



City of Georgetown
Logo Usage Guideline



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Introduction

The new logo, or brand, for Georgetown wonderfully captures Georgetown's spirit. I was involved in the process to create the logo, along with other community leaders, and we believe that the community shares our excitement.

The primary reason for developing the new logo and accompanying "Sincerely Yours" tagline was to create an image that represents Georgetown's essential identity in order to create a consistent message for the City's tourism and economic development efforts.

The development of the new brand was the result of a multi-stage process over the past year. The initiative to create a city-wide brand came from the City's Main Street Advisory Board, whose members secured funding for a new brand from the City Council in 2003.

To serve as the foundation for the brand, a community visioning process was developed in order to define Georgetown's core identity and vision for the future. In October 2004, a professional facilitator conducted three community visioning sessions, representing a cross-section of the Georgetown community including more than 85 people.

The outcome of those three vision sessions was synthesized by a Task Force of community leaders who worked with the facilitator and GX Creative to develop the new brand. Joining me on the task force were Cox Communication's Cesar Gutierrez, local builder Jack Hunnicutt, Sun City General Manager Gary Newman, Georgetown Chamber of Commerce President Mel Pendland, Georgetown Healthcare System Board Chair Dr. Stephen Schaefer, Southwestern University President Jake Schrum, Williamson County Sun Editor Linda Scarbrough, Downtown Georgetown Association President Ellie Skross, and Simon Property Group's Diane Sweeney.

After working with GX Creative, this group reached consensus on the design of the new logo. We have adopted a visual identity which honors the past while conveying feelings of warmth and sincerity.

This guide is intended to communicate our core values with a unified identity, which strengthens our community brand. This guide creates a framework whereby anyone wishing to use the logo can do so with a unified look.

We hope you will find these guidelines to be useful and that you employ them in ways that suit your specific needs.

-- Mayor Gary Nelson

Process and Core Words

The logo for Georgetown, Texas was unveiled in January 2005. It is the result of a visioning process that incorporated wide community input toward the direction of the logo and what it represents. A task force of community leaders synthesized community feedback from three visioning sessions and provided the direction for the brand identity.

The logo and “Sincerely Yours” tagline were designed to reflect the essence of Georgetown – a community that values the personal touch and intimate quality of life.

Core words were defined as a result of the visioning session, in an effort to inform the Georgetown identity. They represented the community’s core values or ideals.

Respected
Intimate
Quality – of accomplishment,
fulfillment, realization
Familiarity/Familiar
Community – family
Friendly
Harmonious
Thinking ahead
Progressive
Gracious
Informal
Discriminating
Finest neighbor/ good neighbor
Small town
Nostalgia
Distinctive
Continuity
Deep roots

How to Use This Guide

There are numerous occasions where the city departments or city organizations will have varying needs in designing materials for print, web and other media. This guide includes chapters that address the various visual elements and styles used in different media and the guidelines for their use. If you have any questions or comments please feel free to contact us. Your input is valued.

Logo Use

Logo Components

The logo consists of the following:

1. A script G
2. Logotype: Georgetown and Texas
3. Est. 1848



The logo came into use in January 2005. The script “G” and the logotype “Est. 1848 Georgetown Texas” comprise the the logo and should never be used separately except for special instances which are listed later in this publication.

Use of the logo by non-City of Georgetown entities must be approved by the City of Georgetown. See contact information on page 27 of this guide about making requests to use the logo.

General Use



The logo must be used in as clean and simple a design as possible. The logo should not be outlined or used with drop shadow.

The logo will only be used in its intended fashion. Angling, additional or changed colors, or additional graphic elements covering or touching the logo are not permitted outside of what is listed in this guideline.

Localization

Translation or localization of the City of Georgetown logo is not allowed. The City of Georgetown logo with its attached logotype may be used in English only.

Referencing

When referenced in writing, the City of Georgetown name should appear in the same typeface as the body copy. No effort should be made to stylize the name in a typeface other than the one already being used in the body copy in which the City of Georgetown name is being referenced.



PMS 464 and PMS 444



All Black



All White

General Colors

The optimal use of the City of Georgetown logo is with Pantone 464 and Pantone 444. Changing colors outside what is specified in this document is not permitted.



PMS 464

CMYK Values

C=10

M=50

Y=100

K=35

RGB Values

R=144

G=105

B=30

WEB Value

#8F6A1E



PMS 444

CMYK Values

C=15

M=0

Y=15

K=42

RGB Values

R=188

G=155

B=147

WEB Value

#949B92

Colors on Apparel, Computer Monitors, Television and Newsprint

The optimal use of the City of Georgetown logo on/in media such as hats, t-shirts, embroidered shirts, television screens, computer monitors and newsprint is with Pantone 464 and Pantone 445, Black only and White only.



PMS 464 and PMS 445



PMS 464

PMS 445

CMYK Values

CMYK Values

C=10
M=50
Y=100
K=35

C=20
M=0
Y=20
K=65

RGB Values

RGB Values

R=144
G=105
B=30

R=96
G=101
B=94

WEB Value

WEB Value

#8F6A1E

#5F655D

Thread Color
For Embroidery
#1758

Thread Color
For Embroidery on
all colors besides
white is #1918.
For white apparel,
#1615.

File Formats and Size

The formats that will be used for the City of Georgetown logo are as follows:

FILE TYPE	NAME	FEATURES AND USES	SAMPLE APPLICATIONS
EPS	Encapsulated PostScript	Vector art is scalable and used by professional designers; cannot be opened in most MS Office programs; does not get “jagged” when enlarged; used for apparel, merchandise, signs, etc.	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark
PNG	Portable Networks Graphic	Bitmapped image format that employs lossless data compression	Adobe Illustrator, Photoshop, Web, Word, Powerpoint
AI	Adobe Illustrator	Vector art like EPS format	Word, PowerPoint, Excel, Web
GIF	Graphics Interchange Format	Raster (bitmap) format; can become “jagged” when enlarged; versatile format; can be used with transparent background	Word, PowerPoint, Excel, Web
TIFF	Tagged Image File Format	Raster (bitmap) format; can become “jagged” when enlarged; versatile format; works best for printed documents in MS Office products	Word, PowerPoint, Excel, Web



Minimum size for regular logo is approximately 1.5 inches in width

Logo Size for Print and Merchandise

The City of Georgetown logo should not be used in a size so small that it becomes illegible. Please use your best judgement when sizing the logo.

If the item upon which the logo is being placed does not allow for sizes large enough to keep the logo readable, it is permissible to separate the “G” from the wordmark. Examples of allowed use can be found later in this document.



Tagline Use 1



Tagline Use 2



Tagline Use 3

Sincerely Yours

Use with Taglines

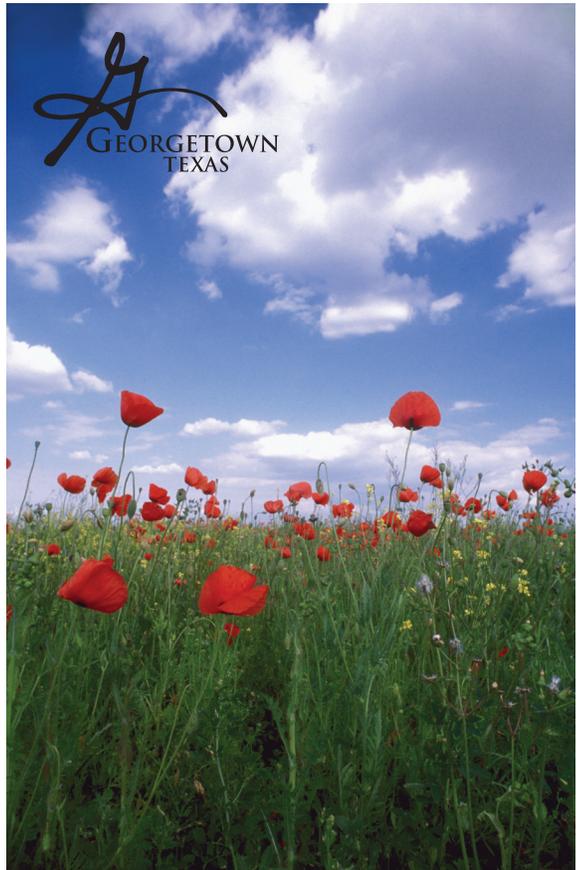
The logo versions with the tagline are primarily for use in tourism-related marketing materials, co-branding efforts and City-sponsored special events.



Logo on Colors

When the City of Georgetown logo is used on colors other than white, the logo can be made all white or all black.

Use your best judgement to ensure the logo is prominent on colors. In some instances, all black may be best, in other instances an all white logo would be optimal.



EST. 1848
GEORGETOWN
TEXAS

Wordmark in PMS 464 and PMS 444

EST. 1848
GEORGETOWN
TEXAS

Wordmark in Black

Logo as Wordmark

The entire phrase is in Trajan font, which is the font used in the logo. The wordmark is a graphic that is not to be altered, created, or used except in its approved form.

Approved Usage

- Directional road signs

Any exceptions must be pre-approved by the Public Communications Department

City of Georgetown Seal

A City seal design with the script G can be used by the City Secretary for embossing official documents. All other potential uses must be approved beforehand by the Public Communications Department.

Approved Typefaces

TRAJAN (Heading)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Arial Bold (Headers if Trajan is not available)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular (Subheaders)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Linotype

(in the body of letter, report or other document)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Century Schoolbook (Department Name)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

To ensure consistency, readability and a professional appearance, these fonts are to be used for City of Georgetown printed or paper publications (such as reports, letters, pamphlets, forms, or advertisements) and web pages.

Headers

TRAJAN

12 PT IS RECOMMENDED

If Trajan is not available, then Arial Bold should be used for headers, and Arial Regular for sub-headers.

Sub Heads

Arial

14pt is recommended

Body Copy in Letterhead

Palatino Linotype

11 pt. is recommended

Department Names

New Century Schoolbook

Size varies

Secondary Typefaces

Secondary fonts are for use when more than one typeface is required for a design or publication.

Arial is the suggested secondary typeface for use when more than one font is required.

Do Set Type:

- In upper and lower case
- Left justified
- With plenty of surrounding white space

Do Not Set Type:

- In all capitals, except for Trajan
- That has been condensed or expanded
- With additional inter-character (kerning) spacing
- In other typefaces

Approved Typefaces

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Electronic Slides

For projected PowerPoint slides, fine text on web pages, and character-generator text for television, Arial, Tahoma, or Verdana fonts should be used.

When creating a PowerPoint slide, please consider the context in which it will be used. In a dark room, a dark background with light colored text will be most readable. In a light room (i.e., the Council Chambers), dark text on a light background is the most readable.



Georgetown Utility Systems

Georgetown Utility Systems is the only City division with an approved logo because this division is an independent business entity operating in a competitive environment. The GUS logo has certain approved uses which are listed below. The City logo should be used for other items besides the ones specifically identified below.

Approved Usage

- Promotional items such as decals, mugs, shirts, pens, caps, etc.
- GUS advertisements, sponsorships, and promotional materials

Not Approved Usage

- Letterhead, business cards, envelopes, forms, or other pre-printed paper products, or other City documents
- Use on vehicles

Logo on Vehicles

The City of Georgetown Logo should be displayed clearly on either the driver and passenger door of the vehicle, or the tailgate of a truck.

Department names should be centered under the logo and should not be in all caps.



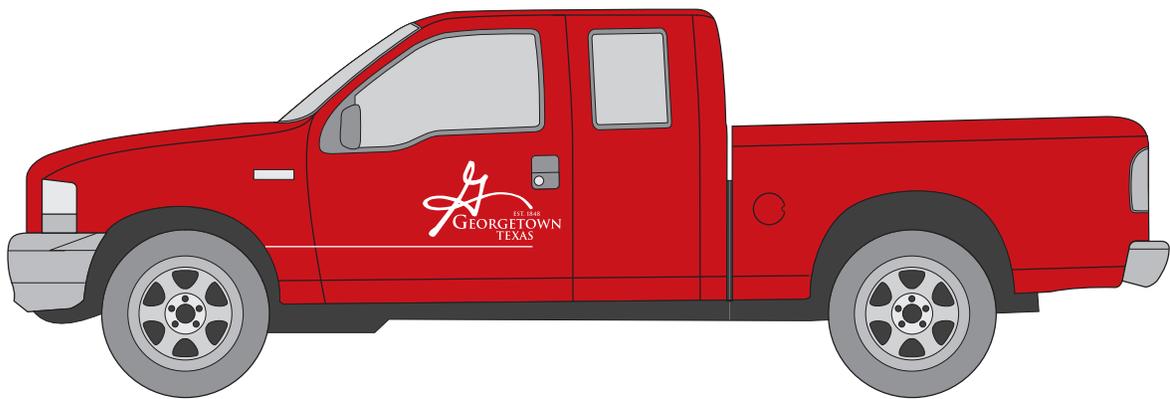
Logo on Vehicles



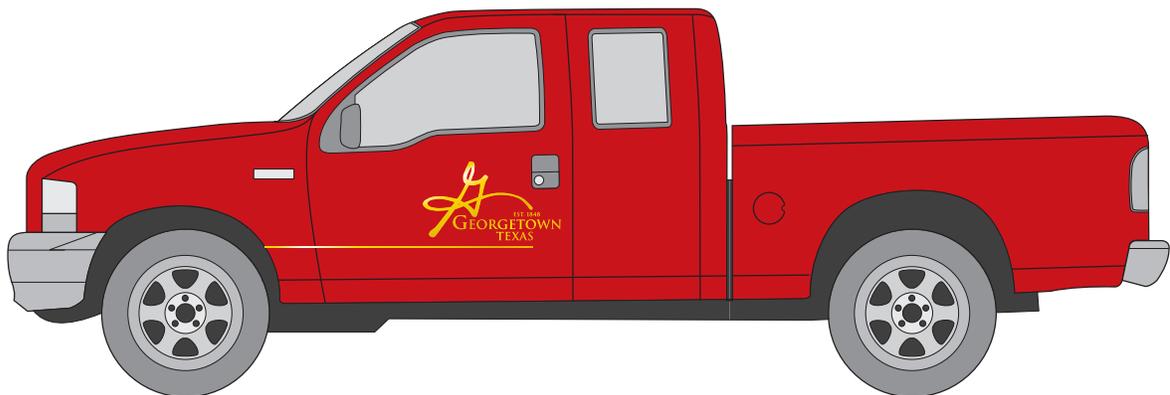
Logo on white truck without department name



Logo on white truck with department name



White logo on red truck



Metallic Gold logo on red truck

Logo on Apparel

When reproducing the logo using embroidery thread for apparel, the bronze thread color is 1758. The pewter thread color on all colors besides white is 1918. For white apparel, 1615.

The logo must not be combined with other graphics such as photographs or illustrations.

Department names on polo shirt should be placed on the breast opposite logo, on sleeve, or on yoke on back of shirt. Employee name, if used, should be placed on breast opposite logo.

For more information about use of the City of Georgetown logo on apparel please contact the Public Communications Department.



Logo on cap



Logo on button front shirt



Logo on door with department name

Logo on other items

Logo on merchandise and other items should be consistent with all guidelines specified herein.

When designing your particular piece of merchandise please be aware of the following:

- The logo must not be combined with other graphics such as photographs or illustrations.
- Reproduce the logo in correct colors (PMS 464 and PMS 445), according to the guidelines.
- Always work with licensed vendors when purchasing merchandise with the logo on it.

The City of Georgetown has a licensing program that regulates the use of its marks on items such as T-shirts, caps, key chains, mugs, pens, etc. The licensing process ensures that the City's symbols and marks are used appropriately and only on products approved by the City. All request for merchandise containing the City logo must go through the Tourism Director.



Logo on mug



Logo on totebag

Use by Non-City of Georgetown Organizations and Businesses

The logo is to be used for City of Georgetown-sponsored messages or for messages co-sponsored by the City of Georgetown. Examples of co-sponsorship would include an advertisement sponsored by the Downtown Georgetown Association and the City of Georgetown about the Red Poppy Festival, or a pamphlet by Simon Property Group and the City of Georgetown about shopping in Georgetown.

1. The logo is not to be used by a business unless in the context of a co-branding effort or campaign that the City has approved. The City of Georgetown does not provide endorsements for specific businesses.
2. All uses of the logo must be approved by the City of Georgetown.
3. It is important to hold the SHIFT key when sizing the logo to keep it proportional and prevent distortion of the image.
4. The logo should not be used in political campaign messages or other materials of a partisan nature in political campaigns.
5. Unacceptable uses of any City of Georgetown logo, wordmark, or seal:
 - a. Stationery or any paper products not licensed by the City of Georgetown
 - b. Obscene, graphic, violent, or sexually suggestive uses, materials, or businesses
 - c. Uses that would disparage or damage the image of the City
 - d. Use on food items, health-related items, or alcoholic beverages



Color logo on too dark of a background



White logo on too light of a background



Lines too close to logo



Use of circle and it is touching logo

Improper Use of Logo

Use your best determination to ensure the logo is prominent on all colors in all graphical situations.

There should be no additional graphical elements that would interfere with the linear quality of the City of Georgetown logo.

The logo cannot be altered in any way, either by resizing separate elements, changing the colors unless specified in this guideline.

Logo should not be used on a brightly colored or heavily patterned background.



Logo on patterned background

Contact Information

For questions and electronic files
please contact.

Public Communications Director
City of Georgetown
(512) 930-3690
pio@georgetown.org

When making a request for a logo, the
following information is needed:

1. The specific document, web page,
advertisement, merchandise item, etc.
on which the logo will appear.
2. Description of ad copy or document in
which it will be used
3. Specify color or black and white
version of logo
4. Dimensions of logo as it appears on
item to determine proper version
5. Software used and logo file type
needed (see list on page 11 of this
guide).