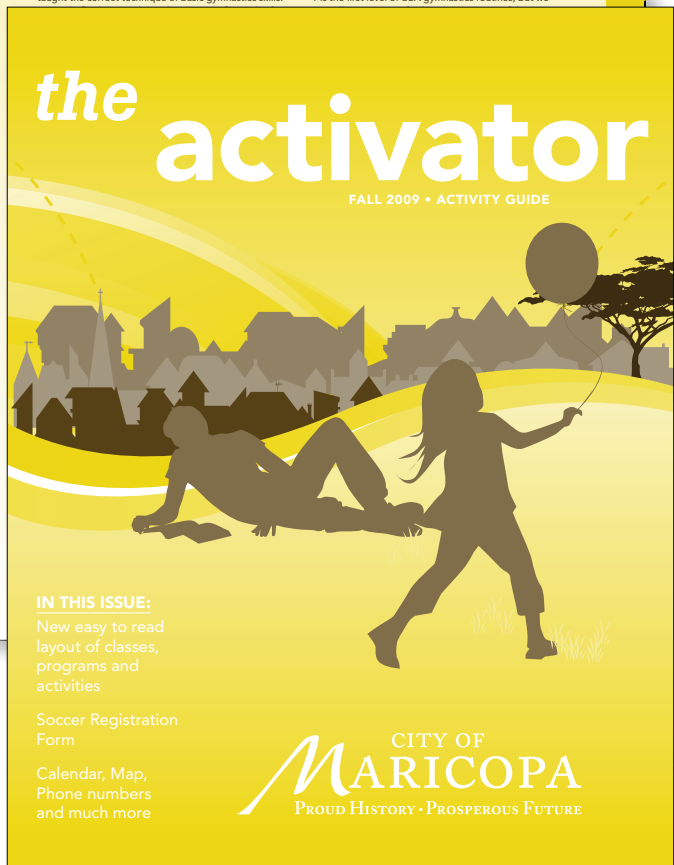
PMS 7406

**Activator Design Template - Fall2**

The Activator design template has been developed to keep new and current residents informed of community services and classes that are provided by the City. The Activator has been designed to follow the Community Services look-and-feel, which plays upon the use of two-color design and “silhouettes” representative of parks, recreation, and library activities. To allow for some seasonality, the Activator template includes nine approved PMS colors, one each to be used quarterly, for a total of two years worth of Activator issues. The approved colors are outlined on the color palette page.



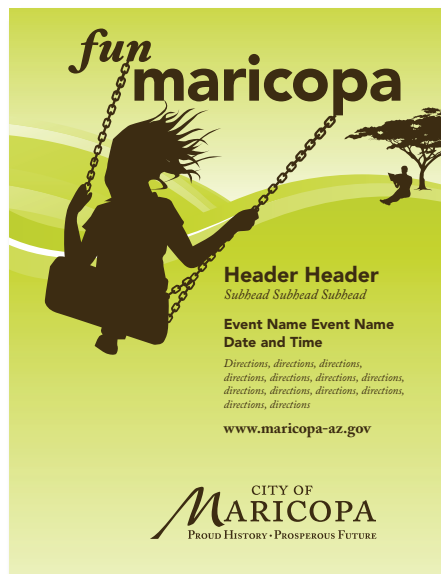
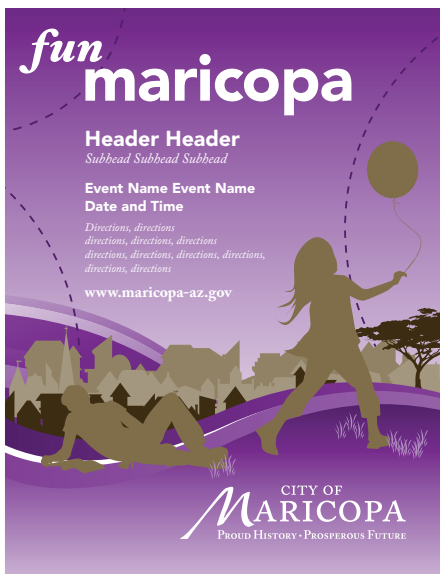
Activator Design Spread Template - Fall2 Quarter



Activator Design Cover Template - Fall2 Quarter

**Community Services  
Flyer Templates (3 variations)**

The City has three designated flyer designs for Community Services Department use. The copy for the flyer can change depending on the event that is being advertised. Similar to the Activator, there are eight approved color choices for any of the three Community Services Flyers. The approved PMS colors are shown on the color palette page. It is highly recommended that the community services flyer not be scaled any smaller than 8.5 by 11 inches. The template exists as a native art file.





Maricopa Fire Department logo  
Black & White



Maricopa Fire Department logo  
Black & PMS 611



Maricopa Fire Department logo  
PMS 491 & PMS 611

### Fire Department Logo

#### Color Palette

The Fire Department identity has been developed as a sub-brand to the City's brand. Included in this sub-brand is a logo, customized color palette, and unique vehicle decal treatments. The Fire Department logo should be treated with the same integrity as the City of Maricopa logo.

Included on this page is the approved color palette and three color uses for the Fire Department logo. The two color swatches (PMS 611 and PMS 491) are the only recommended colors to be used in tandem with the City's existing color palette. The only exception to this recommendation is the use of Gold Engine Turn decals on the Fire Department vehicles.

The Fire Department truck decals are on page 100.



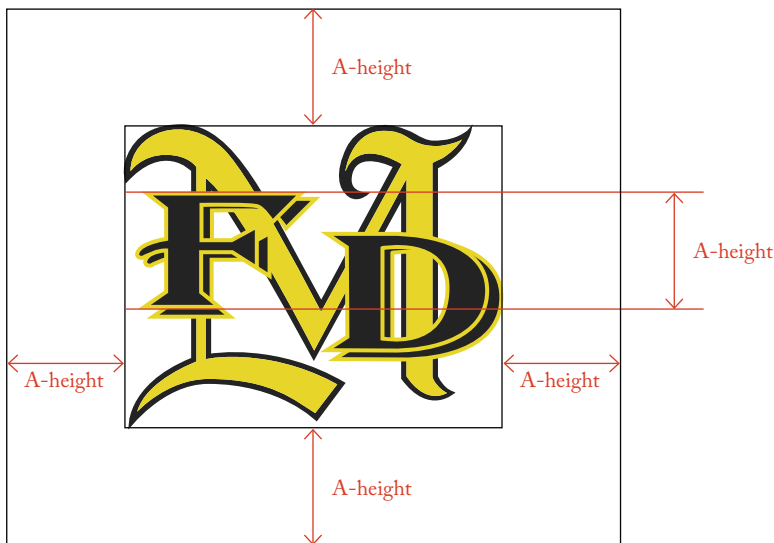
PMS 491  
C10 M80 Y100 K50



PMS 611  
C10.59 M7.449 Y95.29 K0.78

**Fire Department Logo  
Clear Zone**

Similar to the City of Maricopa logo, the Fire Department logo 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.



**Fire Department Logo  
Unacceptable Usage**

The correct application of the logo 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 colors

---





**Fire Department — Letterhead**

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.

AvenirLTStd Roman, 11 points with a leading (line spacing) of 15 points. If AvenirLTStd Roman is not available, please use Georgia Regular as a substitute. Department Names can be added in Adobe Caslon Pro Regular in small caps with the first letters capitalized or AvenirLTStd Black, 14 point, and flush right.

**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.

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

Second Page

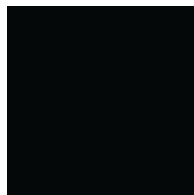
**Fire Department Truck Decals**

The Fire Department Vehicle decals have been designed using the approved Fire Department sub-brand. All Fire Department vehicle decals should be applied in Gold Engine Turn to ensure consistency between vehicles. The words “City of Maricopa” will also be added to applicable vehicles, as shown below, to further reinforce the City’s brand name.

Please follow the CLEAR ZONE guidelines on page 99.



**CITY OF MARICOPA**



Black  
C0 M0 Y0 K100



PMS 611  
C10.59 M7.449 Y95.29 K0.78



**Logo and Color Palette for Transportation**

Outreach efforts for the City of Maricopa Transportation Department have been developed visually as a sub-brand of the City’s brand. Included in this sub-brand is a MaX (Maricopa Xpress) logo, customized color palette, unique visual elements, selected photography, and a suite of print and electronic collateral.

The MaX logo shall be treated with the same integrity as the City of Maricopa logo.

Included on this page is the approved color palette for all Transportation materials. The three color swatches (PMS 293, PMS 312, and PMS 151) are the only recommended colors to be used in tandem with the City’s existing color palette. As these colors comprise the approved color palette, it is acceptable that any of the seven colors 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 approved color palette be used at 100% to avoid dramatic color shifts as the colors may fade.



PMS 293  
C100 M57 Y K2



PMS 312  
C96 M0 Y11 K0



PMS 151  
C0 M48 Y95 K0

For printed collateral, publications, and other hard copy materials, it is acceptable that any of these three colors be used singularly or in a consolidated fashion. For example, when designing a suite of collateral, individual pieces need not use all six colors.

It is advisable that full color (4-color) collateral use at least two of the three approved colors to maximize the benefit of full color printing. For electronic (web and presentation) applications, it is advisable that all three colors be used.

**Transportation — Bus Wraps**

The Maricopa Xpress fleet includes buses and shuttles, both of which contain vehicle wraps. Below is the approved imagery and design for the transit vehicles. Customized advertising will be sold on bus sides and backs and specific guidelines will be provided in the near future.



Shuttle bus - side



Shuttle bus - back

**Transportation — Promo Items**

The City of Maricopa has chosen water bottles as the current promo item to reinforce the new MaX brand and to promote the public transit services to both residents and businesses.



**For questions concerning the City of Maricopa Identity Guidelines, please contact the following City staff:**

Danielle Casey  
*Economic Development Manager*  
Ph: 520.316.6812  
danielle.casey@maricopa-az.gov

Jennifer Grentz  
*Marketing & Communications Manager*  
Ph: 520.316.6816  
jennifer.grentz@maricopa-az.gov

**For additional assistance, please feel free to contact**



**PAT DAVIS DESIGN GROUP, INC**  
creative solutions

Ph: 866.920.9025 (toll-free)  
Fx: 916.920.9222  
www.pddesign.com

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George Dimo x223  
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chloea@pddesign.com