Logo usage guide and policy

Purpose

- The City of Cedar Park's logo was adopted by the City Council on May 25, 2006 as the City's graphic identity. These revised guidelines establish acceptable use of the logo for all applications, including but not limited to signage, City equipment, City facilities, stationery, documents, forms, or apparel.
- The City of Cedar Park maintains three approved logo designs for all uses. All incorporate the same design elements, fonts, and colors.
- The logo contains two primary elements, the "branch" icon and/or the words "Cedar Park," The icon itself is comprised of two colors (dark green and light green), and the "Cedar Park text in reddish brown outlined in light green. All colors are described in the Color Formula Chart. Additionally the vertical design incorporates a light green line between the words "Cedar" and "Park."

  - One is described as horizontal
  - One is described as vertical
  - One is described as "the branch"

- A two-color variation of the logo is also acceptable when necessary (fig. 4). 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.
- All variations of this logo are trademarked and owned by the City of Cedar Park.

Use

- The City of Cedar Park logo is to be used for all City-sponsored messages, advertisements, merchandise, facilities, etc. or for applications or events co-sponsored by the City. Examples of co-sponsored applications include Explorer Post #102 or volunteer organizations such as Friends of the Library. Permission must be granted for all non-City use. All acceptable non-City use shall adhere to the following guidelines:
  - The logo is not to be used by a business unless within the context of a co-branding effort or campaign approved by the City. The City of Cedar Park does not provide endorsements for specific businesses.
  - All uses of the logo must be approved by the City of Cedar Park.
  - It is important to hold the SHIFT key when sizing the logo to keep it proportional and prevent distortion of the image. The logo should not be used in political campaign

messages or other materials of a partisan nature in political campaigns.

Unacceptable non-City uses of the logo include:

- Stationery, paper products, web presence or signage that is not licensed by the City of Cedar Park
- Obscene, graphic, violent, or sexually suggestive uses, materials or businesses
- Uses that would disparage or damage the image of the City
- 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 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
    - 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
    - Adding borders around the logo or elements of the design, or applying other effects and filters, such as shadowing. *Placing the logo on light, complementary colored backgrounds is acceptable when necessary, however.*
- Use of the previously described City logo and words "Cedar Park" is limited to the City unless otherwise approved.
- Logo is to be used for official City business only; any use outside of that could create the public perception of a City sponsorship or endorsement of a particular event, person, business, or organization.
- Certain exceptions may be made for vendors and other organizations conducting business with or affiliated with the City.
- Any requests must be made in writing with the Request for City Logo Usage form available via the City website under the Media & Communications tab, and submitted to the Media and Communications Office.
- The requesting entity must explicitly specify for what use the logo is to be used, including intended media (print, web, television, etc.).
- In order to produce the highest quality results, do not reproduce the logo from files found online or in previously printed publications.

Image Quality

The logo should be of an appropriate resolution for the medium. For example, low resolution, web-quality logos should never be used for publishing.

Formats

The logo is available in:

- Vector (Adobe Illustrator)
    - Vector files can be scaled up to much larger sizes without loss of quality (most often recognized as a blurred or pixelated 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 (Adobe Photoshop)
  - 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 FIF. If raster, also include an estimation of final printed size and DPI resolution.

Please specify which version (vector or raster) is required, as well as the two- or three-color Pantone ® palette.

Typeface. For official City applications, departmental names, or other designations such as 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 City. In certain cases, permission to add additional text for certain City-specific applications may be granted. In those cases the following guidelines must be followed.
- The only acceptable fonts are
  - Trebuchet in dark green or dark gray, represented in color formula chart
  - *If Trebuchet is unavailable*
    - Arial or Calibri, in dark green or dark gray, represented in color formula chart
      - Color Exceptions: Above fonts in white for embroidery, screen printing, or printing on a dark backgrounds
- 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 original 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 a distance proportionate to the logo's size. The "Cedar Park" text is a graphic element, not a typeface, and cannot be reproduced as such.

Overall Consistency. In order to ensure consistency in overall look, messaging, and branding, all uses of the City logo shall be sent prior to publication to the Media & Communications Office for final approval.
- These logo usage guidelines are 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 Office at 512-401-5006.