

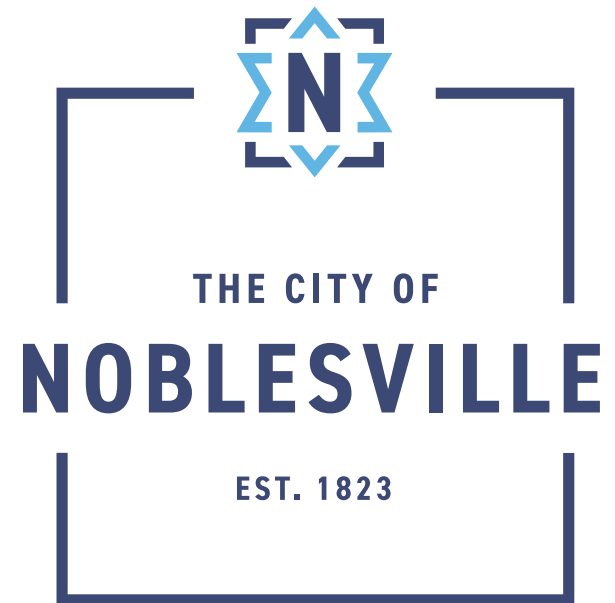
A BRAND IS MORE THAN JUST A LOGO.

It is a consistent look. It is a consistent feel. It is a consistent voice. Behind every successful brand is structured documentation to assist all communicators in establishing a clear, consistent message and to move the brand from awareness to knowledge, to connectivity, to loyalty.

This manual has been created to serve as a guide for maintaining an appropriate and consistent image for the City of Noblesville.

SHOWCASING HISTORY

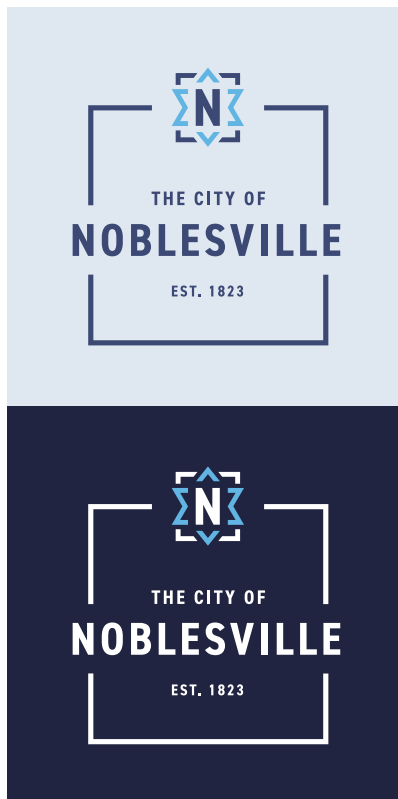
This mark is contained within a square, which represents the origins of the city. The graphic “N” is centered in a star inside a square, calling to mind the historic brick pattern in the downtown square. The “N” is an element that can work beautifully throughout the city on elements such as signage, t-shirts, coffee mugs and more.



THE CITY OF NOBLESVILLE LOGO

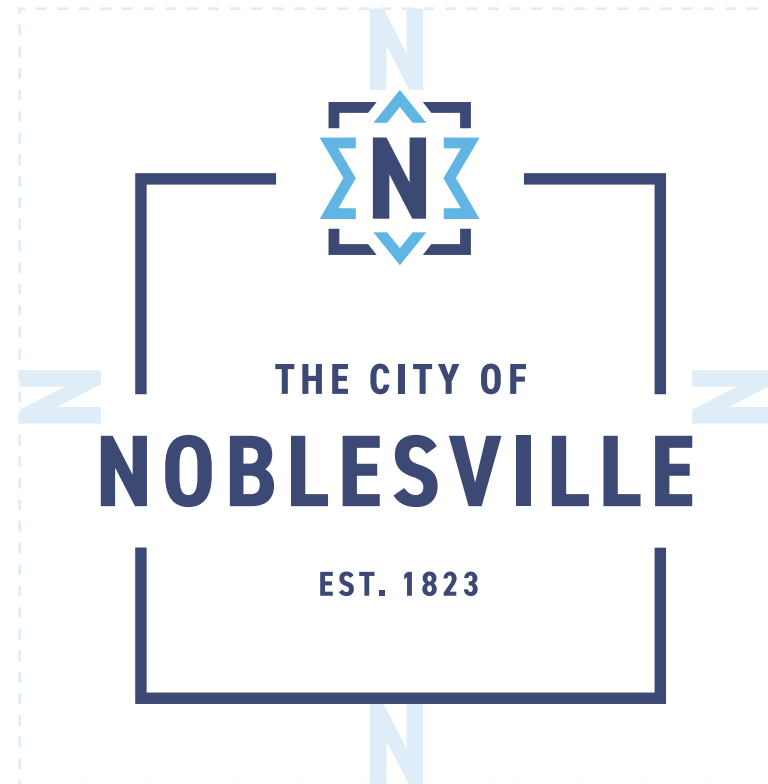
The full-color logo with the descriptor is the preferred use of the logo. If the logo is being used in smaller instances where the descriptor will not be legible, use the version without the descriptor (digital ads, embroidery, promotional materials, etc.).

The logo can be reversed out in white only if there is enough contrast in the background to make it legible. Be sure to protect the negative space around the logo.



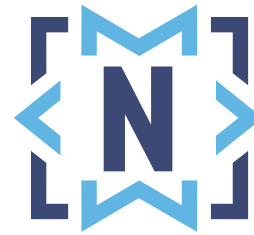
CLEAR SPACE

The logo should always be surrounded by a generous amount of clear or “white” space, free of any text or imagery. To ensure correct spacing and consistent placement in relation to any adjacent graphic elements, the examples below illustrates the minimum amount of clear space around the logo. Clear space is measured by the height of the letterform (N).

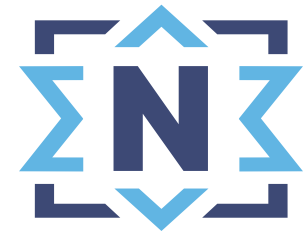


INCORRECT USAGE

Never alter the colors of the logo, distort the logo or change the descriptor in the logo in any way. Common usage transgressions with regard to scaling and positioning of individual logo elements are depicted on the right.



✘ Do not alter position of elements.



✘ Do not alter proportions.



✘ Do not use off-brand colors.



✘ Do not outline elements.

TYPEFACES

A consistent look requires consistency in the use of typefaces, or commonly known as fonts. For the City of Noblesville, there are Three main typefaces: one primary, one secondary and one web-safe. In the interest of continuity, it is considered good practice to allow the logo font to carry through as one of the approved corporate fonts.

DIN 2014 Narrow, the typeface used in the logo, has multiple weights and should be used in body text and headlines. DIN 2014 Regular is used as the main body copy.

Minion Pro, a serif font, can also be used in place of DIN 2014 as a more formal and official look in government documents.

Lato, the web-safe font, is the typeface used for any copy featured on the website. If there's a circumstance where the primary brand font is not accessible, the recommended default font that should be used instead is Arial.

DIN 2014 Narrow Bold

Headline

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIN 2014 Regular

Body

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro

Headline & Body

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Regular

Web

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UNDERSTANDING THE COLOR TYPES

CMYK

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Each color or image printed in this process is made up of a mixture of these four colors. Typically, if a printed piece requires three or more Pantone Matching System colors, it is most cost effective to specify CMYK.

RGB

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/images used in this process are made up of a mixture of these three colors. HEX is a six-digit combination of letters and numbers that represents an RGB color. It is mainly used in web design.

PMS

The Pantone Matching System (PMS) color palette should be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help ensure colors are consistent across materials. (Note the neutral gray background is not included, as it would never be specified as a PMS color.) Keep in mind that the CMYK color breakdowns are not a direct match to the PMS colors.

COLOR PALETTE USE

PRIMARY

Primary colors should be the first choices when selecting colors. They are used to construct the logo and descriptor. These are recommended for all design materials.

SECONDARY

The primary and secondary color palette will be used in the design of the majority of Noblesville's print, web and digital materials. Secondary colors can serve as accent colors to enhance a design and should be used moderately.

TERTIARY

The tertiary palette is suggested only to be used sparingly when there is a need to distinguish large amounts of information. Examples include extensive items such as reports, brochures or small elements of the website.

The primary and secondary palettes should always be the more dominant colors in any design execution and the tertiary palette should NOT be in used in equal fashion.

THE CITY OF NOBLESVILLE COLORS

PRIMARY



NOBLE BLUE
CMYK 48, 38, 0, 54
RGB 61, 73, 117
HEX #3D4975
Pantone 281 U
Pantone 2140 CP

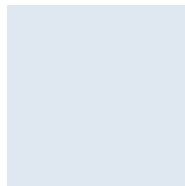


AERO
CMYK 57, 20, 0, 11
RGB 98, 181, 226
HEX #62B5E2
Pantone 2915 UP
Pantone 2915 CP

SECONDARY



SPACE CADET
CMYK 48, 41, 0, 74
RGB 34, 39, 66
HEX #222742
Pantone 4146 CP



ALICE BLUE
CMYK 7, 4, 0, 6
RGB 233, 230, 239
HEX #ECEFF3
Pantone 656 CP



COOL GRAY
CMYK 44, 34, 29, 10
RGB 136, 138, 139
HEX #888A8B
Pantone Cool Gray 8 CP

TERTIARY



CG RED
CMYK 0, 89, 76, 0
RGB 219, 69, 57
HEX #DB4539
Pantone 2034 CP



YELLOW ORANGE
CMYK 0, 34, 79, 2
RGB 250, 164, 52
HEX #335D9D
Pantone 2011 CP

