

BRANDING AND FORMATTING POLICY

INTRODUCTION

The City of Moscow, in its mission to deliver quality municipal services while ensuring responsible use of resources, has developed these Branding and Formatting Guidelines. As part of this mission, the City has an obligation to make evident to citizens how taxpayer funds are used to provide programs, services and infrastructure. Using increased consistency in the use of the City brand will assist in demonstrating the full breadth of services provided by the City of Moscow.

This branding and formatting policy has been developed to make all municipal services more visible and identifiable while maintaining a professional and aesthetically appropriate standard for City publications. The information contained in this document is intended as general guidance for use of the City of Moscow logo and recommended formatting requirements for that logo and City publications.

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THE LOGO

Brand recognition relies on consistent use of the logo; its color, shape and format. Options for the use of the City’s logo are shown here. In instances where the full logo does not work well, the text “City of Moscow” may be used in its place. This should be in a serif font, such as Times New Roman or the like. Below is an example:

City of Moscow

DO NOT IN ANY SITUATION ALTER THE PROPORTIONS OF THE LOGO. This means do not adjust the width of the logo without proportionally adjusting the height of the logo. This is also true for any graphics used including but not limited to, landscapes, portraits and clip art. Examples of how not to adjust logos and graphics are listed on page 3. To properly size graphics of any kind click and drag on corners **ONLY**, or hold the shift key while sizing from any point.

Logos can be found on the M drive at M:\Administration\Public\Logos. Several file types of each color variation is located in that folder.

White Space

A space of approximately the same height as the “M” in the Moscow should border the logo in all applications. An example of proper white space surrounding the logo is shown to the right.



Transparent Backgrounds

Transparent background logos can be found in the same M:\Administration\Public\Logos folder. Typically logos with transparent backgrounds are gif or tif type files which can be difficult to use in Microsoft applications. Transparent backgrounds are useful when the document background is any other color besides white.

For ease of use in Microsoft applications there is a jpeg logo titled “City of Moscow Logo Yellow.” Once this logo is inserted into the document the “Set Transparent Color” tool can be used to set the yellow color to be transparent. When you click on the logo under the “Adjust” tab on the Microsoft Ribbon, click “Color”, “Settings”, “Set Transparent Color”.

An example of the “yellow” logo and how the transparent background looks is below.



Black and White



Grayscale



Full Color



Reversed

Colors

City of Moscow logo colors are listed below. RGB colors should be used for in house types of publications. CMYK colors should be used for items printed by a professional printer and Pantone colors are used for spot color printing and specifically for screen printing. Codes may be needed by printers for a variety of jobs and can be used in Microsoft programs to match colors.

		
R 73	R 87	R 199
G 172	G 138	G 104
B 225	B 62	B 43
C 64	C 71	C 15
M 16	M 25	M 68
Y 0	Y 100	Y 96
K 0	K 10	K 7
Pantone 292 C	Pantone 576 C	Pantone 7414 C

Type

The typeface or font most commonly used with the City of Moscow logo is Times New Roman. Other fonts may be used but no more than two fonts should be used in one document. Use of italics, underline, bold, etc. may be used on either or both of the fonts to illuminate text as needed. For example, this document uses two typefaces, Cambria for headings and titles, and Calibri for the body text. One additional font may be used for tag lines, as in the letterhead example on the following page.

DON'T DO'S

As noted above, do not under any circumstances skew the logo or a graphic. Examples of what not to do are shown below:



Original



Incorrect Scale

EXAMPLES



Heart of the Arts



Nancy J. Chaney
Mayor

Wayne Krauss
Council President

Dan Carscallen
Council Vice-President

Tim Brown
Council Member

Tom Lamar
Council Member

Sue Scott
Council Member

Walter M. Steed
Council Member



Gary J. Riedner
City Supervisor



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Administration Letterhead

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Contact: Gary J. Riedner, City Supervisor
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PRESS RELEASE

Press Release Header



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Envelope