



# Graphic Standards Manual 2011



The city of Tavares is implementing a community vision that will expand our brand not only nationally, but globally. The consistent use of our logo, on print pieces, websites, presentations, apparel, and across all touchpoints, helps our audiences to instantly identify the communications as coming from the City of Tavares, and strengthens the identity of the City.

The Tavares logo is a valuable asset, and the protection of its integrity is vital to our growth. The reproduction standards and artwork in this manual were developed to protect and strengthen the Tavares brand.

The purpose of the Graphic Standards Manual is to provide a comprehensive guide to the proper and legal use of our brand identity which is symbolized by the logo. We also recognize the importance of trademark protection. The consistent, correct use of our trademark not only reinforces our legal rights, but also contributes to our strength and recognition in the marketplace.

These standards apply to all uses. Because the proper use of our logo has tremendous value to the image of the brand, it is mandatory that the guidelines in this document be strictly adhered to.

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## Miscellaneous Applications

## APPROVED COLORS AND LOGO PLACEMENT ON SHIRTS

Logos are displayed on shirts and hats worn by City employees, as well as other apparel. Whether it is on uniforms, casual Friday clothing, or outer wear, it is important that the logo be properly applied.

Make sure that the logo colors and placement meet the guidelines shown here. Department and employee names accompanying the logo shall be in Arial font. Employee names may be optional, depending upon job classification.

All shirts must have collars, but may be short sleeve, long sleeve or 3/4 length. Polo shirts may be v-neck in lieu of button closure.

Most graphic and shirt companies in Tavares have been provided with the appropriate City logos. If your vendor of choice needs the official logos, contact the Public Communications Department.



White Shirt/Blue & Silver Logo  
Name & Department - Arial Blue



Grey Shirt/Black Logo  
Name & Department - Arial Black



Black Shirt/White Logo  
Name & Department - Arial White



Navy Shirt/White Logo  
Name & Department - Arial White



Royal Blue Shirt/White Logo  
Name & Department - Arial White



Light Blue Shirt/Blue & Silver Logo  
Name & Department - Arial Blue



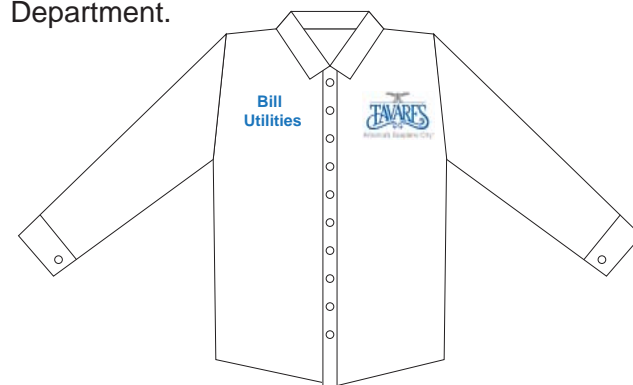
Dark Green Shirt/White Logo  
Name & Department - Arial White



Light Green Shirt /Black Logo  
Name & Department - Arial Black



Cream Shirt/Blue & Silver Logo  
Name & Department - Arial Blue



Oxford or button shirt (long or short sleeve)  
Same shirt colors and logo placement apply

## Email Signatures

Name  
Title  
Department  
www.Tavares.org  
T: 352-732-1234  
C: 352-208-1234



Minimum Requirements  
with logo

Employees may include additional  
information as appropriate.

Examples:

Address  
Fax number  
Division name  
Email address  
Additional phone numbers

Name  
Title  
Department  
City of Tavares, Florida  
www.Tavares.org  
T: 352-732-1234  
C: 352-208-1234

Minimum Requirements  
without logo

Email is often the only type  
of communication that our  
residents have with the City.

It is important that all email  
signatures provide sufficient  
contact information and  
properly identify the City  
employee.

Plain text, along with the City  
logo, is the best and most  
professional way to sign your  
email. Font preferred is Arial,  
Calibri, or Univers.

City email messages should  
not contain backgrounds,  
fancy fonts, multiple colors or  
animated images. Signatures  
should convey a business  
style in keeping with the image  
the City is promoting.



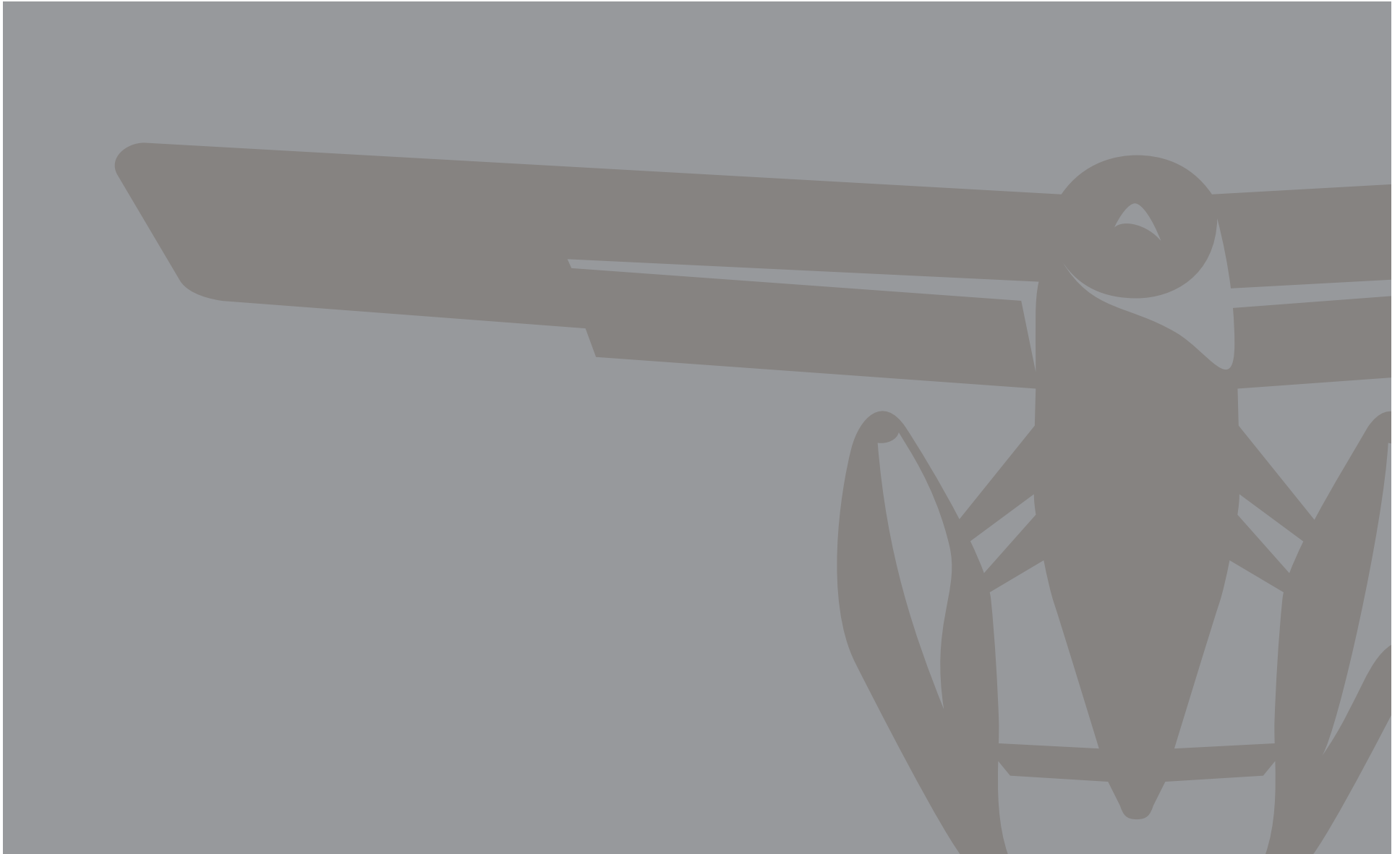
City vehicles should be properly identified with the Tavares logo.

All decals shall be applied by the City's Fleet Maintenance staff. Fleet Maintenance has a special logo that has been sized appropriately for vehicles large and small.

On white City vehicles, a full color logo shall be displayed on both the driver and passenger doors, large enough to be seen clearly from a reasonable distance.

On City Police Department vehicles, logos may be either full color or black and can be located on the driver and passenger doors, or on the rear of the vehicle, large enough to be clearly visible from a reasonable distance.

On City Fire Department vehicles, location of logos will be reviewed on a case-by-case basis.



## The Identity

File Name: Tavares\_Logo\_PMS.eps



America's Seaplane City<sup>SM</sup>

## USAGE

All promotional items and 2 color commercial printing that can use metallic ink.

File Name: Tavares\_Logo\_PMS\_noMET.eps



America's Seaplane City<sup>SM</sup>

## USAGE

All promotional items and 2 color commercial printing that can NOT use metallic ink.

Our Logo is the core element of our visual identity. It should be seen on everything we do from letterheads and advertising to promotional items and brochures.

The Logo consists of four elements: the seaplane, the water/waves, the Tavares logotype (city name) and the byline "America's Seaplane City". It should not be redrawn, digitally manipulated or altered.

The Logo must always be reproduced from a digital master file. This is available in eps, jpeg and other formats. Please ensure the appropriate artwork format is used. Do not randomly copy and paste from one document to another. This erodes the sharpness and clarity of the Logo.

For more information, please refer to USAGE (p. 12).

File Name: Tavares\_Logo\_CMYK.eps



America's Seaplane City<sup>SM</sup>

## USAGE

All 4 color commercial process printing.

File Name: Tavares\_Logo\_CMYK.jpg



America's Seaplane City<sup>SM</sup>

## USAGE

All in-house computer files.

File Name: Tavares\_Logo\_B&W.eps



America's Seaplane City<sup>SM</sup>

## USAGE

All b&w newspaper.

File Name: Tavares\_Logo\_Gray.eps



America's Seaplane City<sup>SM</sup>

## USAGE

An optional b&w for commercial printing.





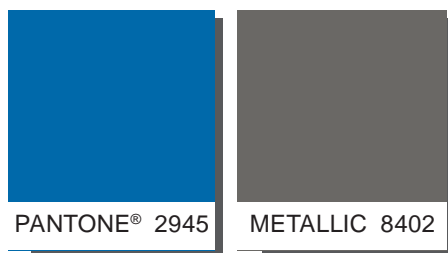
The Tavares logo has significant value.

We have registered the Tavares Logo as a trademark of the City of Tavares with the United States Patent and Trademark office. The services are promoting business and tourism for the City of Tavares. It may only be used with permission of the City of Tavares. The Tavares logo is used to identify official publications and property of the City of Tavares.

If the use falls outside official use, permission will need to be obtained from the Public Communications Department before publication.

The logo may be referred to as the City's trademark or service mark or its "brand."

## PANTONE® MATCHING SYSTEM (PMS)



## ALTERNATE: PMS (NO METALLIC)



For any printed application please refer to the color specifications shown here. Accurate reproduction of colors is essential for brand consistency.

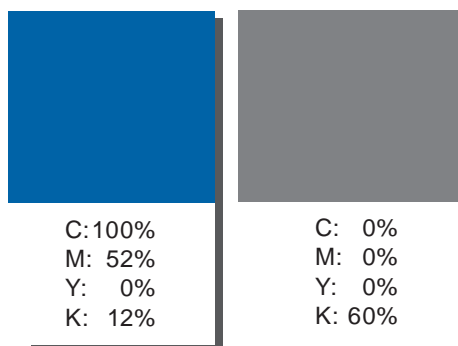
## FILE FORMAT

- Illustrator eps

## COLOR OPTIONS

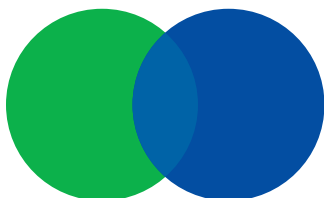
- Pantone® Matching System (PMS)
- Four Color Process (CMYK)

## FOUR COLOR PROCESS (CMYK)



For more information, please refer to USAGE (p.12).

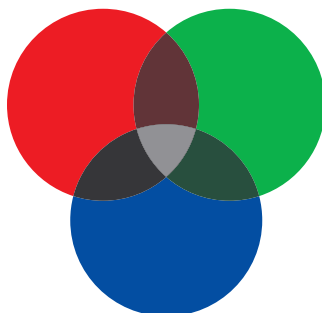
R:0 G:62 B:139



HEXADECIMAL HTML



R:85 G:85 B:83



For any online or digital application please refer to the color specifications below.

## FILE FORMAT

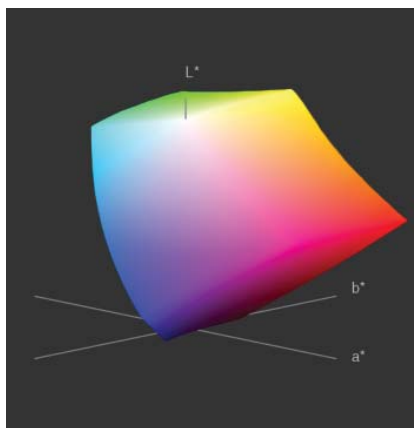
- jpeg or gif

## COLOR OPTIONS

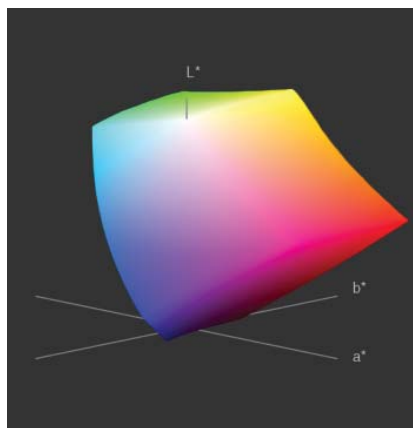
- RGB
- LAB
- Hexadecimal HTML Code

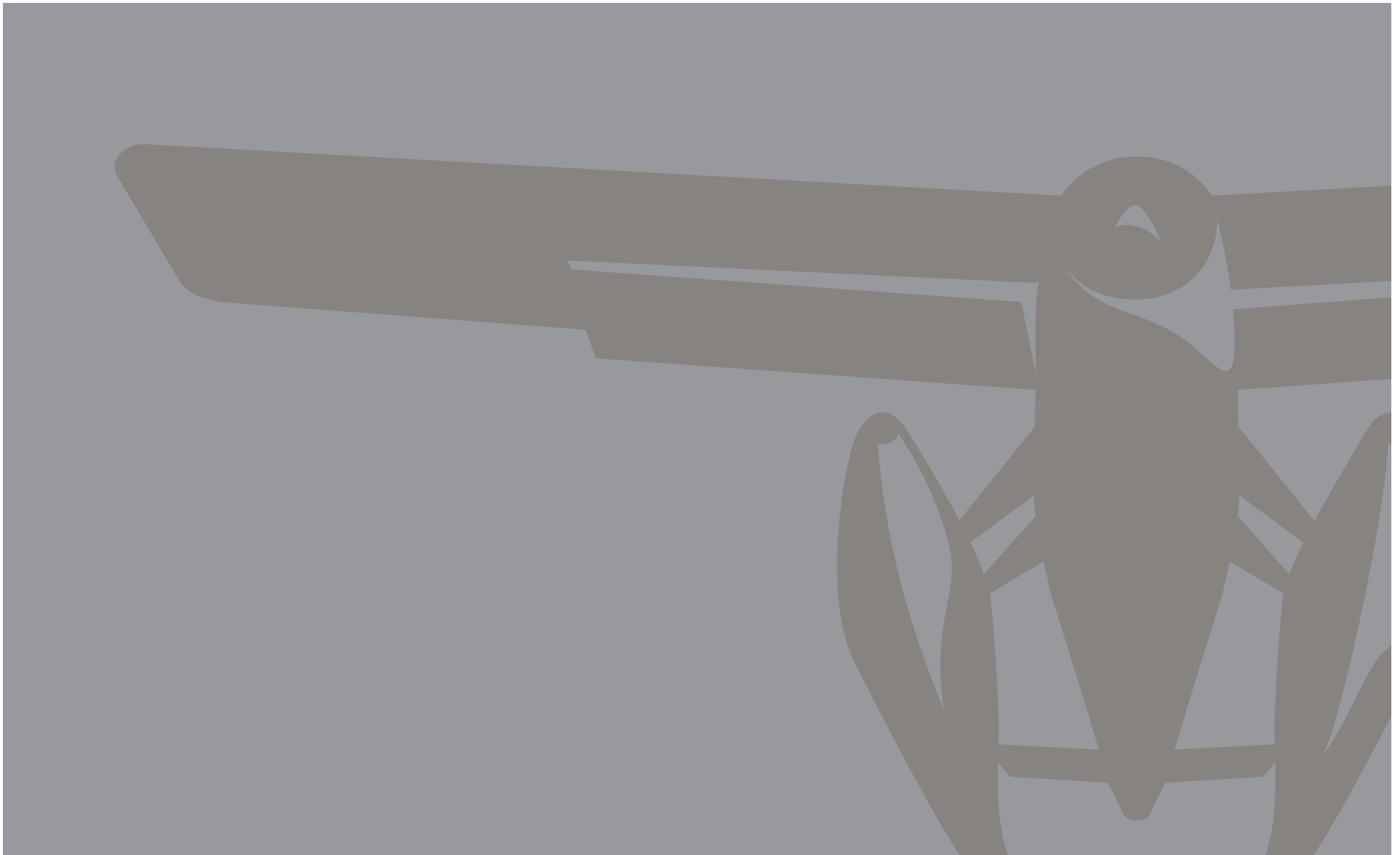
For more information, please refer to USAGE (p. 9).

L:32 a:-8 b:-52



L:40 a:0 b:-1





Usage



In certain cases, it will be necessary to knock out the Logo from a background color. The Logo should only be knocked out of black or the Tavares blue or silver. The Logo should not be knocked out of any other color. See LOGO DON'TS (p. 15).

The illustrations on the left do not imply that the Logo should be contained in a box of any kind. Rather it is to show how the Logo should appear when knocked out of a larger area of the aforementioned colors.



In certain cases, it will be necessary to print the logo in only black or grayscale. Use only the solid black or grayscale Logos provided in the digital graphic files.

Do not randomly copy and paste from one document to another. This erodes the sharpness and clarity of the Logo.

For more information, see LOGO DON'TS (p. 15).





Do no stretch out of proportion



Do not use non-tavares colors

Adhering to the guidelines in this manual will provide a consistent brand unity. The following are just some examples of “what not to do” with the Tavares Logo.



Do not switch colors



Do not enclose inside a shape of any kind



Do not arch or distort logo



AMERICA'S SEAPLANE CITY

Do not alter the byline in any way



Do not place logo on any color background  
See page 13 for approved background colors

## Logo Don'ts



In order to maximize its visual presence across various applications and formats, the Logo requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the height of the seaplane. Always allow at least this amount of clear space around the Logo. This is not a placement guide. It is a minimum only. It is important that this rule is observed and that the exclusion zone is maintained at all times.



## Recommended Logo Sizing



(MINIMUM SIZE)



Logo size consistency is important when producing a wide range of communications.

### SIZE FORMATS

Shown here are the recommended sizes for reproduction across various formats.

63MM - 2.48"

- Letter: 8.5"x11"
- Legal: 8.5"x14"

58MM - 2.28"

- Executive/Monarch: 7.25"x10.5"

46MM - 1.81"

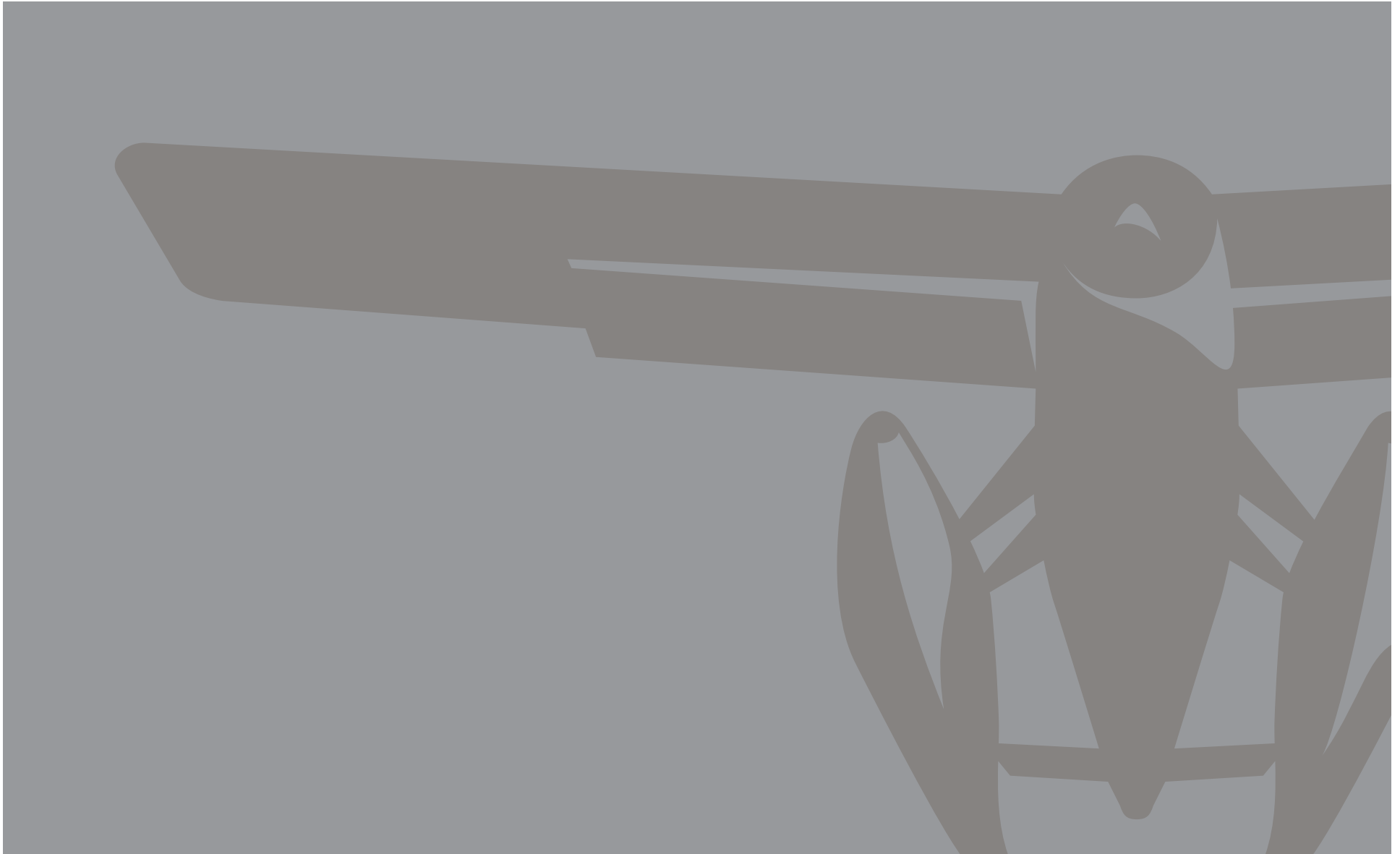
- No. 10 Envelope: 4.125"x9.5"
- No. 7¾ Envelope: 3.875"x7.5"

### MINIMUM SIZE - 1"

The Logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 1" measured across the width of the Logo. The Logo does not have a maximum reproduction size.

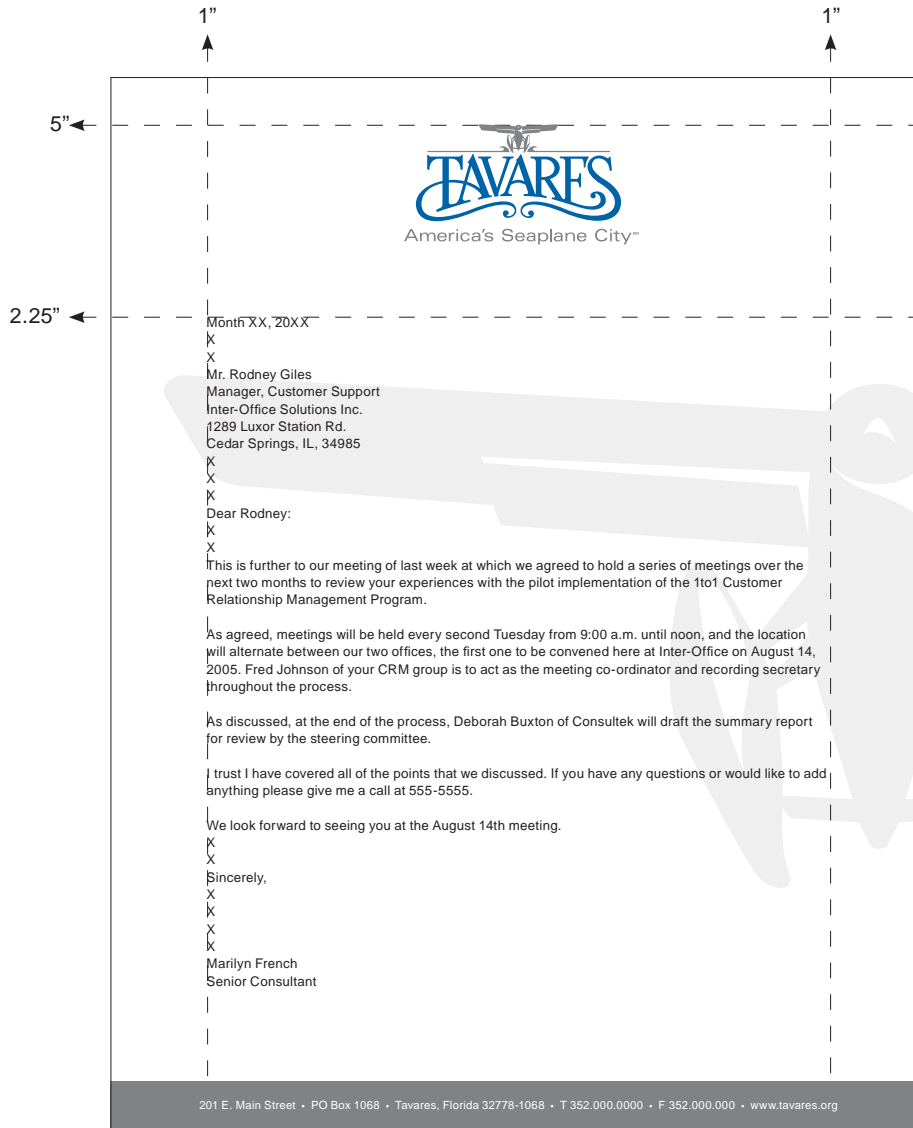
### ALTERNATIVE SIZES

The Logo is reduced or enlarged proportionately to accommodate alternative sizes.



Templates

# Stationery Templates



## TEMPLATES

Stationery templates and master artwork files have been produced and can be provided to printer of choice. Contact Public Communications for further information

The following templates are available:

Letterhead

Executive/Monarch

Business Card

Mailing Label

No. 10 Envelope

No. 7¾ Envelope

## LETTERHEAD

The recommended font for the body copy is Arial size 11pt font, or Univers 45 Light in a size 10pt font. The letter should begin 2.5 inches from the top of the letterhead and 1-inch margins should be observed on either side.

Letterhead should have a watermark showing the left side of a seaplane in light silver or gray. When ordering stationery, a proof should be requested to confirm that the watermark is properly positioned and that it can be seen without obstructing the text in the letter.

## Stationery Templates



### BUSINESS CARD

The business card template was designed to accommodate most names, titles and email addresses. Below are the fonts, sizes and leading used.

#### NAME

Univers 65 Bold 7.5pt/9pt (All Capitals)

#### TITLE

Univers 45 Light 7.5pt/9pt

#### ADDRESS/PHONE NUMBERS/EMAIL ADDRESS

Univers 45 Light 7.5pt/10pt

#### WEBSITE

Univers 65 Bold 7.5pt/10pt

#### BULLETS

Univers 45 Light 5.5pt (.5pt baseline shift)

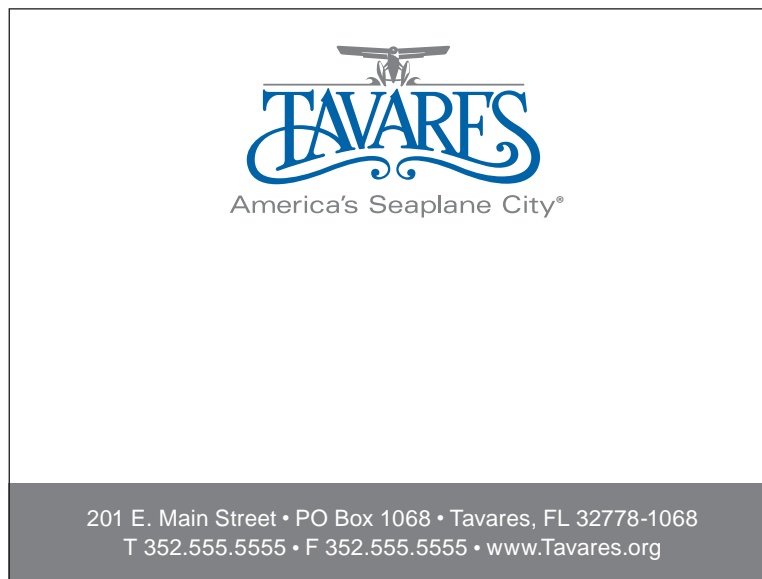
#### T, C AND F ABBREVIATIONS

Univers 65 Bold 7.5pt

### MAILING LABEL

4"x3" mailing label templates are available for your printer of choice and should be used to mail packages or large envelopes.

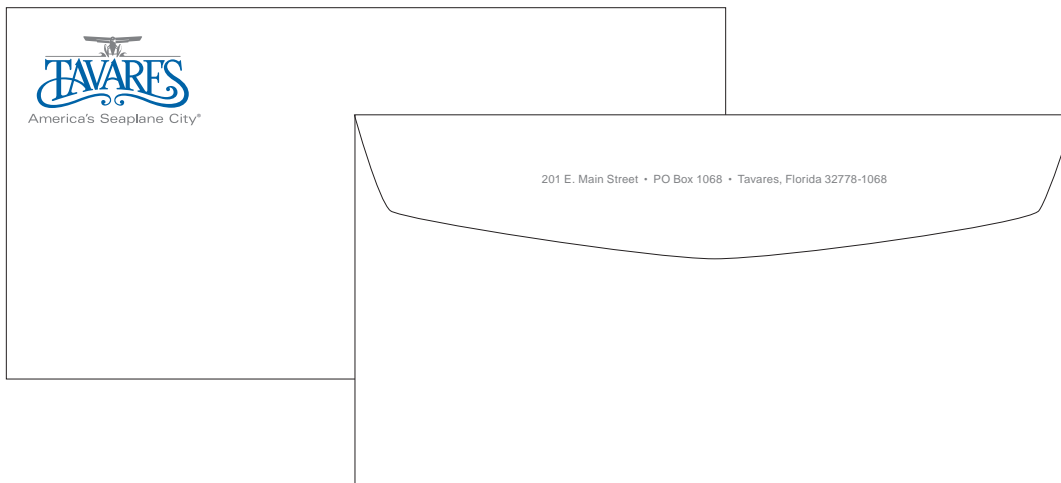
They are also available in Word, laid out in an Avery template from the Public Communications Department or the Staff Channel.



## Stationery Templates



**NO. 10 AND NO. 7¾ ENVELOPES**  
Envelope templates have been provided and should be used for official correspondence.



## 8.5"x11" COVERS

Templates for 8.5"x11" cover pages are available on the Staff Channel or from Public Communications Department and should be used for city reports and publications. The publication title is set in 24pt Arial or Calibri. The subtitle, if applicable, is set in 16pt Arial or Calibri. The title and subtitle are vertically centered in the grey bar (or blue bar) as shown. Three color variations have been provided.



Consistency across presentation materials is very important. Presentation slides in PowerPoint are available on the Staff Channel or from Public Communications Department.

Slide Title Here



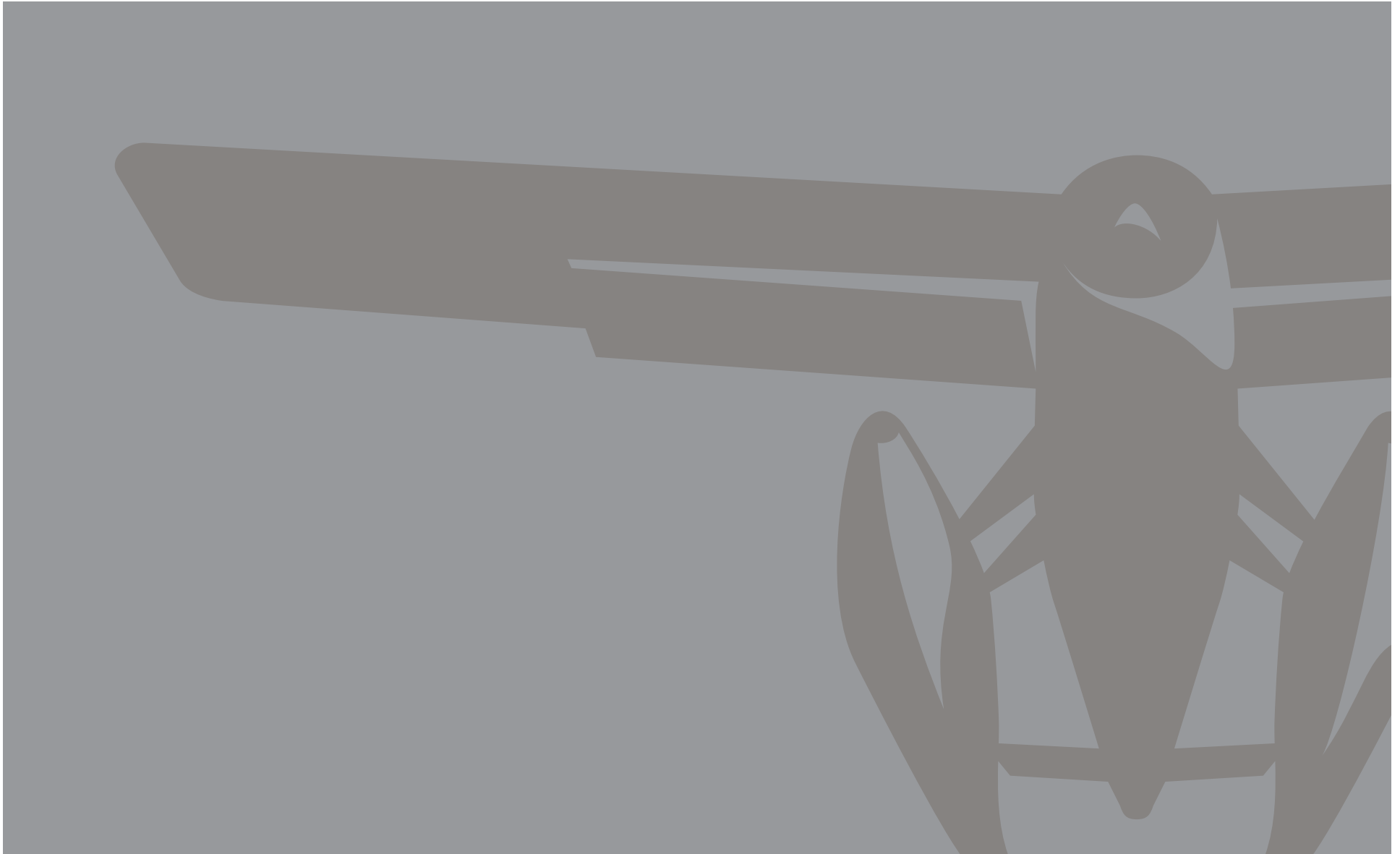
Slide Title Here



Opening Title Here







Typeface

Univers 45 Light    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+=;

Univers 55 Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+=;

Univers 65 Bold    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+=;

Univers 75 Black    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+=;

Univers 85 Extra Black    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+=;

## UNIVERS

This is the font that has been selected to support our brand.

Univers is an extremely diverse typeface that has the ability to work very well at large display sizes for applications such as headlines and mastheads as well as in small sizes for body copy.

**Note: The Univers font is not available on most City computers. If necessary, Arial or Calibri font may be substituted.**

These three fonts, Univers, Arial or Calibri, are the lettering styles to be used on all routine City documents, letters, reports, email signatures, etc. They convey the professional standards we want to maintain and support our brand.

When preparing City Council Agenda items, the preferred font is 12pt Arial.

Posters, flyers, bookmarks or other graphically designed collateral pieces may use any font necessary to achieve the desired effect. Designer is not limited to the three fonts mentioned above.