



City of
Lubbock
TEXAS

// BRAND GUIDELINES

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CITIZENS TOWER

CITIZENS TOWER

Brand guidelines

// HELLO



**Communications
& Marketing
Manager**

Why should we strive to be identifiable, trusted and remembered?

Because each attribute either precedes and succeeds us.

Like us, as individuals, we want to be perceived as trustworthy and official, not only as the City of Lubbock organization, but also as a brand.

Achieving and maintaining these goals requires all members of the organization to embrace a consistent, professional standard that reflects the City of Lubbock in ways that instills confidence in our colleagues and fellow citizens.

These guidelines detail the standards that must be portrayed during the entire citizen experience, including the City's logo, brand colors, stationery and email signature. It's important that all members of the organization follow these guidelines as we continue to work towards creating strong, consistent and positive brand recognition and value!

Warmly,

Lacey Nobles | Communications & Marketing Manager



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This brand guide contains a comprehensive list of standards for the City of Lubbock’s visual identity. These guidelines allow for consistency in communication with residents and visitors by providing one uniform look and voice across all departments and platforms.

The outlined standards ensure messaging from the City of Lubbock is consistent, recognizable and reflective of the unique character of the City. The face of this communication is the official logo, which has variations and standards for media, signage, departmental recognition and more.





Brand guidelines

// OFFICIAL LOGO

Brand guidelines

// **MAIN LOGO**



The main version of the logo is for primary use. If more than one department is simultaneously involved, the main version is to be used instead of crowding multiple logos together.

In certain circumstances, with approval of the Communications & Marketing Department, the logo can be used without the tag (i.e. shirt embroidery, signage, etc.).

Each department will be provided access to a full-color logo with its department's tag.



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Brand guidelines

// DEPARTMENT LOGOS

A department tagged logo has been created for each department. Files for departmental usage are available to you.

Usage guidelines are as follows.



PARKS AND RECREATION

Main Logo

Department Logo Tag Font
MYRIAD PRO BOLD

Department Logo Tag Color

PANTONE 2995 C

C 79 | M 3 | Y 0 | K 0
R 0 | G 169 | B 224

Incorrect Usage:



PARKS AND RECREATION

Do not use other fonts for departmental tags.



PARKS AND RECREATION

Do not increase the size of the department tag so that it is wider than the logo.



PARKS & RECREATION

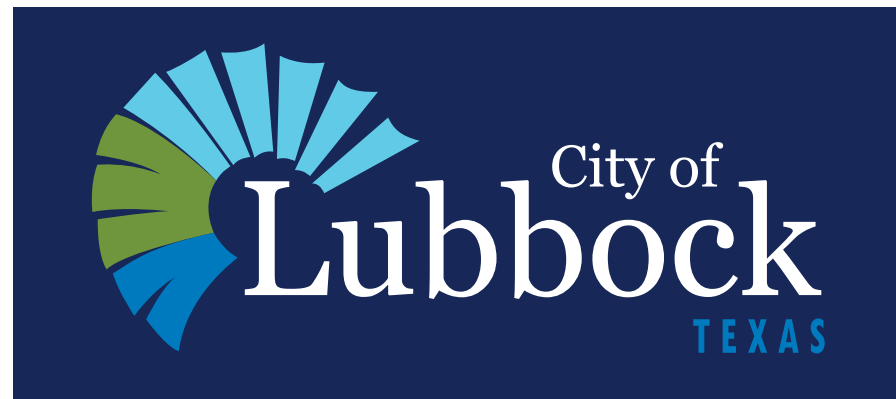
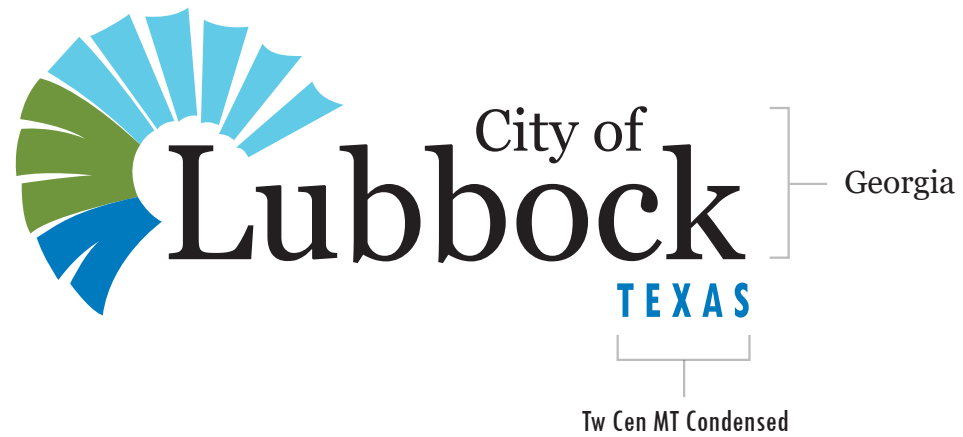
Do not add your own departmental tag to the main logo.



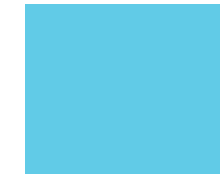
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Brand guidelines

// LOGO COLORS & TYPOGRAPHY



Follow these color codes when working with the City of Lubbock logo and branded materials. These are the only colors that are to be used in the logo and integrated into all publications, both print and digital.



PANTONE 305 C
C 54 | M 0 | Y 7 | K 0
R 101 | G 203 | B 230



PANTONE 377 C
C 61 | M 23 | Y 100 | K 6
R 112 | G 150 | B 61



PANTONE 300 C
C 100 | M 43 | Y 3 | K 0
R 0 | G 122 | B 189



PANTONE 281 C
C 100 | M 78 | Y 0 | K 57
R 0 | G 32 | B 91



C 0 | M 0 | Y 0 | K 100
R 35 | G 31 | B 32



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Myriad Pro

The Myriad Pro font family is the standard font for all City branded materials. It offers a wide range of variation while maintaining ideal readability and accessibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

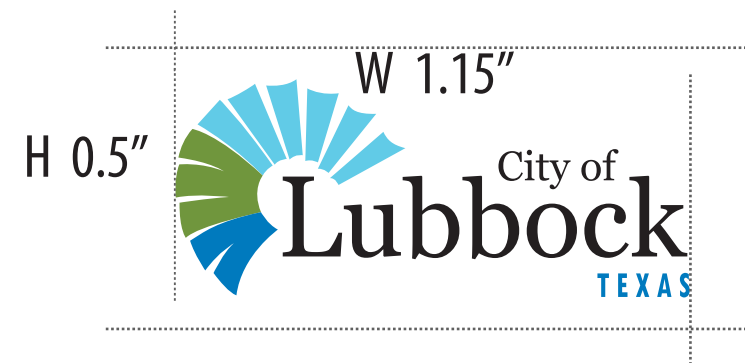
*Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Sed a risus ipsum. In et erat velit.*

***Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Sed a risus ipsum. In et erat velit.***



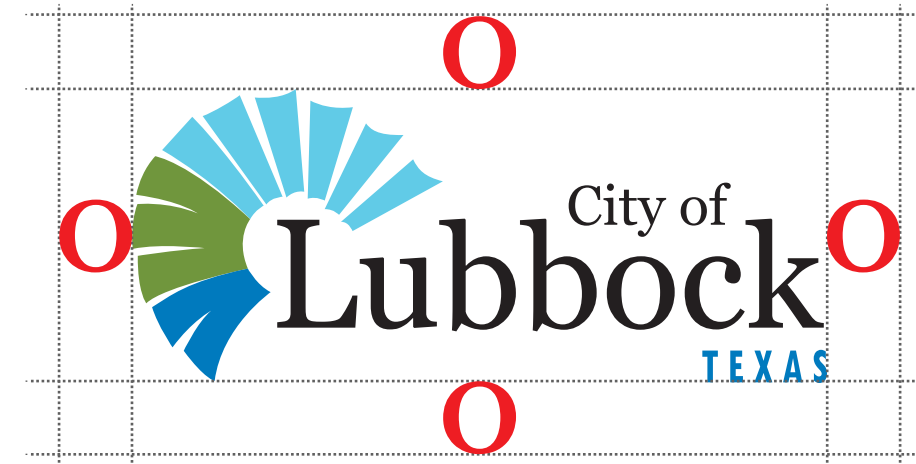
Brand guidelines

// MINIMUM SIZE & MARGINS



(Not actual size, for reference only.)

To ensure legibility of the City of Lubbock logo, never reproduce it at heights smaller than 0.5 inches and its proportional width of 1.15 inches. *(Not actual size, for reference only.)*



Always give the logo white space. It is important to leave enough room for the logo to stand out visually. The letter “o” in the City of Lubbock logo is the approximate measure to keep in mind when assigning this minimum margin of clear space.



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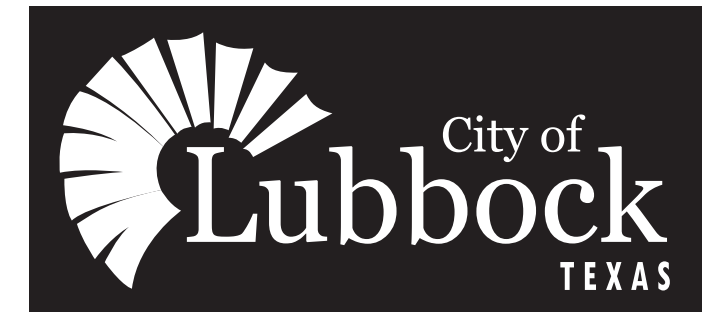
// LOGO DOWNLOADS



JPG COL full color logo
PNG COL full color logo
PDF COL full color logo



JPG COL black logo
PNG COL black logo
PDF COL black logo



JPG COL white logo
PNG COL white logo
PDF COL white logo

City of Lubbock logo files can be found on the City's website under Communications & Marketing. If you need another format or size, contact the Communications & Marketing Department to make a specific request.

Electronic files of the city logo in different formats are available for download at mylubbock.us/CommMkt-Logo.



// LOGO VARIATIONS

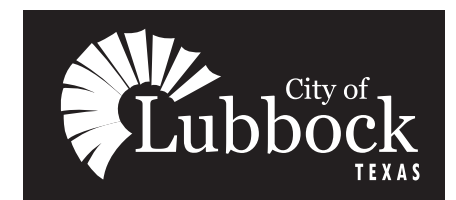
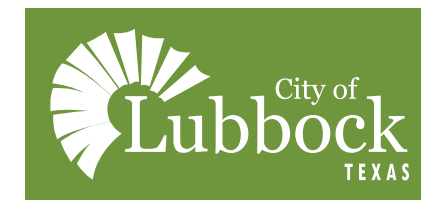
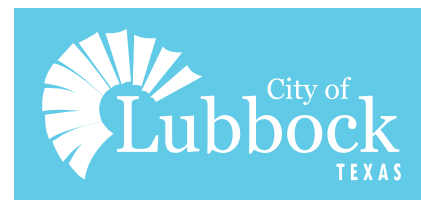
ONE COLOR USAGE

Whenever a one color version of the logo is needed, the allowed variations correspond to the logo color palette.



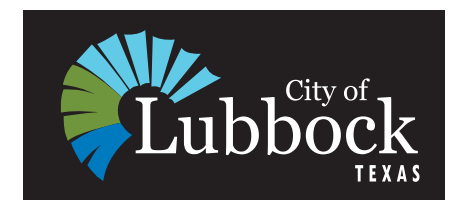
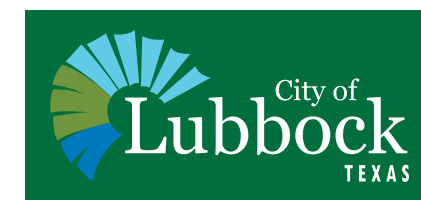
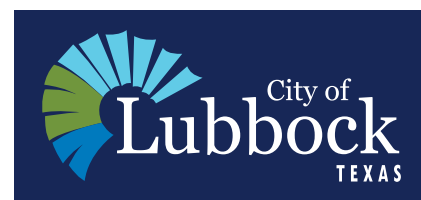
REVERSED/WHITE COLOR USAGE

The logo color palette may also be used as background colors. In this case, the logo must be used in white.



WHITE TEXT COLOR USAGE

Other background colors are permissible. If the official logo (black text) does not allow for enough contrast, the text must be used in its white variation to ensure legibility.



Brand guidelines

// UNAUTHORIZED USAGE

The City of Lubbock logo is our calling card. It must always be kept true to its original design and must **never** be changed under any circumstances.

It must look its best! If you have any questions regarding proper usage, please contact the Communications & Marketing Department.



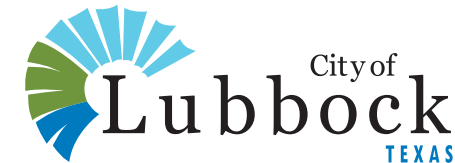
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Don't remove elements.



Don't stretch, distort or alter in any way.



Don't change the kerning.



Don't use gradients.



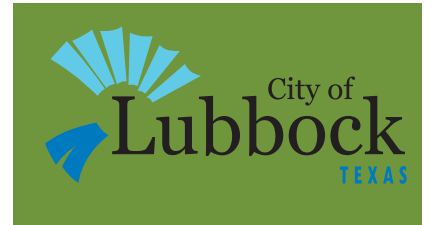
Don't resize or reposition elements, the windmill should always remain on the left of logo.



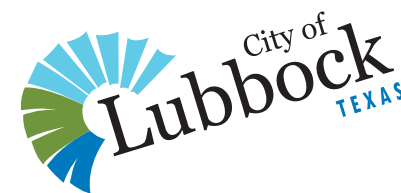
Don't change the typeface.



Avoid placing over busy photos or backgrounds.



Don't place over a background in the same color as a logo color.



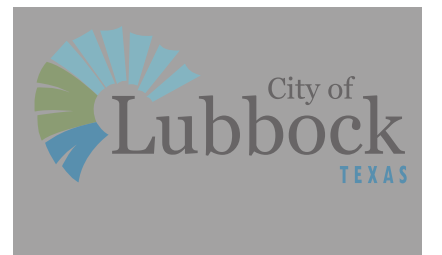
Don't rotate.



Don't change the color of individual elements.



Don't use drop shadows, bevels or any other effects.



Don't change opacity.

// STANDARD EMAIL SIGNATURE

When sending an email, it is important to remember that the tone and format of the email represents the City as an organization, and must always be professional.

A consistent email signature that follows the brand standards adds a professional touch and triggers an immediate connection to the City brand. All City employees must use the email signature block.

The diagram illustrates the components and formatting of a standard email signature block. It includes the following elements and specifications:

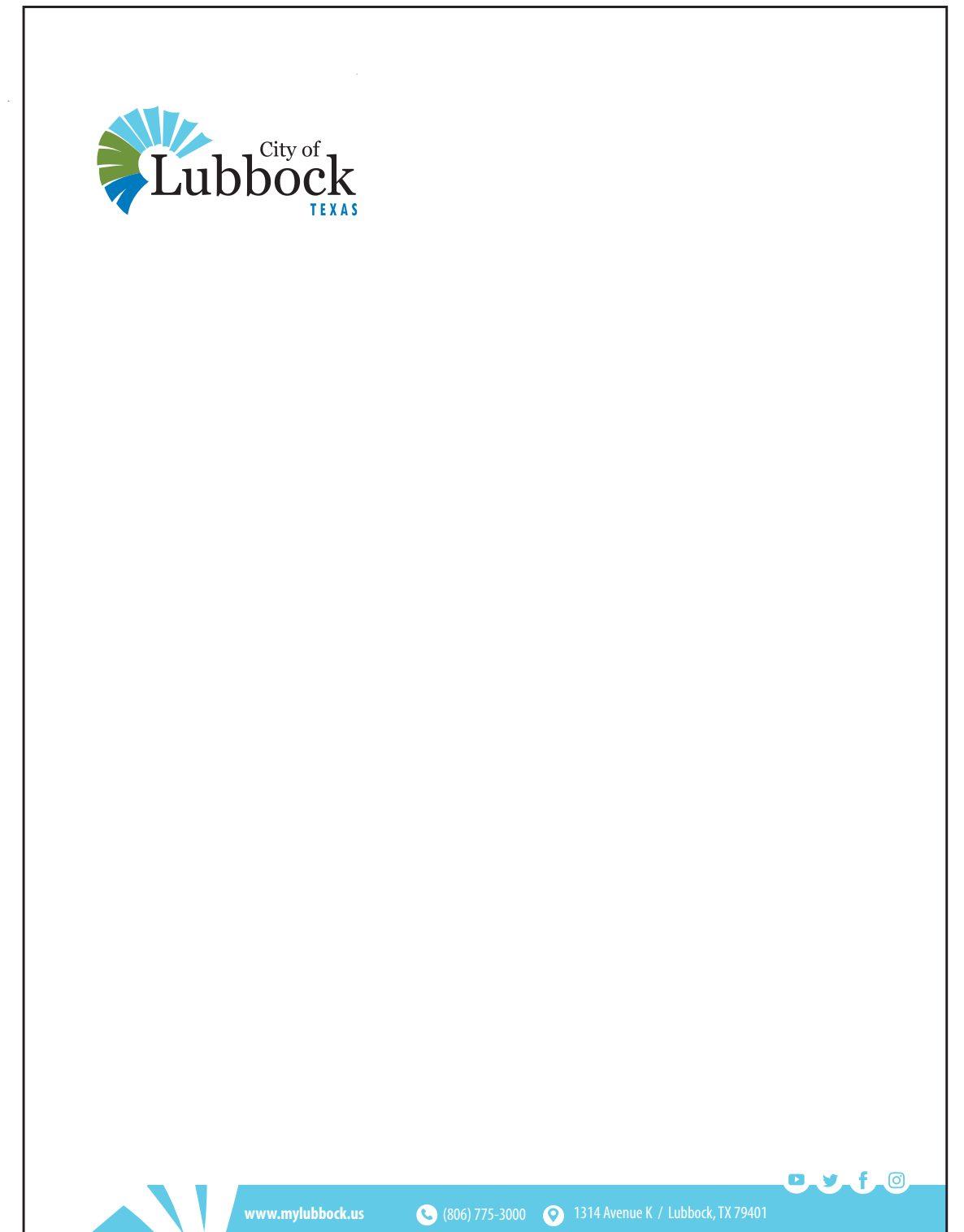
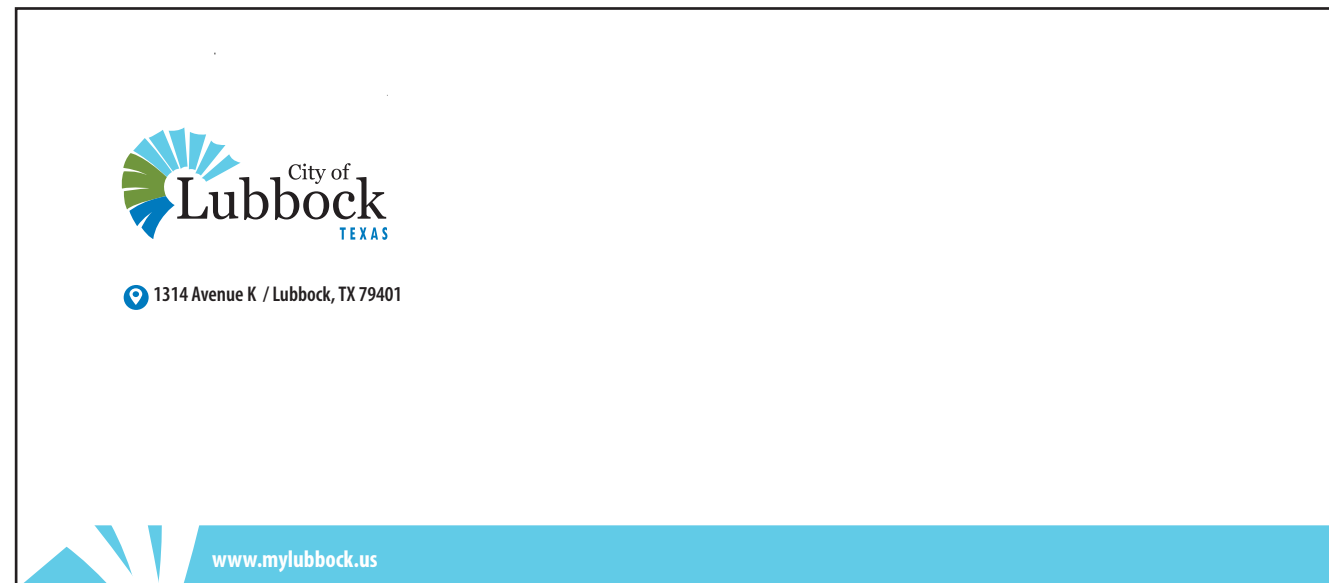
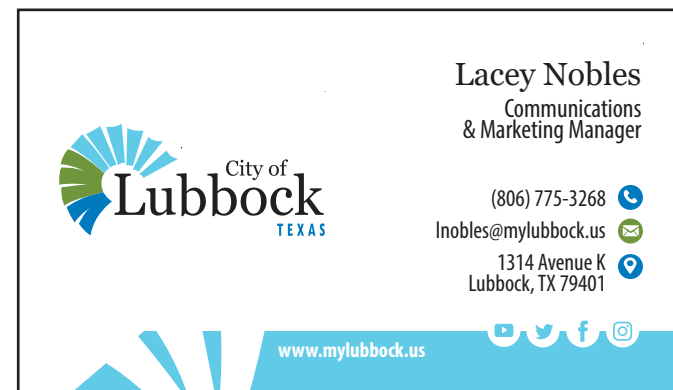
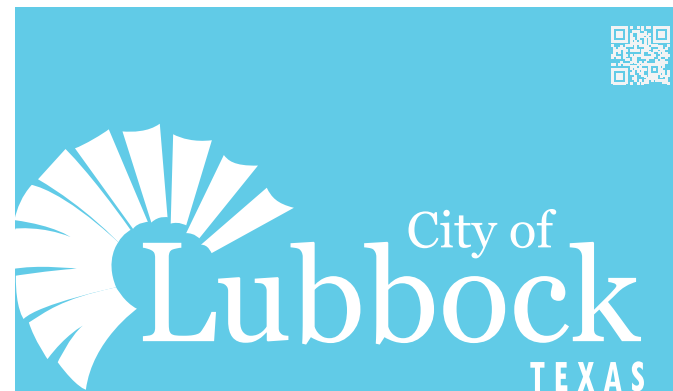
- Employee First & Last Name**: 12 pt Myriad Bold
- Position**: 10 pt Myriad Regular
- Contact Information**: 10 pt Myriad Regular (includes phone numbers, email, and address)
- Department E-Signature & Social Media Icons**: Must not exceed employee name in width (must remain proportional)
- City of Lubbock Logo**: Includes the City of Lubbock logo and the text "COMMUNICATIONS & MARKETING"
- Social Media Icons**: Facebook, Twitter, Instagram, and YouTube icons
- CONFIDENTIAL COMMUNICATION**: 8 pt Myriad Bold Condensed
- Confidentiality Notice**: 8 pt Myriad Condensed

PLEASE NOTE: Personal quotes, graphics and social media icons must not be used in the email signature. However, it is permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.



Brand guidelines

// STATIONERY



Brand guidelines

// APPAREL/UNIFORMS/SPECIALTY ITEMS



// GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ads and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationery, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.



JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.



If you have any questions about how to keep your City of Lubbock messaging accurate and on-brand, or need asset files, please contact Communications & Marketing.

CommMkt@mylubbock.us



(806) 775-3268



mylubbock.us/CommMkt



@cityoflubbock

