



## Logo Standards Guide

# ABOUT THIS GUIDE

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These graphic standards were developed as a method for protecting the graphic brand of Tempe, Arizona. It is important to consult with and follow these guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

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## FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

Word	PowerPoint	WEB (HTML)
.EPS	.PNG	.JPG
.JPG	.JPG	.GIF
.GIF	.GIF	

# Logo Usage

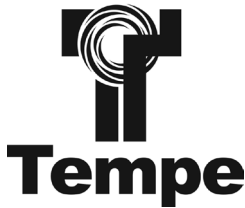
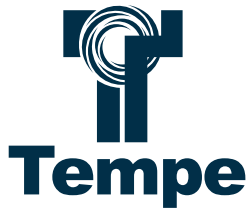
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The following guidelines illustrate the proper use of the Tempe, Arizona logo.



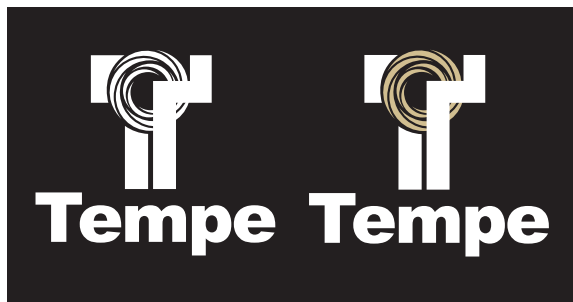
## TEMPE VERTICAL FULL COLOR LOGO

The logo may be represented in full color on coated paper using the following spot colors: 539c and 466c. CMYK equivalents may be used for 4-color process printing techniques.



## TEMPE VERTICAL ONE COLOR LOGO

The logo may be represented in a single color using any of the following spot colors: 539c or solid black. CMYK equivalents may be used for 4-color process printing techniques. The one-color logo should only be used as an alternative to the preferred full-color version.



## TEMPE VERTICAL WHITE LOGO & FULL COLOR

When using the logo reversed out of a dark background, the full color version should still be used when possible. One color reversed should only be white.

# Logo Usage

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The following guidelines illustrate the proper use of the Tempe, Arizona logo.



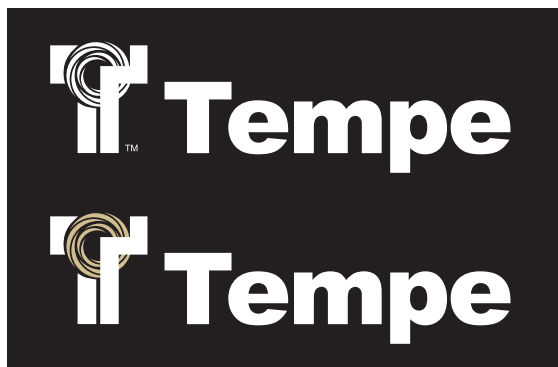
## TEMPE HORIZONTAL FULL COLOR LOGO

An alternate logo is available to use in horizontal orientation when needed. The logo may be represented in full color using either spot color or 4-color process printing techniques.



## TEMPE HORIZONTAL ONE COLOR LOGO

The logo may be represented in a single color using any of the following spot colors: 539c or black. CMYK equivalents may be used for 4-color process printing techniques. The one-color logo should only be used as an alternative to the preferred full-color version.



## TEMPE HORIZONTAL WHITE LOGO & FULL COLOR

When using the logo reversed out of a dark background, the full color version should still be used when possible. One color reversed should only be white.

# Logo Usage

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The following guidelines illustrate the proper use of the Tempe, Arizona logo. The previous instructions regarding full color and one color apply to all alternative versions.



## TEMPE VERTICAL **T** ONLY

The logo may be represented in full color using either spot colors 539c and 466c or 4-color process printing techniques.



## TEMPE VERTICAL **T** ONLY ONE COLOR

The logo may be represented in full color using either spot colors 539c or black or white 4-color process printing techniques.



## TEMPE VERTICAL **T** ONLY WHITE AND FULL COLOR

The logo may be represented in full color using either spot colors 539c or black or white 4-color process printing techniques.

# Unacceptable Logo Usage

The following are examples of improper modifications of the Tempe, Arizona logo that may violate the integrity of the Tempe brand.



DO NOT use any unofficial colors or any combination of colors different than the official logo colors.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



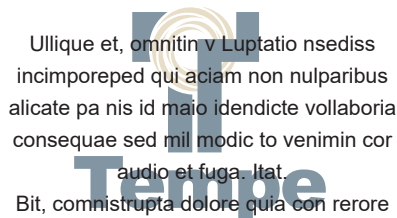
DO NOT change the proportions of the logo.



DO NOT rotate or flip the logo.



DO NOT use multiple department logos on the same layout. Instead just use the Tempe logo with no department.



Ullique et, omnitin v Luptatio nsediss  
incimporeped qui aclam non nulparibus  
alicate pa nis id maio idendicte vollaboria  
consequae sed mil modic to venimin cor  
audio et fuga. Itat.  
Bit, comnistrupta dolore quia con rerore

DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

# Color Palette

The color palette provides a guide for keeping a consistent color scheme within the logo. Professional printing services may request a coated or uncoated palette based on specific printing paper used and quality desired. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used. The blue, tan and gray are the primary colors. The berry and green are meant to be used as accents. Because we have fewer colors, it is permitted to use gradients of the color, like 40%.

## Primary Colors

<b>BLUE</b>	
<b>PANTONE 539 C</b>	
<b>CMYK</b> 100/49/0/70	
<b>RGB</b> 0/48/73	
<b>HEX#</b> 003049	

<b>TAN</b>	
<b>PANTONE 466 C</b>	
<b>CMYK</b> 12/33/43/0	
<b>RGB</b> 12/22/43/0	
<b>HEX#</b> D1BF91	

<b>GREY</b>	
<b>PANTONE COOL GREY 10 C</b>	
<b>CMYK</b> 0/2/0/60	
<b>RGB</b> 119/119/114	
<b>HEX#</b> 777772	

## Secondary Colors

<b>BERRY</b>	
<b>PANTONE 242 C</b>	
<b>CMYK</b> 31/100/9/44	
<b>RGB</b> 124/28/81	
<b>HEX#</b> 7C1C51	

<b>GREEN</b>	
<b>PANTONE 3435 C</b>	
<b>CMYK</b> 100/0/33/62	
<b>RGB</b> 2/73/48	
<b>HEX#</b> 024930	

# Brand Font

The logo itself is considered a piece of artwork and should not be changed. The logos should be downloaded at [tempe.gov/logostandards](http://tempe.gov/logostandards). The fonts listed are for use in headings and text, not to recreate the logo.

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Aa

## Arial

Arial is the new city font. It was chosen because it is universal – all computers have it as a choice. It can be used in Arial, Arial Narrow and **Arial Black**. Arial Nova is not standard to all computers. **Do not use it.**

### **ARIAL BLACK**

**ABCDEFGHIJKLM**

**abcdefghijklmnpqrstuvwxyz**

**0123456789**

### **ARIAL BOLD**

**ABCDEFGHIJKLM**

**abcdefghijklmnpqrstuvwxyz**

**0123456789**

### ARIAL REGULAR

ABCDEFGHIJKLM

abcdefghijklmnpqrstuvwxyz

0123456789

### ARIAL NARROW

ABCDEFGHIJKLM

abcdefghijklmnpqrstuvwxyz

0123456789