



CITY OF
Tigard

13125 SW Hall Blvd. Tigard, Oregon 97223 • tigard-or.gov • 503-639-4171

CITY OF TIGARD'S

BASIC BRANDING

BOOK



INTRO

The City of Tigard 's brand conveys our purpose, how we serve the community and how we support the city's mission, vision and values. This information is intended to help staff better serve the public through clear, consistent and compelling written and visual communication.

This guide provides a framework for logo standards, typography, and color, and provides examples of the system in use. These guidelines will help you create materials that are distinct and recognizable, visually positioning the City of Tigard as *“an equitable community that is walkable, healthy, and accessible for everyone.”*

The guide is an evolving document.

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THE LOGO



City Logo

The City of Tigard's primary tricolor logo is the most recognizable symbol of our brand. It was designed to reflect our community and embody the city's vision to be *"An equitable community that is walkable, healthy, and accessible for everyone."*

The secondary Logo is the alternate version of our logo that is used when horizontal space is limited.

The City of Tigard logos are available in Spanish. (see pg. 7)

Requirements

The primary and secondary logos are the preferred options for use on city-branded materials. If necessary, the logo is also available in several monotone versions to ensure appropriate contrast on colored or busy backgrounds. These versions are available in the city's branded primary blue, black, and white.

Primary Logo



Secondary Logo

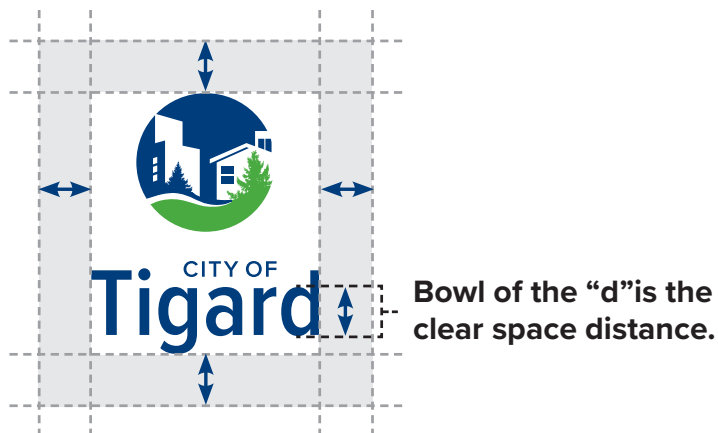
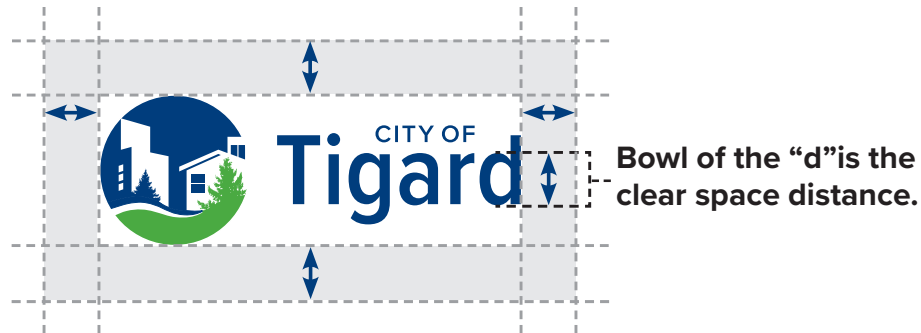


LOGO STRUCTURE & SIZE



Clear Space

The City logo must always maintain a minimum distance, or “clear space,” from graphics, text elements, and the edges of the paper or digital materials to which it is added. To ensure maximum visibility, readability, and consistency, this required space is defined by the bowl, or lower circular base, of the “d” in “Tigard.” This clear space applies to the entire City logo, as illustrated below in gray.



1.5 inches wide



**CITY OF
Tigard**



0.86 inches wide

Minimum Reproduction Size

In addition to maintaining clear space, the logo’s integrity depends on keeping it at a legible size. For accessibility purposes, the logo should never be used at less than 1.5 inches wide for the primary logo and 0.86 inches wide for the secondary logo.

INCORRECT USAGE



Don't crop the logo.



Don't stretch the logo.



Don't tilt or rotate the logo.



Don't change the logo colors



Don't put the tricolor logo on dark colors.



Don't put the white logo on light colors.



Don't add drop shadow to the logo.



Don't add embellishments to the logo.



Don't remove elements from the logo.

LOGO VARIATIONS



Primary & Secondary Logos

The primary and secondary logos are the preferred options for use on city-branded materials. If necessary, the logo is also available in several monotone versions to ensure appropriate contrast on colored or busy backgrounds. These versions are available in the city's branded primary blue, black, and white.



Spanish Logos

These logos are for use with materials translated from into Spanish.



BRAND COLORS



Color is our second most important brand element. Pairing our logo with a consistent color palette is the single best way to develop brand awareness for the City of Tigard.

Primary Palette

The City of Tigard's primary color is the Tigard Blue and should be the main color used for all branded materials. The secondary color of Tigard Green is also to be used, but not as prominently as the Tigard Blue. The remaining accent color palette serve as support and have limited use.



Tigard Blue

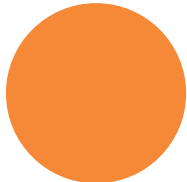
Pantone 281
CMYK 100 | 72 | 0 | 32
RGB 0 | 61 | 125
Hex #003D7D



Tigard Green

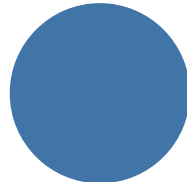
Pantone 362
CMYK 70 | 0 | 100 | 9
RGB 74 | 169 | 66
Hex #4AA942

Accent Colors



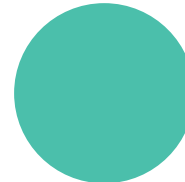
Orange

Pantone 362
CMYK 0 | 56 | 87 | 0
RGB 245 | 137 | 59
Hex #F5893B



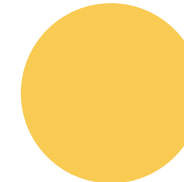
Medium Blue

Pantone 7683 C
CMYK 79 | 51 | 13 | 1
RGB 65 | 115 | 167
Hex #4173a7



Aqua

Pantone 325C
CMYK 65 | 0 | 51 | 0
RGB 75 | 191 | 171
Hex Code: 4BBFAB



Gold

Pantone 7548 U
CMYK 2 | 18 | 98 | 0
RGB 250 | 203 | 17
Hex Code: FACB11

TYPOGRAPHY*

* Please note that these fonts are only substitutes for those users who don't have access to Adobe fonts. If you are an Adobe Creative Suite user, please use the fonts on the next page.

Segoe UI

Segoe UI is a Microsoft sans-serif font. It was designed to be user-friendly and legible. This font may be used for body copy and headlines when preparing documents for print if users do not have access to Adobe fonts.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&*()_+<>/

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&*()_+<>/

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&()_+<>/*

Lato

Lato is a versatile sans-serif font that is well-suited for both print and digital media. This font is also for users who do not have access to Adobe fonts.

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&*()_+<>/

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&*()_+<>/

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#%^&()_+<>/*

TYPOGRAPHY



Proxima Nova

This Adobe sans serif font is intended for body copy and text applications. The full typeface family includes sixteen fonts. Eleven point is the acceptable standard font size.

Proxima Nova Condensed may also be used when space is an issue.

Aa

SAMPLES

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*()_+<>/

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*()_+<>/

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&()_+<>/*

Lora

This classic serif font is best known for its balance and readability. This font can be used for body copy and headlines. It has three variations.

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*()_+<>/

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*()_+<>/

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*()_+<>/

PHOTOGRAPHY



At the core of visual storytelling, good photography allows the City brand to express itself in an authentic and compelling manner. Every photo should communicate the value of connection - demonstrating a connection to Tigard. All images used must be professional quality and local. Capturing real-life situations is preferred over staged scenes.

People

All photos of people should capture them in a manner that shows connection in a natural setting. This may be a connection with a physical object, other people, an environment, etc. The quality of the interaction will begin to tell the story, increasing the value of the message.

Environment

To show audiences how amazing our city can be, and encourage a greater personal connection, all photos of Tigard's natural environment should capture the beauty in a way that emphasizes a unique landmark, region, or feature. Unique angles, cropping and depth of field help to create emotion and inspire connection.

Photography Checklist

- Is the image high quality? (Ex. 1080 pixels wide)
- Has it been cropped to show the primary point of visual interest?
- Does the photo actually tell/show the viewer something?
- Does the image accurately represent our city and citizens?
- Are we showing the viewer how to do something or receive a service?
- Is the image representational without being cliché?



SAMPLE WORK



Postcards



Reports

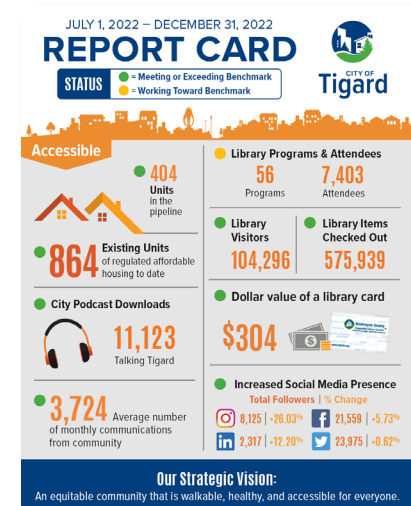
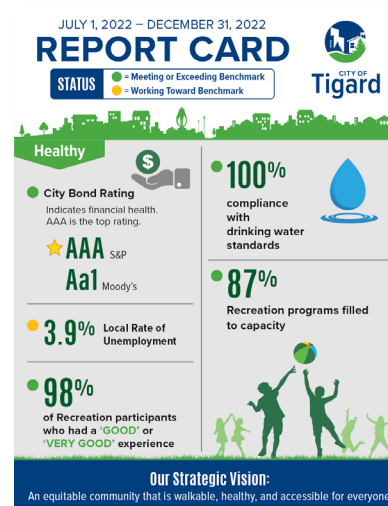
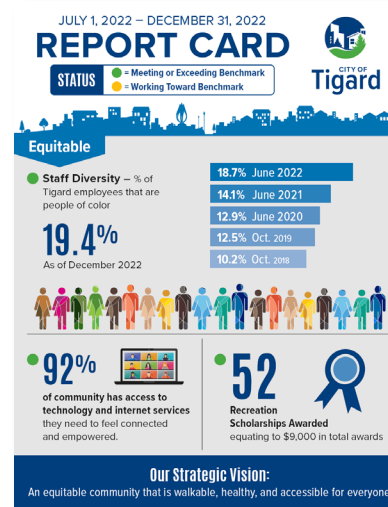
SAMPLE WORK



Infographics



Trifold Brochures

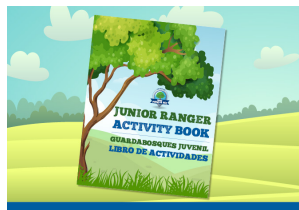


SAMPLE WORK

Flyers



Digital images for web & social media



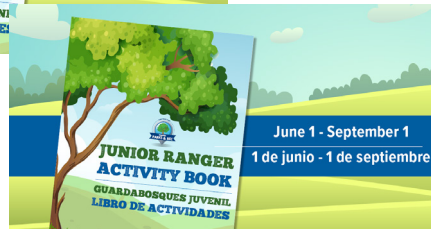
Web Calendar Tile



Social Media X (Twitter) Post

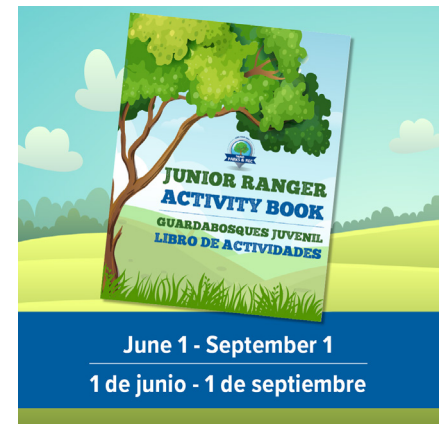


Web Department PageHeader



Social Media Facebook/Nextdoor Post

Social Media 1080x1080



TIPS & REMINDERS



1. Stay True to the Brand

Use official City fonts, colors, and logos. This makes sure that our brand looks the same and is trustworthy. People trust information that looks consistent!

2. Make it Accessible

Making things accessible is important because it helps everyone! This includes making sure your design has enough contrast; alternative text is included on images; digital documents are created so that screen readers can read out loud to people who can't see the material.

3. Think about the Audience

Always think about where people will see your project. This will help you decide how much text to use, how big the photo or graphics should be, if the content should be translated in another language or if you need to add a web link and QR code. Design with the user in mind and test your designs with real people when you can!

4. Arrange Things Clearly

Make sure people can see the most important thing in your design. Is it a picture? A big message? It's okay to use bigger font to show what's important. After that, arrange the other content in a logical order.

5. Keep it Simple

Simple designs help people understand things quickly. People usually just scan through information, so don't make your design too complicated. Keep it easy for them to pay attention. ***Less is more!***

6. Use White Space

White space, which is the empty area in your design, helps it look balanced. It also gives people a place to rest their eyes and focus on what's important. Make sure your design doesn't seem too busy. It should have a good mix of content and empty areas.

If you have questions about branding or need assistance with your project, please contact us in Design & Communications.

Communications_Work_Requests@tigard-or.gov

We look forward to working with you!



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