



CEDAR

PARK

Logo Use

Guide

2018

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CEDAR PARK

Purpose

The City of Cedar Park's logo was adopted by the City Council on May 25, 2006 as the City's graphic identity. Its accompanying Logo Use Guide was approved by City Council on July 18, 2006 and revised by City staff in July 2006. The guidelines within this document establish acceptable use of the logo for all applications, including but not limited to signage, City equipment, City facilities, correspondence, documents, forms or apparel. This Guide, updated in 2018, seeks to clarify and address the following issues that have come up over time:

- Acceptable typefaces to accompany the logo
- Tangible examples of unacceptable use versus acceptable use
- Use of photographic images of buildings and signage containing the logo
- And an alternative layout logo need for the purpose of fitting on City staff uniform patches and hats.

The Community Affairs Department reserves the right to deviate from the guidelines set forth in this Guide, in certain situations, as it deems necessary (for example, using the branch element of the logo inside the "0" for a 50th Anniversary logo).

The City of Cedar Park logo and its graphic elements contained therein are trademark-protected by the City of Cedar Park. Use of the City of Cedar Park logo is limited to the City unless otherwise approved by the Community Affairs Department in accordance with this Guide. All requests for non-City use must be submitted on the Request for Non-City Use of Logo form included in this Guide.

The requesting entity must explicitly specify for what use the logo is to be used, including intended media (print, web, television, etc.). To produce the highest quality results, do not reproduce the logo from files found online or in previously printed publications. Please see sections on Non-City Use and Improper Use prior to submitting the Request for Non-City Use of Logo form.

Logo Design, colors, acceptable backgrounds and available formats

Logo design

The City of Cedar Park maintains three approved logo designs for all general City and approved non-City uses: the “Horizontal”, “Vertical” and “Branch” logos. The City maintains a fourth alternative layout reserved for City use only, the “Patch” logo, for the explicit purpose of printing or embroidering on rectangle-shaped areas on uniform patches and hats. All versions incorporate the same design elements, fonts and colors.

The Horizontal, Vertical and Patch approved logo designs contain two primary elements: the “branch” icon across a circle icon and the words “Cedar Park”. The icon itself is comprised of two colors (dark green and light green), and the “Cedar Park” text two colors (reddish brown surrounded by a light green stroke), all described in the Color Formula chart. The Vertical and Patch designs incorporate a light green line between the words “Cedar” and “Park”. The “Cedar Park” text is a graphic element of the logo, not a typeface, and cannot be reproduced as such.

The “Branch” logo design consists of a white branch across a circle icon. Orientation of the branch must be maintained with the top of the branch at one o’clock and the bottom of the branch at seven o’clock. The branch should extend evenly off the top and bottom of the circle icon.

Colors

Colors of each element of the logo as described in the Logo Design section above must be maintained according to the Color Formula Chart contained in this Guide.

- In lieu of matching spot colors, the logo may be converted to grayscale or one color using any of the colors described on the in the Color Formula Chart contained in this Guide.
- The logo may also be converted from CMYK to RGB for electronic use, including websites or television. In all cases, those variations are available upon request, with no need to independently modify the logo.
- The light green stroke around the words “Cedar Park” contained in the logo must be maintained, except in the case of one color printing.
- A two-color variation, a grayscale variation and a one-color variation of the logo are also acceptable when necessary. In the two-color variation, dark green may replace the reddish brown found in the words “Cedar Park”.
- For metal work and sign making the logo may be converted to all one color metal with different finishes or the "branch" element may be converted to silver with prior written approval from the City.

Acceptable backgrounds

- The logo must be placed on a light-colored, complementary background, to provide contrast from the logo and background. For dark backgrounds the logo must be converted to white.
- When the background is not white, the versions of the logo that preserve the branch element as white (not transparent) must be used.
- Outlines or borders may not be added to the logo.

Available Formats

The logo is available in both vector (Adobe Illustrator) or raster (Adobe Photoshop) formats. Vector files can be scaled up to much larger sizes without loss of quality (most often recognized as a blurred or jagged look) but typically may only be opened by professional design software. These files are most useful for applications requiring enlargement. Available vector formats include AI, EPS or PS. Raster files are acceptable for all applications, but must be reproduced at 300 dots per inch (DPI) for all printed use. For use on the Internet or television, 72 DPI is acceptable. Available raster formats include PNG, JPG, GIF and TIF. Please specify which version, vector or raster, is required, as well as the one, two, three color or grayscale palette. If raster, also include an estimation of final printed size and DPI resolution.

Examples of the four approved logo designs are included below.

Horizontal:



Vertical:



Branch:



Patch (for uniforms/hats only):



Pantone Matching System Color Formulas

3 color coated

Dark Green - 364C

Light Green - 383C

Reddish Brown - 7517C

Dark Gray for accompanying text - Hex
code 303030

3-color uncoated

Dark Green - PMS 363U

Light Green - PMS 390U

Reddish Brown - PMS 7526U

Dark Gray for accompanying text - Hex
code 303030

CMYK codes - for in-house/standard printing

Dark Green - PMS 289-1 (70C, 0M, 100Y,
40K)

Light Green - PMS 304-3 (25C, 0M,
100Y, 20K)

Reddish Brown - PMS 52-1 (0C, 70M,
100Y, 40K)

Dark Gray for accompanying text - 90
percent black or Hex code 303030

Typeface

For official City applications, departmental names or other designations such as the specific names of City facilities, additional text may be placed below the logo. In most cases, those applications will be created upon request by the Community Affairs Department. In certain cases, permission to add additional text for certain City-specific applications may be granted. In such cases, the following guidelines must be adhered-to.

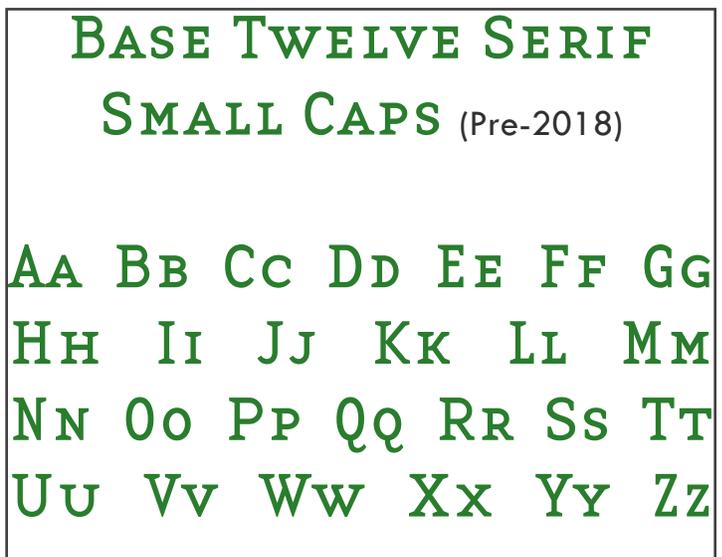
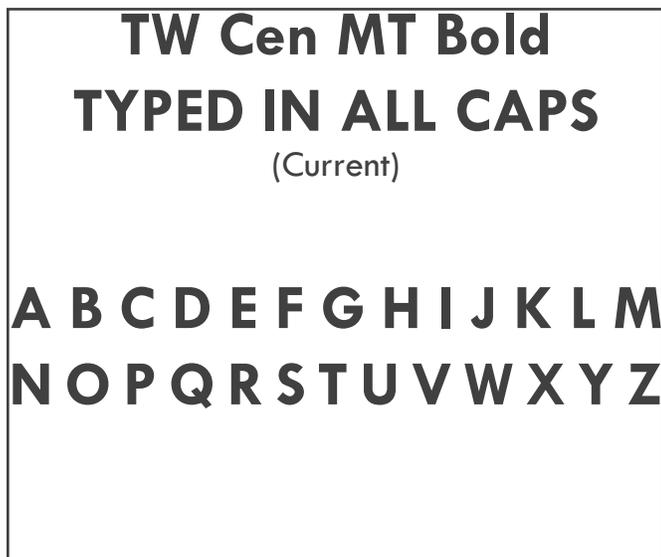
Past accompanying font

When the logo was adopted in 2006 the only acceptable font to accompany the logo was Base Twelve Serif small-caps presented in Dark Green in the Color Formula Chart. This remains an acceptable accompanying font for materials produced prior to this 2018 version of the Guide. However, this is not a Windows System Font, nor is it web-friendly. It is not necessary to rebrand existing Base Twelve Serif Small Caps presented in dark green. However, moving forward, the current accompanying fonts must be used.

Current accompanying fonts

TW Cen MT Bold in all caps is the only acceptable typeface to accompany the City logo for materials produced in 2018 and moving forward, except as otherwise specified below. TW Cen MT is a Windows System Font and is web-friendly.

- Point size of the additional text must be between one-half and two-thirds the height of the letters comprising the “Cedar Park” text. Without resizing from the original, the correct point size for the horizontal logo is 40 points and 36 for the vertical.
- The new text should be center aligned with the logo and one-quarter inch below the “Cedar Park” text, or if the logo’s size is altered, be a distance proportionate to the logo’s size.
- The “Cedar Park” text contained in the logo is a graphic element of the logo, not a typeface, and may not be reproduced as such.
- For uses apart from department name accompanying the logo, such as business cards, signage, etc., the recommended font is TW Cen MT Regular, sentence or title case. Alternative fonts for such uses are Source Sans Pro or Futura which are in the same font family as TW Cent MT.
- The recommended font color is dark gray – but white, dark green and warm brown (all contained in the Color Formula Chart) are also acceptable.



Non-City Use

The City of Cedar Park logo is a registered trademark of the City of Cedar Park, Texas municipal government as an entity and is protected by law. Trademark protection includes photographic images that contain the logo in its entirety or elements of the logo, such as it appears on City buildings, signage and other City-produced materials.

The City of Cedar Park logo is to be for City sponsored messages, advertisements, merchandise, facilities, etc. or for applications co-sponsored with the City. Examples of co-sponsored applications include official City partnerships, sponsorships or volunteer organizations such as CERT (Community Emergency Response Team) or Friends of the Library.

All non-City uses require prior approval of the City, and applicants must use the Logo Usage Request Form included at the end of this Guide. All permitted non-City uses must adhere to the following guidelines:

1. The logo may not be used by any person or entity not affiliated with the City unless it falls within the context of a co-branding effort or campaign approved by the City. An exception is made for bids/project proposals or a contractor's work product. All non-City uses must be approved by the City prior to use. The City of Cedar Park does not provide endorsements for any specific businesses.
2. All uses of the logo must comply with all guidelines in the Logo Design, Colors and Acceptable use section of this Guide.
3. Unacceptable non-City uses of the logo include:
 - a. Political campaign messages or other materials of a partisan nature
 - b. Stationery or any paper products not licensed by the City of Cedar Park
 - c. Obscene, graphic, violent, or sexually suggestive uses, materials, or use by such businesses
 - d. Uses that would disparage or damage the image of the City
 - e. And use on food items, health-related items or alcoholic beverages.

Improper Use

In order to maintain the consistent brand awareness of the City of Cedar Park, alteration or deconstruction of the logo in any way is strictly prohibited. Examples of alteration include changing any of the constituent colors, adding additional text or other graphic elements not otherwise permitted by this Guide, removing, relocating or modifying any element of the design, including the "Cedar Park" text, disproportionately scaling any element of the design, tilting at an angle, or adding borders around the logo or elements of the design, or applying other effects and filters. It is important to hold the SHIFT key when sizing the logo to keep it proportional and prevent distortion of the image.

Acceptable layouts:



Horizontal

or



Vertical



Patch

(This layout for uniform/hat printing only)

Alternative color schemes for all layouts:



Two color green - only when restricted to two color printing/embroidery



One color acceptable in dark green, reddish brown, black or white on black or dark background



Grayscale

Angle of branch in logo:



In any orientation of the branch logo, the branch should be slightly tilted clockwise with the top of the branch pointing at 1 o'clock and the bottom pointing at 7 o'clock.

Sign fabrication and metal works:

When using metals to fabricate signs, medals, pins or other insignias, the contrast exhibited in full-color logo must be maintained.



The white color of the branch may be replaced with the color of the metal being used if the shade of the material is lighter than the light green in the logo.



Acceptable

Not acceptable

Unacceptable Use Examples



Unacceptable Use Examples



Photographic images of the logo



CEDAR PARK
Printshop Express, LLC



CEDAR PARK
Printshop Express, LLC

Use by a business



**Vote John Smith for
CEDAR PARK
Councilmember**

Political use



CEDAR PARK

Obscene/graphic/violent/sexually suggestive use of logo



CEDAR PARK

Use on food



Use on alcoholic beverages



**ANTI
CEDAR PARK
GROUP**

Use that is disparaging to the City



CEDAR PARK

Light green stroke must be maintained



CEDAR PARK

Non-contrasting backgrounds



CEDAR PARK

Blurred, pixelated or low quality

X CEDAR PARK PIRATES

The font used to create the words Cedar Park in logo is a graphic element not to be used in any other way.

Additional Information

This Guide is intended to standardize the application of the City of Cedar Park logo and protect it from misuse, both internally and externally. Any questions regarding usage of the City logo should be directed to the Media & Communications Manager at 512-401-5006.

To request use and/or actual digital files of the logo, please call the Media & Communications Manager at 512-401-5006, email media@cedarparktexas.gov or write Media & Communications Manager, City of Cedar Park, 450 Cypress Creek Road, Building One, Cedar Park TX, 78613. All requests for non-City uses must be accompanied by the attached Request for Non-City Use of Logo form.

Approved by Cedar Park City Council July 27, 2006

Revised July 2006, City of Cedar Park

Updated August 2018, City of Cedar Park

Request for Non-City Use of Logo

Date: _____

Requesting entity: _____

Individual contact name: _____ Phone: _____

E-mail: _____

Purpose for requesting use of City of Cedar Park logo: _____

Length of time logo will be used/displayed/published/etc.: _____

Will use be recurring, and if so how many times: _____

Will elements of the logo be used separately (i.e. using only the “branch” graphic or the name “Cedar Park”, and if so which element(s) and in what way: _____

Completed applications and/or any questions should be directed to the Media & Communications Manager at 450 Cypress Creek Road, Building One, Cedar Park TX 78613, 512-401-5006 or media@cedarparktexas.gov.