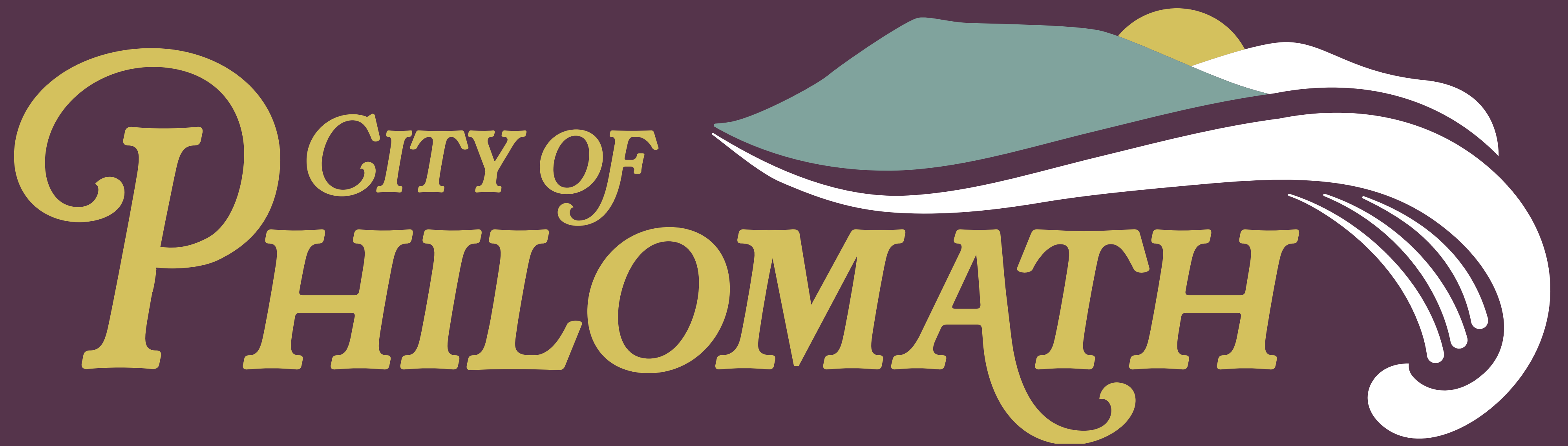




Brand Guide

CITY OF PHILOMATH, OREGON

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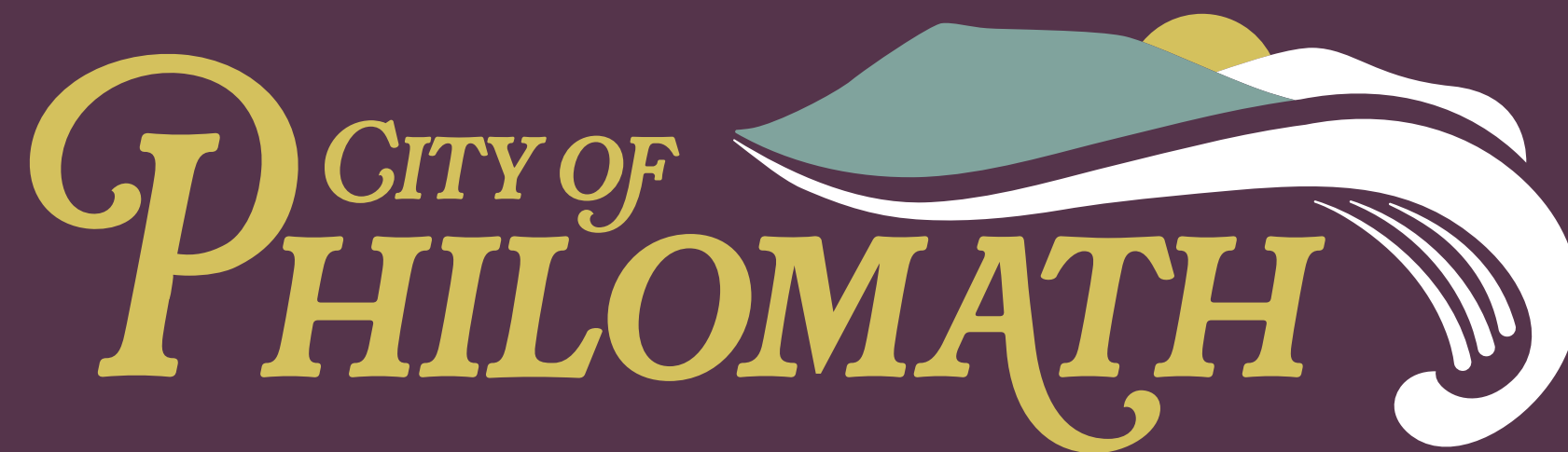
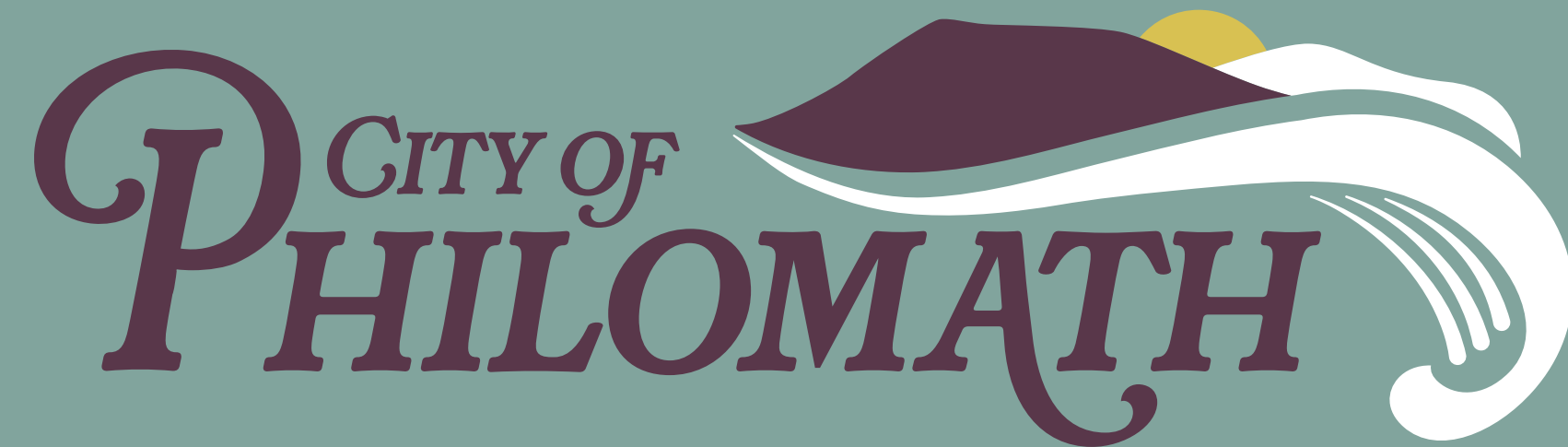
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Primary Logo

The primary logo for the city includes an illustration of iconic Marys Peak, complemented by forms representing the Mary's River, or the western breeze, or the fog rolling in from the ocean. The mark as a whole is organic, classic, and includes a touch of a historic vibe—a nod to the importance of the historic of this special place nestled between the hills of the Coastal Range and the Willamette Valley.



Single Color Logo

Recognizing the importance of reproduction in a single color, the logo systems includes a full complement of 1-color logos. Be sure to choose a color that contrast sufficiently with the background.



Monogram

When the primary color logo doesn't seem quite right, the P monogram serves to represent the city in a single letter. Use the mark judiciously. Remember that the best uses for a monogram are in instances where the brand has already been introduced. It can also be used as a tonal background element.



Word Mark

Meant especially for smaller reproductions and those instances where high levels of detail are not possible, the word mark may be pulled out from the primary logo for use on its own. Multiple colors are provided; be certain to use a color that has sufficient contrast from the background it is placed upon.

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Tertiary Logos

An alternate logo has been provided for instances where it is important to orient the view with the context of the state of Oregon. This mark is only to be used with the authorization of the city's marketing manager.

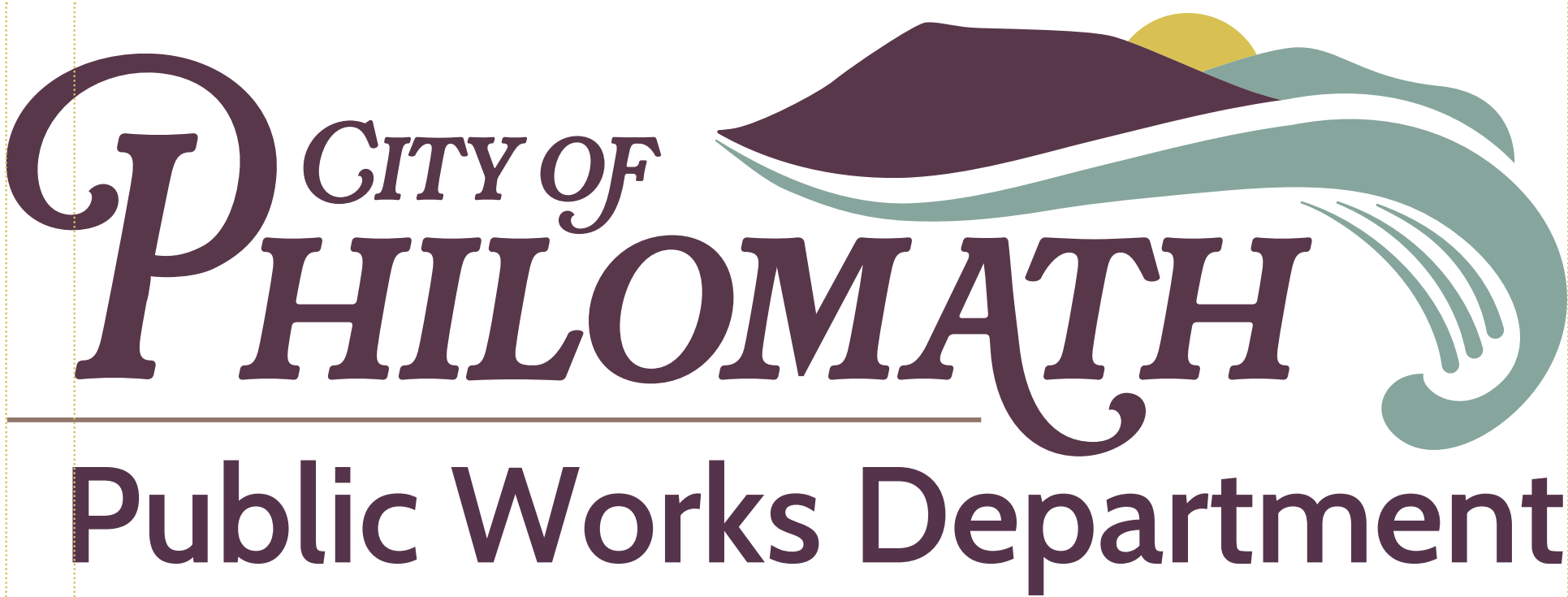


Department-Level Logos

Many departments within the city will find a need to add their name to the logo. In these cases, use the font Cabin Sans, set in Semibold, below the primary logo. Specification for creation of these logos is provided here. In all cases, deparment-level logos must be approved by the city’s marketing manager.

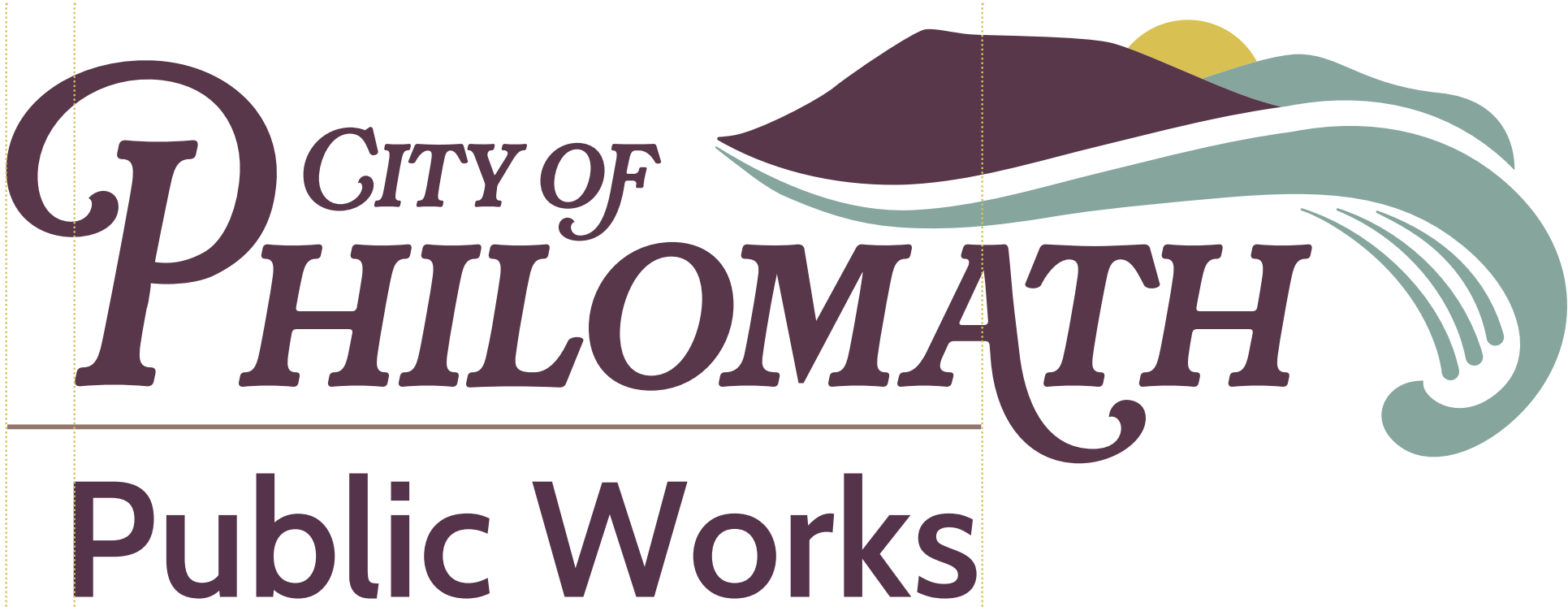
- Align all designs to the guidelines shown →
- 1-point line in Hazelnut →
- Full deparment name sized to fit below logo, Cabin Sans Semibold →

Option 1



Option 2

- 1-point line in Hazelnut →
- Full deparment name sized to fit below logo, Cabin Sans Semibold →



Choosing Files Types

Choosing the correct format is critical in preserving the legibility and quality of the brand. Refer to these guidelines when choosing which file type to use.

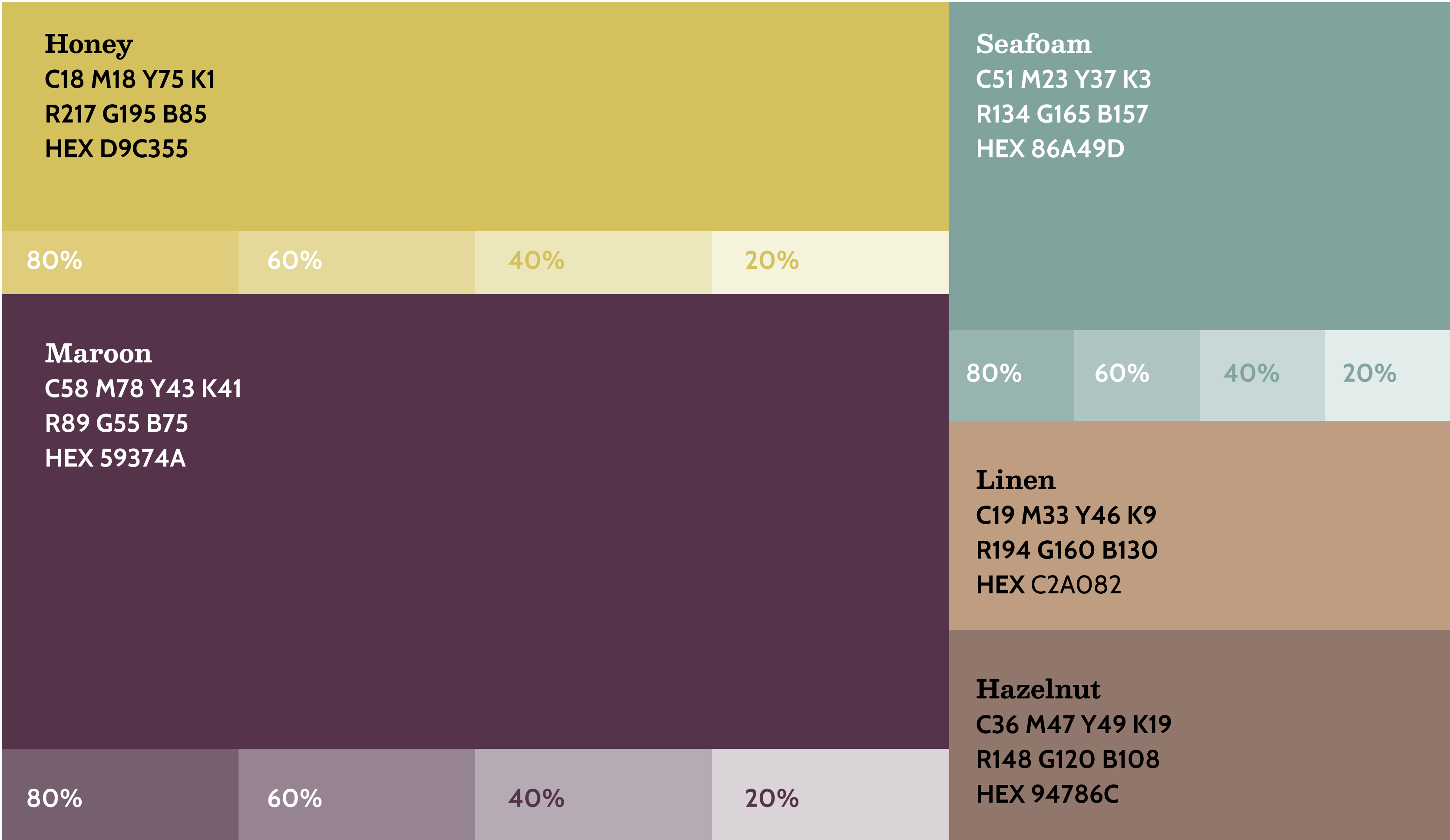
File Type	Digital & Web Uses	Printed Uses	Scalable	Color Space	Transparent Background
EPS A vector format perfect for enlarging and printing		✓	✓	CMYK	✓
SVG A vector format designed for web use	✓		✓	RGB	✓
JPG Often the smallest file size, but should only be used for digital executions that don't require a transparent background	✓			RGB	
PNG A pixel-based digital format that is larger in file size than JPG, but has the advantage of a transparent background	✓			RGB	✓

Color Palette

Color is used to create an instantly recognizable visual pattern that can be connected to the city’s brand at an emotional level. Use the primary color palette as often as possible. Our logo and official colors are the most important tools we use to help community members recognize our brand.

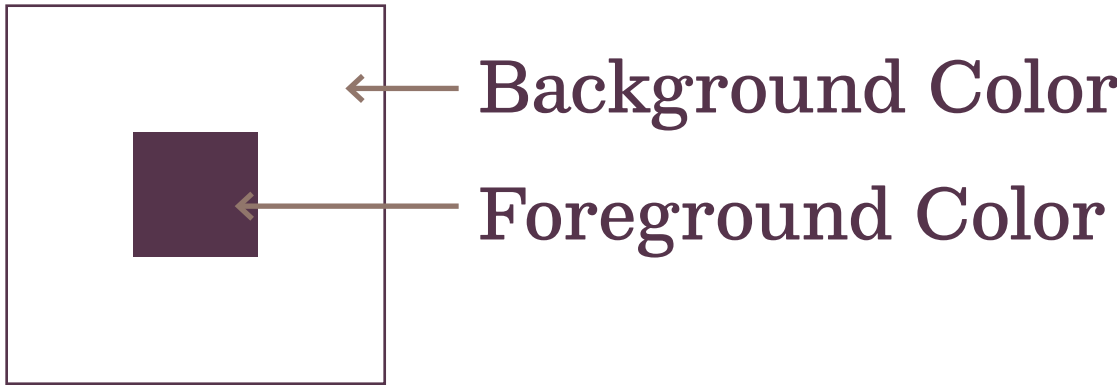
Using other colors

Our primary and secondary palettes allow for expansive combination to fit your needs. Other colors may be used when absolutely necessary.

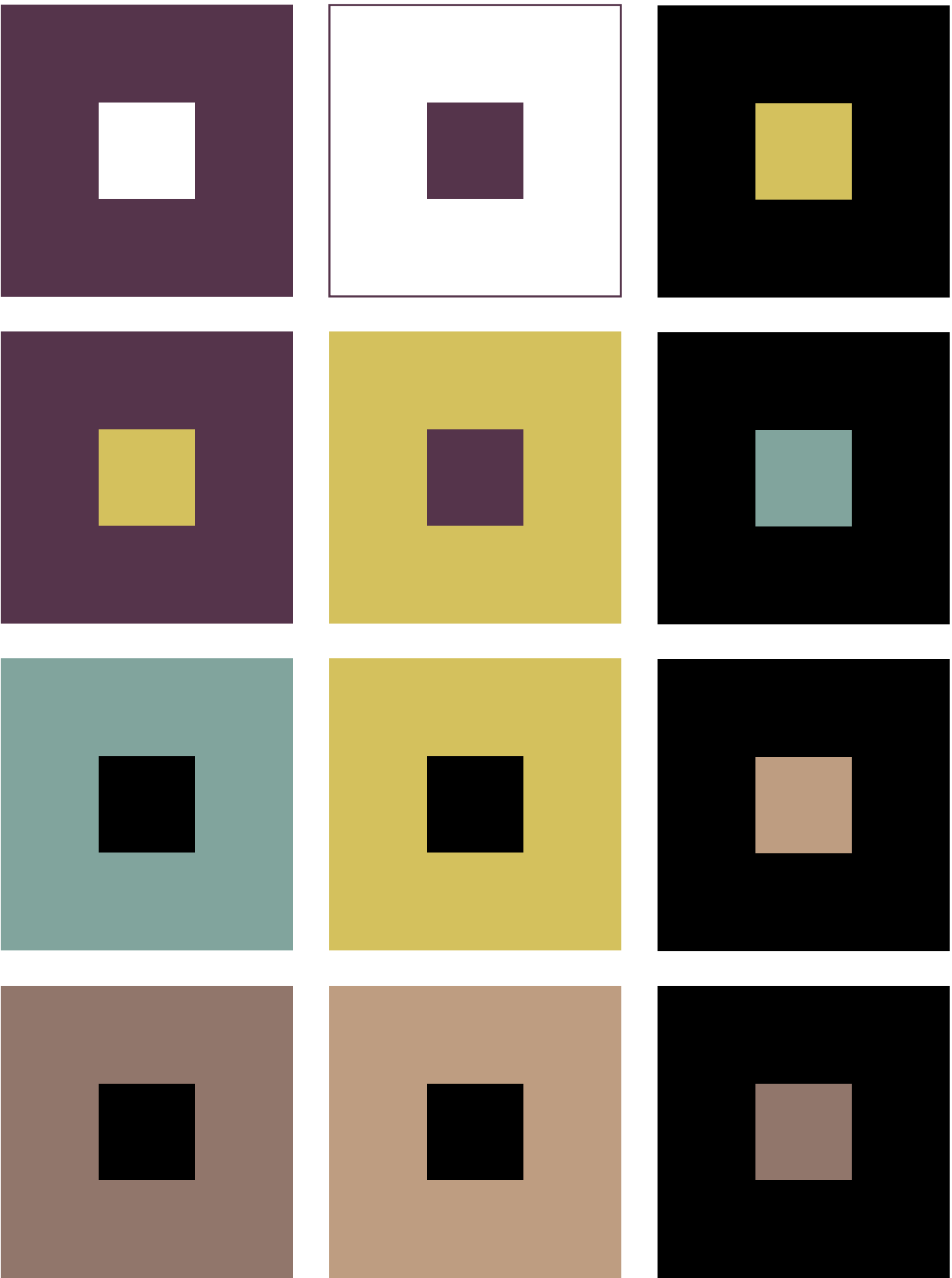


WCAG Color Compliance

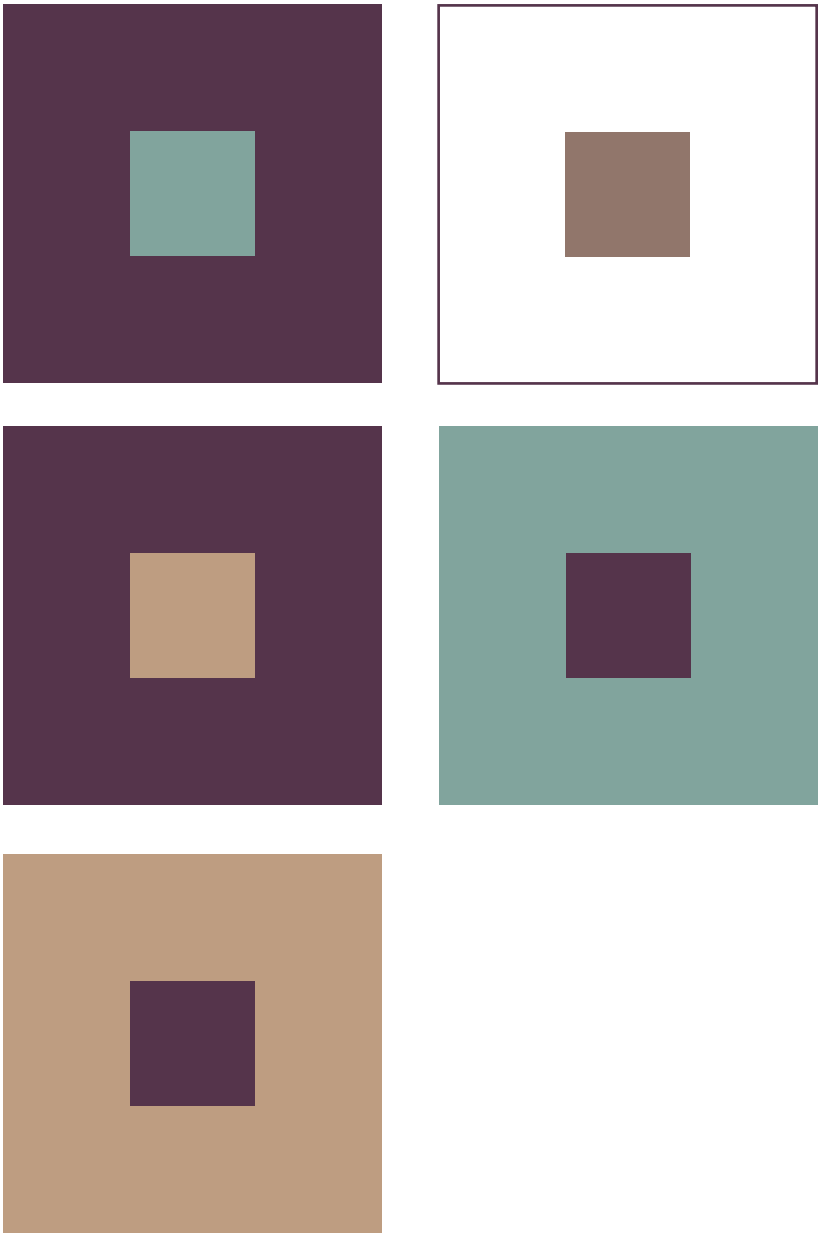
WCAG is a contrast standard for digital publications that insures that important information is legible and understandable to the widest range of people. It is important (and often required by law) to meet this standard for all digital publications, including websites and PDFs. The following color combinations are WCAG AA compliant.



Full WCAG AA compliant:



Compliant for limited use (graphics and large text only)



Fonts

The font families shown here are both available for free download via Google Fonts. Use these fonts in all branded publications.

When fonts are not available

In instances where users do not have access to the brand fonts, it is acceptable to use the system fonts Georgia (in place of Besley) and Arial (in place of Cabin).

For more guidance on font use, please refer to the City’s Style Guide.

Besley

Used for headlines and short copy blocks

Regular
Medium
Semibold
Bold
Extra Bold

Italic
Medium Italic
Semibold Italic
Bold Italic
Extrabold Italic

Cabin Sans

Used for body copy and longer blocks of text

Regular
Medium
Semibold
Bold

Italic
Medium Italic
Semibold Italic
Bold Italic

Typography Use

Using properly formatted hierarchies with text can demand attention, create drama, and bring your readers exactly where you need them to be. Use font weight and size to add emphasis where it’s needed, as shown in this example.

Besley
Bold, 54 pt

Page Header

Besley
Medium, 32 pt

Page Subheader

Cabin
Bold, 22 pt

Paragraph Header

Cabin
Regular, 14 pt

Paragraph Subheader

Cabin
Regular, 14 pt

Paragraph Subheader

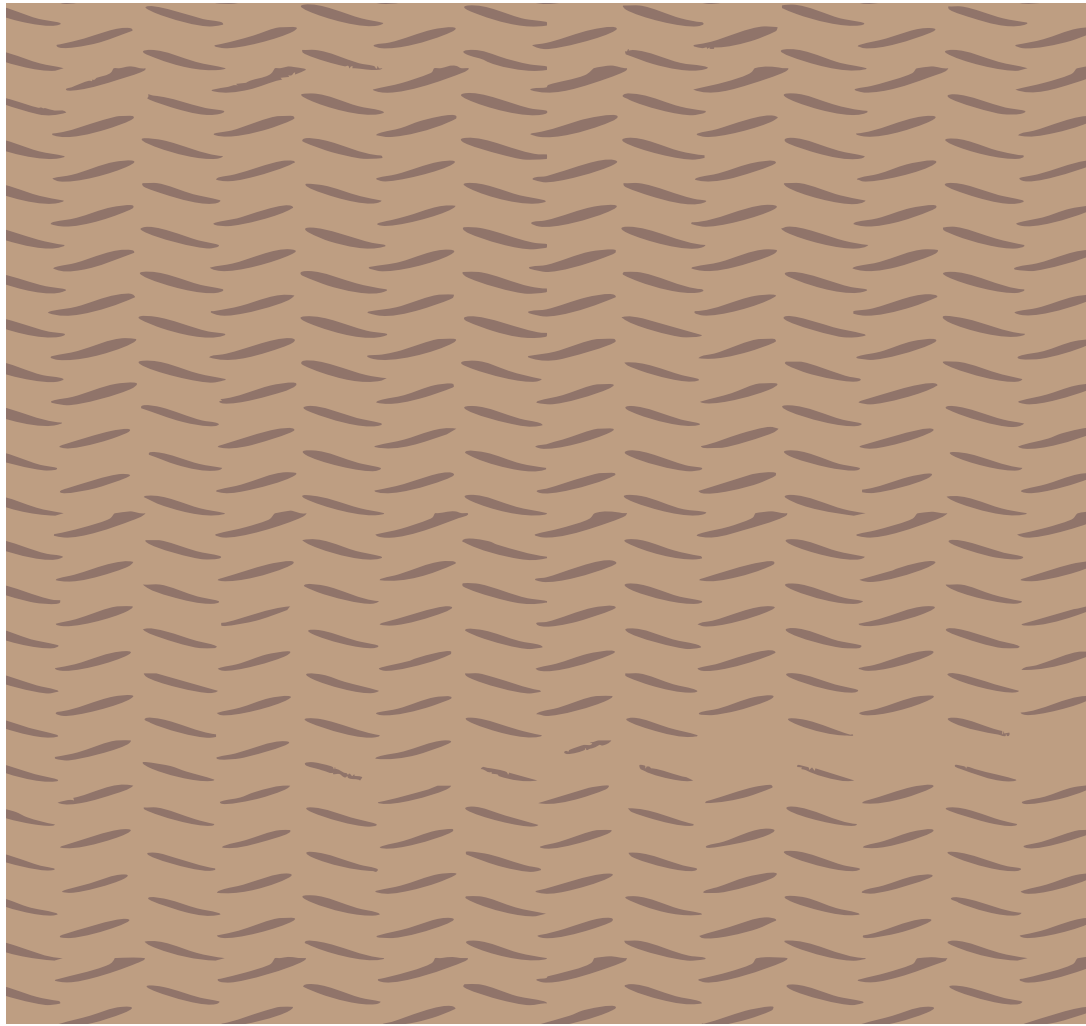
Cabin
Regular, 14 pt

Paragraph Subheader

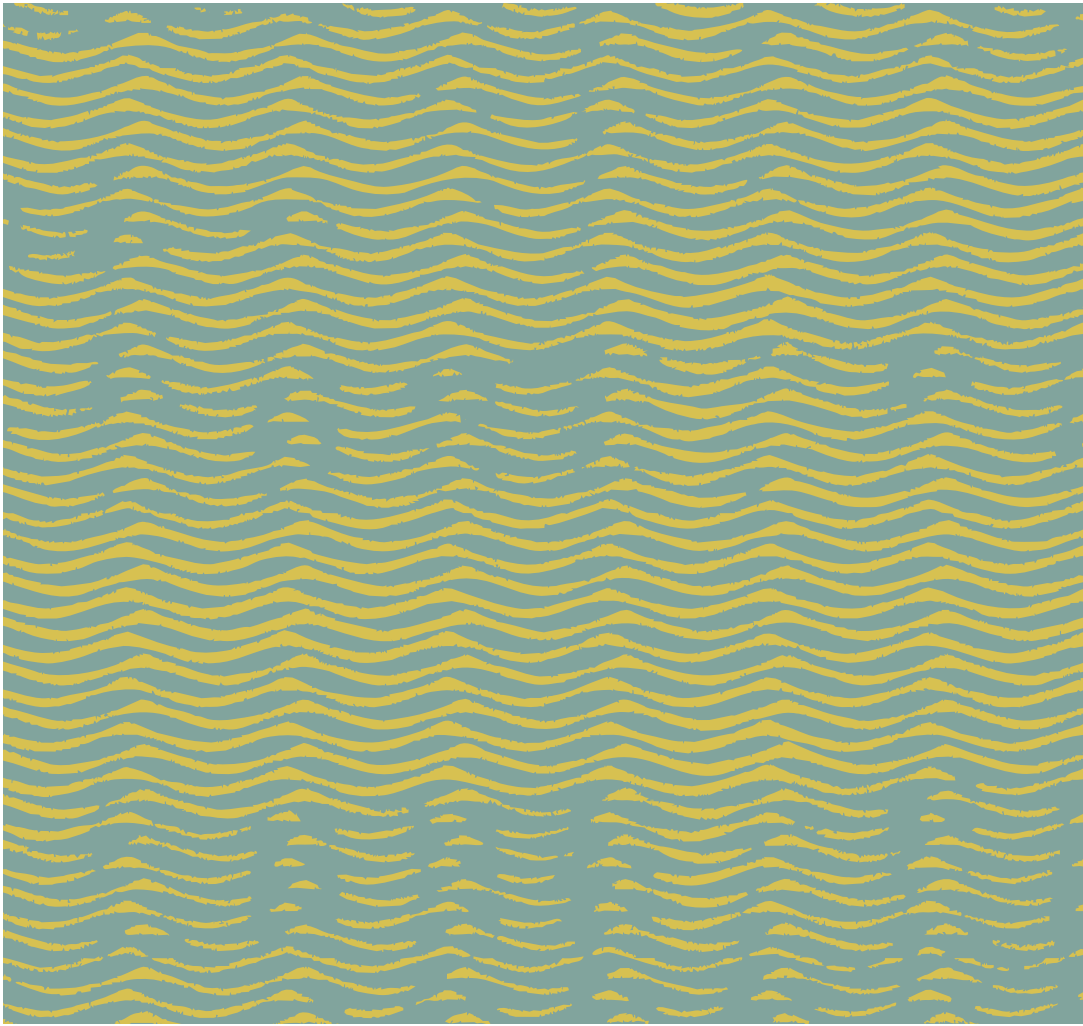
Pattern & Graphic Elements

The patterns provided may be used to add texture and interest in graphic layouts. They are provided in all colors within the palette, and may also be layered with different levels of opacity in order to reduce the contrast. Patterns are inspired by the landscape around the Philomath area.

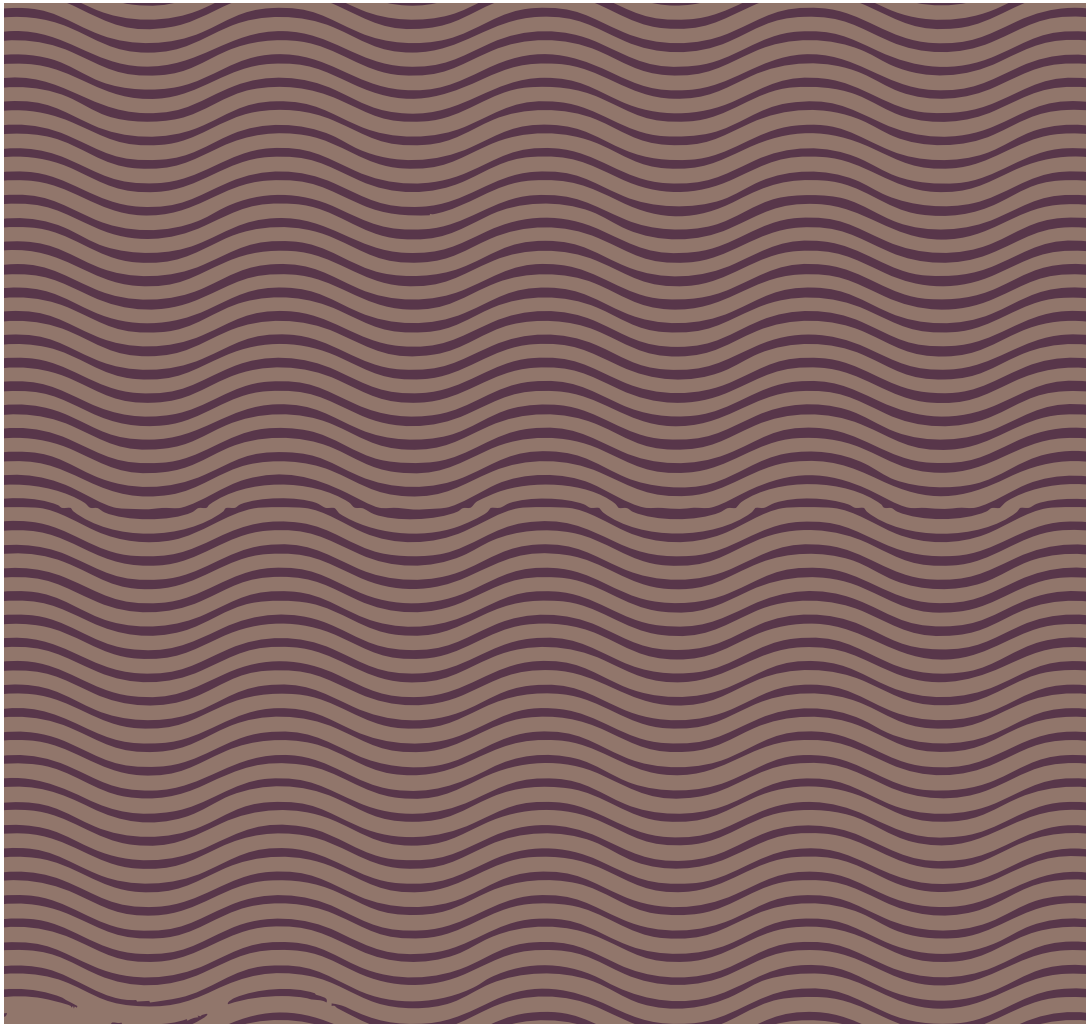
Fields



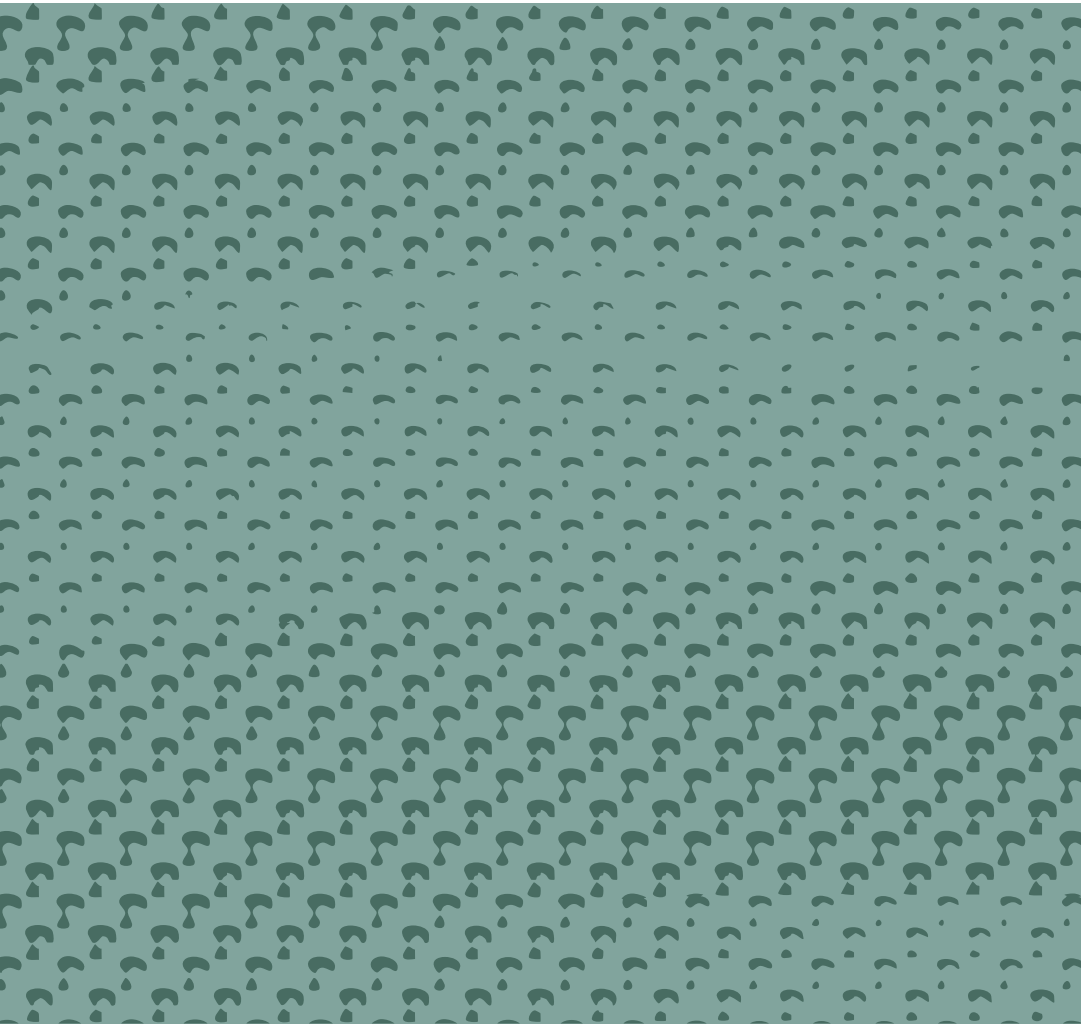
River



Wind



Woodpecker



Logo “Do Nots”

The instances described below are unacceptable uses of the logo.
Please avoid doing any of the following.



Do not place the logo over a patterned background



Do not change the colors in the logo



Do not place the logo on a low-contrast background color



Do not alter the typography in the logo lockup



Do not create new variations of the logo without consultation



Do not separate the graphic in the logo from the typography



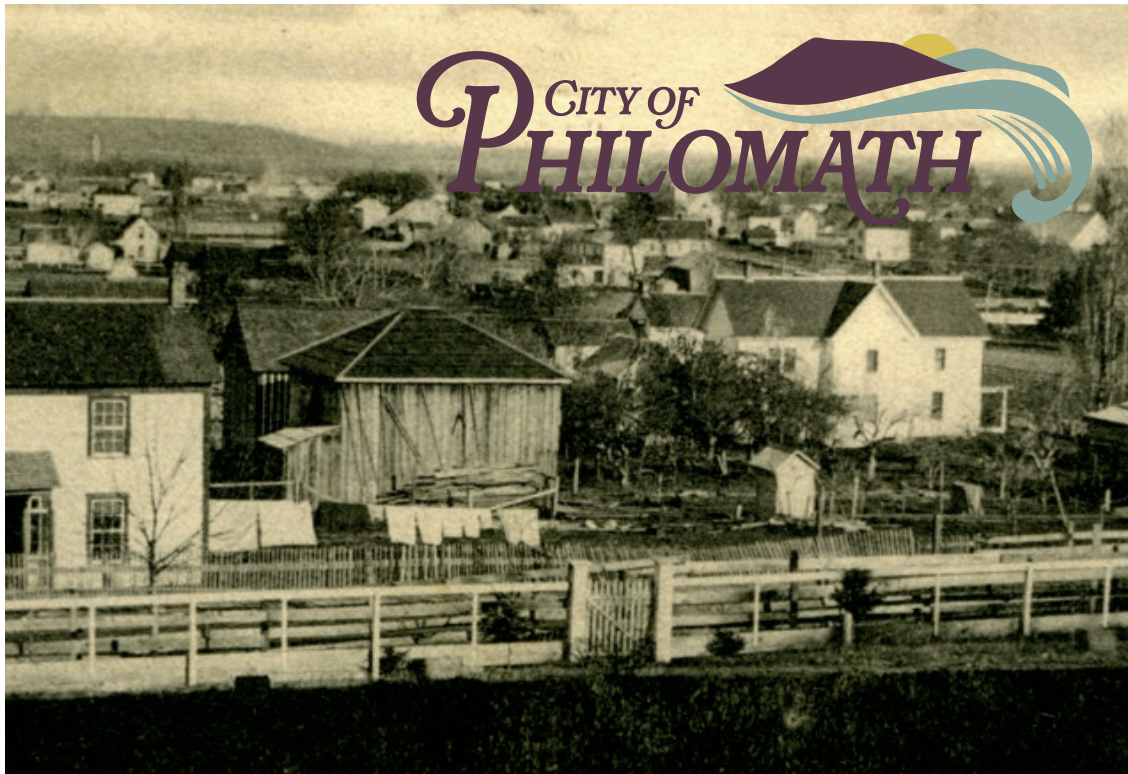
Do not stretch, twist, or distort the logo in any way.



Do not use outlines or other alterations to create contrast

Photography Use

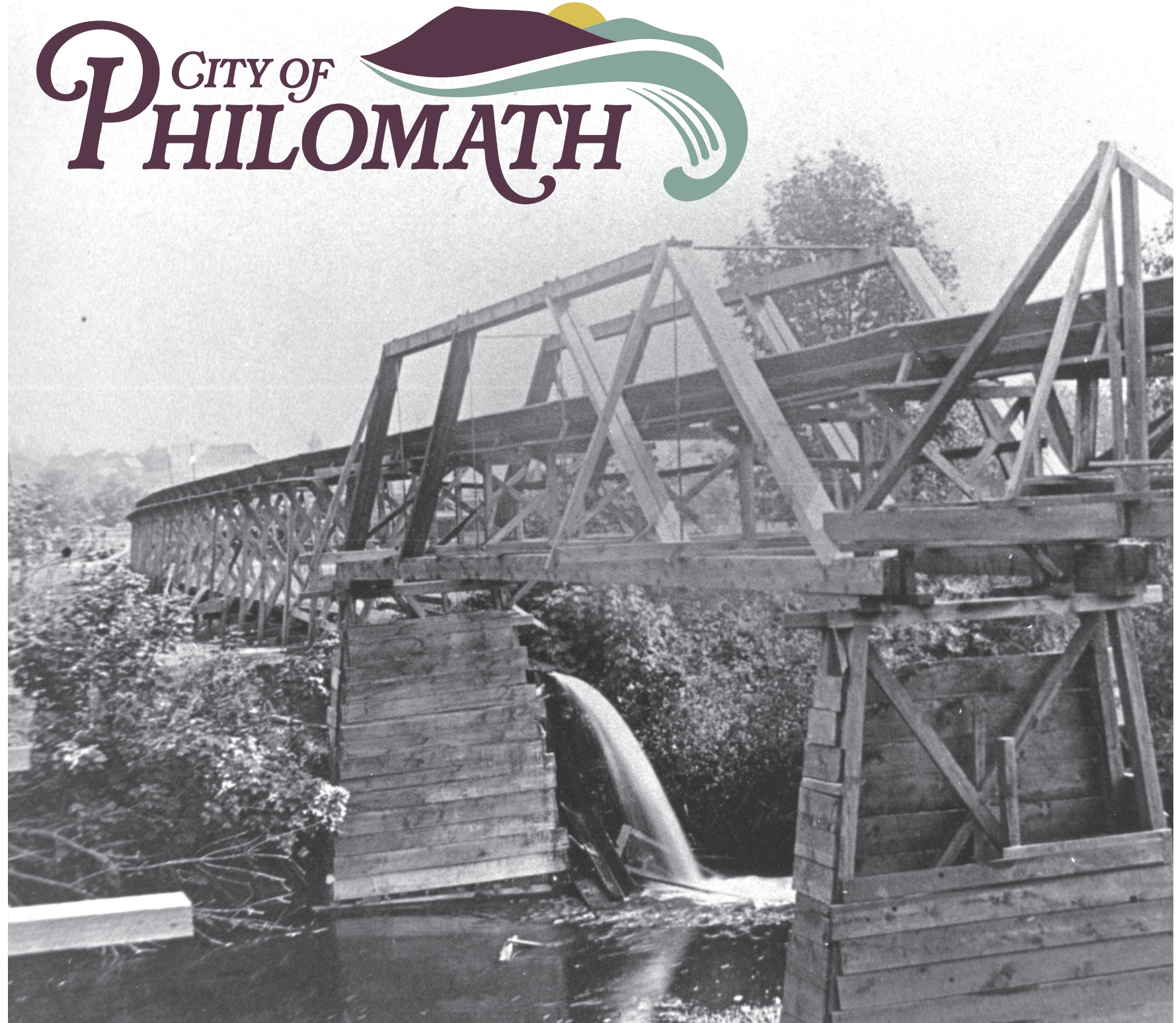
⊘ Avoid placing the logo over busy photos. The logo should be placed on empty areas of photos.



⊘ Avoid placing the logo over a low-contrast part of a photo



✓ Single- or full-color versions of logos work best on high-contrast areas of photos.



City of Philomath, Oregon

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Design by Deann Garcia & Andrea Marks

