

## MEMORANDUM

**To:** Members of the City Commission

**From:** Lisa Agnor, City Manager

**Date:** July 22, 2016

**Subject:** Approval of a City of Marshall Logo and Graphic Use Standards Policy

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For a number of years, various City logos have been utilized by departments within the City of Marshall to identify official documents, vehicles, etc. In an effort to provide consistency within the organization, a Logo and Graphic Use Standards Policy has been prepared allowing for the adoption of a new, single City logo which would be used by all City departments.

It is the recommendation of the City Staff that the Commission approve the adoption of this Logo and Graphic Use Standards Policy. A copy of the proposed policy is attached.

**City of Marshall  
Logo and Graphic Use  
Standards Manual**



**November 2015**

# **City of Marshall Logo and Graphic Usage and Standards**

## **OFFICIAL LOGO USAGE CONFIGURATION**

In order to consistently communicate the City of Marshall's brand identity, standard usage guidelines must be set in place to ensure proper and accurate implementation of the logo. This version of the logo communicates a more professional and modern vision for the City of Marshall. The official logo is to be applied to formal City uses.

### **Official Logo Usage**

- Letterhead
- Business Cards
- Envelopes
- Address Labels
- Fax Cover Sheet
- Agenda Sheets
- Request for City Commission Action
- City Banners for Events
- Department Forms
- City Newsletter
- Brochures
- City Vehicles
- Employee ID Badges
- City Signage
- City Facility Signage
- Website

## DESCRIPTION OF ACCEPTABLE OFFICIAL LOGO CONFIGURATION

The City of Marshall logo consists of the logo mark and logotype. Since visual recognition is critical, the logo cannot be compromised in any manner, especially the logotype and its letter form, which must not be altered or re-proportioned in any way.

As shown, the primary use of the City of Marshall logo encompasses the logo mark with typeface included within the logo. The spatial and proportional relationship of the logo mark and logotype within the logo is fixed and should not be altered in anyway.

## APPROPRIATE LOGO USAGE



## DISCONTINUED CITY LOGOS

Use of the logos below, as well as any other logo that is not the official adopted logo should be discontinued after adoption of the Logo and Graphic Usage Standards Manual. Product with the logo below may be used until it is exhausted. However, any new product should be consistent with the logo and graphic use standards.





## **USE OF LOGOS BY COMMUNITY ORGANIZATIONS**

Use of the City of Marshall logo must be approved by the City Manager. The City of Marshall logo may not be used for political purposes by elected officials or for non-City sponsored events/programs.

## **TYPOGRAPHY**

For official City business where the logo is used with the department name immediately below (like the example provided), the official font name is Zapf Calligraphic 801. Times New Roman can be used as a substitute.



**Parks & Recreation**

## **COLORS**

In single-color applications, the City of Marshall logo may be printed in black, or reversed in white.

In electronic applications, such as Microsoft Word or PowerPoint, or when used on the Web, the full-color logo should be used, and RGB or hexadecimal equivalents of the PMS colors should be used.

The color combinations shown below constitute the only authorized color combinations for the City of Marshall logo. Any exceptions must be approved by the City Manager's Office.

When alternate surfaces such as metal, stone, or glass are used, use appropriate values of the one-color version to match the surface being inscribed.

**Blue:**

R – 0

G – 56

B – 147

C – 100%

M – 68%

Y – 0%

K – 12%

**Red:**

R – 204

G – 12

B – 0

C – 0%

M – 95%

Y – 100%

K – 0%

**PMS Colors**

287

485

**Hex**

#003893

#CC0C00

**Drop Shadow: 50%**

## **SCALING IN DOCUMENTS**

**The City of Marshall logo is always used in its original, as designed proportions.**

Do not distort (stretch or compress) the height or width dimensions of the logo or any of its elements. In many applications, holding the shift key while scaling maintains the correct

aspect ratios. If you are scaling by dragging a “handle” on the logo, always drag the corner handle, not a side, top, or bottom handle.

**CORRECT SCALING**



**INCORRECT SCALING**



## **Appendix**

City of Marshall Logo – Full Color

City of Marshall Logo – Black & White

City of Marshall Logo – Gray Scale

Sample Agenda Sheet

Sample Letter Head

Sample Business Card

Sample Envelope

**CITY OF MARSHALL LOGO FULL-COLOR**



**CITY OF MARSHALL LOGO BLACK AND WHITE**



**CITY OF MARSHALL LOGO GRAY SCALE**

