



STYLEGUIDE



## THE ART OF LIVING

Fine Arts

Culinary Arts

Millinery

Painting

Ceramics

Gardening

Photography

Carving

Architecture

Sculpture

Nature

Music

Dance

Drawing

Business

Family

Education

Government

We find joy in the “Art of Living” and in being the Art City.

Our Springville brand pulls together the best features of our city and those who live in it. Our brand unites us and pulls Springville together.

Springville loves the designation as the Art City. Wonderful museums, statues around town and historic buildings and events support our designation as the Art City. Our amazing Springville museum of art represents the oldest fine arts museum in the state of Utah and is a city treasure.

But art itself has such a broader reach for our residents and brings life to our beautiful city. We call this the “Art of Living”. For our city the creative process and passion for the arts goes into everything we do. From the way we raise our families, enjoy everyday life to Art City days and other community events.



SYMBOLISM: NATURAL SPRINGS, WATER FEATURES & CITY ARTS



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## City Logo

MAIN LOGO | This is the preferred version of the logo. Use this version whenever possible. Always allow quiet space around the logo to keep it from being too crowded by copy, images or design elements. This illustration is an example of the minimum quiet space allowed. More space is always preferred when possible. This same measurement can be used for all of the department logos as well.

## Primary

	PMS PRINTING	CMYK DIGITAL PRINTING	RGB WEBSAFE	
	cool gray 11	c66 m57 y51 k29	r84 g86 b90	HEX# 54565a
	319c	c66 m0 y21 k0	r29 g202 b211	HEX# 1dcad3
	130c	c2 m38 y100 k0	r245 g168 b0	HEX# f5a800
	185c	c2 m100 y92 k0	r234 g0 b41	HEX# ea0029

### Watermark USED SPARINGLY

10% cool gray 11 | c0 m0 y0 k5 | r241 g242 b242

## Brand Colors

**MAIN LOGO** | The Springville City brand colors consist of primary colors. A gray, yellow, blue and red are selected as the main city logo primary color pallet. Other departments may consist of other colors. Using PMS colors is the best way to ensure consistency in printing. When PMS colors are unavailable, four-color process (CMYK) may be used. For web or mobile based applications, RGB colors should be used.

# VARELA ROUND

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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## Brand Fonts

TYPOGRAPHY | To maintain a cohesive brand look, it is important to use font discipline on all Springville City applications and communications. Varela Round Regular is preferred font to be used. The logo will stay consistent throughout each department, however the department name will use this font as their lock up. Verela is a free Google font.

Full Color



1 Color



Black/White



## Logo Color Variations

Whenever possible, use the full color version of the logo. There will be times where the logo will be placed on a dark background. When this happens, please reverse out the gray with a white in order to allow better visibility of the logo. Other variations include a 1-color option. The color should be chosen to match the approved brand colors. Black and white are also appropriate to use when circumstances are needed.



**DO NOT**

rotate logo in any way. Excluding watermark in rare circumstances.



**DO NOT**

stretch horizontally or vertically to distort the logo or the brand elements.



**DO NOT**

add a drop shadow. Only use the approved versions of each logo provided.



**DO NOT**

change the color of the logo. Only use the approved colors in this styleguide.



**DO NOT**

alter the size or placement of elements, such as the logomark or lockup.



**DO NOT**

move the logomark to any other location except the approved position above the logo.  
Note: Logo & logomark can be used separately.



**DO NOT**

change the typeface or logomark.



**DO NOT**

add any effect to any brand element. Please stick to the approved logos provided.

## Improper Use of Branding

This page represents a few of the many ways that the logo should not be used. By sticking to the proper use of the logo outlined in this guide, Springville City can achieve a cohesive branding effort. Everytime the logo is used in an unauthorized manner, it dilutes the brand and the City's efforts.



#### 4-Color Preferred



WHITE



BLACK/  
DARK GRAY

#### 2-Color Option



WHITE



BLACK/  
DARK GRAY

#### 1-Color Option



WHITE



BLACK/  
DARK GRAY



## City Apparel

The Springville brand is colorful and fun. When choosing apparel and uniforms for the city, choose fabric colors that come as close as possible to the colors defined in this brand guide. There are 4 primary colors, for the city itself, and each department has its own color. White can be used by any department.



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## Stamps

Some city offices and departments require an official embossing die or rubber stamp for their documents.

These are samples of what they should look like.



CARD DIMENSION  
1.75in X 3.5in

 ADMINISTRATION

JENN McCLELLAN | DIRECTOR  
C 801.123.4567 | O 801.489.2727

 JUSTICE COURT

JENN McCLELLAN | DIRECTOR  
C 801.123.4567 | O 801.489.2727

 PUBLIC WORKS

JENN McCLELLAN | DIRECTOR  
C 801.123.4567 | O 801.489.2727  
126 E 400 S | SPRINGVILLE, UT 84663  
name@springville.org | [springville.org](http://springville.org)

126 E 400 S | SPRINGVILLE, UT 84663



801.489.2727 | 126 E 400 S, SPRINGVILLE, UT | [SPRINGVILLE.ORG](http://SPRINGVILLE.ORG)

City  
Stationery

All city stationery will look the same



CARD DIMENSION  
1.75in X 3.5in



LIBRARIAN  
C 801.123.4567 | O 801.489.2727



PRO SHOP  
C 801.123.4567 | O 801.489.2727



POLICE

SGT JOHN B. SMITH | TACTICAL FIGHT OFFICER  
C 801.123.4567 | O 801.489.2727  
126 E 400 S | SPRINGVILLE, UT 84663  
police@springville.org | springville.org

126 E 400 S | SPRINGVILLE, UT 84663



POLICE

801.489.2727 | 126 E 400 S, SPRINGVILLE, UT | SPRINGVILLE.ORG



HOBBLE CREEK GOLF

801.489.2727 | 126 E 400 S, SPRINGVILLE, UT | SPRINGVILLE.ORG



PUBLIC LIBRARY

801.489.2727 | 126 E 400 S, SPRINGVILLE, UT | SPRINGVILLE.ORG

## Department Stationery

All departments will use the city stationery and add their own icon and address to make it unique to that department.



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## Department Logos

Most city departments will fall under the city brand and won't have their own icon or logo.

springville  
BUILDINGS & GROUNDS



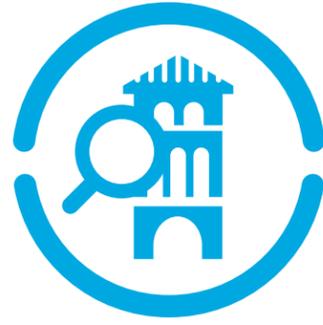
● PMS 377

springville  
POWER



● PMS 166

springville  
COMMUNITY DEV



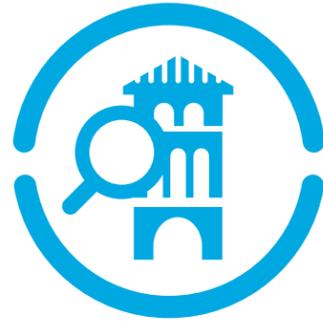
● PMS 2995

springville  
STREETS



● PMS 1375

springville  
BUILDING



● PMS 2995

springville  
WATER



● PMS 319

springville  
ENGINEERING



● COOL GRAY 6

springville  
STORM/WASTE WATER



● PMS 319

## Department Logos

Each major department of the city has its own icon and color. The icons can be used alone as a water mark or in full color. The same spacing guidelines for the main city logo apply to each of these department logos as well.

NAME LASTNAME  
City Job Title  
name@springville.com  
801.123.4567  
springville.org



NAME LASTNAME  
City Job Title  
name@springville.org  
801.123.4567  
springville.org



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springville.org



NAME LASTNAME  
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801.123.4567  
springville.org



## Email Signatures

MAIN CITY LOGO & DEPARTMENTS - Email signatures for all of these divisions are treated in the same way with the name of the department switching out below the logo.



## Department Apparel

Department work shirts will have the dept. logo type on the front and the icon on the back, as shown.

On white shirts, use the specified colors called out for each dept.

Each department also has the option of choosing a shirt that matches their individual color as close as possible with the logo and icon reversed out in white as shown above.



© 2018



© 2018

## City Vehicles

Some city departments have vehicles that need to be identified. Each department vehicle will have the primary city logo on the door to identify it as a city vehicle. The individual department icon will appear in color somewhere else on the vehicle, far enough away from the city logo so it doesn't compete. The department name will go behind the back fender as shown. The city splash icon will go on the back right side of the vehicle.



  
**springville**  
 FIRE & RESCUE



- 
 COOL GRAY 2 | C18 M14 Y15 K0 | R208 G207 B205 | HEX# D0CFCD
- 
 COOL GRAY 11 | C66 M57 Y51 K29 | R84 G86 B90 | HEX# 54565A
- 
 PMS 281 | C100 M90 Y31 K35 | R0 G32 B92 | HEX# 00205C
- 
 PMS 7510 | C20 M48 Y89 K3 | R199 G137 B62 | HEX# C7893E
- 
 PMS 185 | C2 M100 Y92 K0 | R234 G0 B41 | HEX# EA0029

## Fire Department

The Fire Dept. has its own department colors, icon, patch and vehicles identified on this page.



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Fire  
Department



- COOL GRAY 4 | C27 M21 Y22 K0 | R187 G187 B187 | HEX# BBBB
- COOL GRAY 2 | C18 M14 Y15 K0 | R208 G207 B205 | HEX# DCC
- PMS 281 | C100 M90 Y31 K35 | R0 G32 B92 | HEX# 00205C
- PMS 7510 | C20 M48 Y89 K3 | R199 G137 B62 | HEX# C7893E
- PMS 185 | C2 M100 Y92 K0 | R234 G0 B41 | HEX# EA0029

## Police Department

The Police Dep has its own department colors, icon, patch and vehicles identified on this page.



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Police  
Department



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Police  
Department



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Police  
Department



- COOL GRAY 11 | C66 M57 Y51 K29 | R84 G86 B90 | HEX# 54565A
- PMS 166 | C5 M82 Y100 K0 | R230 G83 B0 | HEX# E65300
- METALLIC BRONZE PMS 876C



## Department: Museum of Art

The primary logo for the museum of art is the one in the upper left of this page. The Museum has two color options. A brick red for its two color applications and a single color metallic gold to be used when desired.



- COOL GRAY 11 | C66 M57 Y51 K29 | R84 G86 B90 | HEX# 54565A
- PMS 1375 | C0 M45 Y96 K0 | R255 G158 B24 | HEX# FF9E18
- PMS 2995 | C81 M12 Y1 K0 | R0 G167 B225 | HEX# FF9E18

## Department: Public Library

The library also has two color options (blue & orange) that can be used interchangeably as needed.



- COOL GRAY 11 | C66 M57 Y51 K29 | R84 G86 B90 | HEX# 54565A
- PMS 319 | C66 M0 Y21 K0 | R29 G202 B211 | HEX# 1DCAD3

## Department: Clyde Rec Center

The CRC takes on the branding of the city but also has its own styleguide. Please refer to it for more information.



COOL GRAY 11 | C66 M57 Y51 K29 | R84 G86 B90 | HEX# 54565A

PMS 377 | C58 M22 Y100 K4 | R120 G153 B4 | HEX# 789904



## Hobbble Creek Golf Course

The new Hobbble Creek Golf logo also ties into the City's branding guidelines.

This page offers some examples of how the brand can be used on uniforms, merchandise and swag.

The icon and the splash can be used as separate graphical elements for embroidery or printing.

A secondary icon for HC Golf has also been created for golf merchandise in the Pro shop.

NAME LASTNAME

City Job Title  
name@springville.org  
801.123.4567  
springville.org



NAME LASTNAME

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801.123.4567  
springville.org



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springville.org



NAME LASTNAME

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801.123.4567  
springville.org



## Email Signatures

MAJOR CITY DEPARTMENTS - These departments are important enough to get their own logos and icons. The email signatures for these departments changes slightly to reflect thier unique branding.

NAME LASTNAME

City Job Title  
name@springville.org  
801.123.4567  
springville.org



NAME LASTNAME

City Job Title  
name@springville.org  
801.123.4567  
springville.org



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NAME LASTNAME

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springville.org



## Email Signatures

CITY OWNED ENTITIES - These entities are owned by the city but each is marketed as a destination for local residents and visitors. These move closer to owning their own brand while maintaining a close tie to the city branding. The email signatures for these entities need to reflect their uniqueness.



Thank You!