

City of Pearland Brand Identity System Guidelines



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Letter from the Director of Communications

Dear Colleague:

The City of Pearland brand is one of our most important and valuable assets, but it is an asset we must constantly work to build and protect. By following the policies and standards in these guidelines, you will ensure that the City of Pearland brand is always used correctly and consistently. This is important because a strong, well-recognized brand is a powerful tool for building a positive image of the city. Correct and consistent use of our brand identity is critical to building a strong brand.

The policies and standards in these guidelines were carefully developed to ensure that all of our communications will project a consistent and distinctive City of Pearland brand image – our own unique brand personality. Always follow these policies and standards in the development of all communications for the City of Pearland and its departments. If you are responsible for outside agencies or suppliers, make sure they follow the guidelines as well.

At the City of Pearland, we take pride in delivering quality programs and services to our residents, day in and day out. Communications are a critical part of serving our citizens, and every communication we produce should reflect that same pride. Please join me in making sure that all of our communications positively reflect on the City of Pearland and protect the value of the City of Pearland brand.

Thank you for your cooperation and support.

Sincerely,

Sparkle Anderson

Director of Communications



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Content Guidelines

To maintain the City of Pearland brand identity, official City of Pearland Web pages and marketing materials should use consistent terminology, a standard format for common elements and follow standardized guidelines of use. All official Web pages and marketing materials should follow the content guidelines below:

- **Telephone numbers** - Use 281.652.1625, not (281) 652-1625
- **Time** - Use 1 p.m., not 1:00 p.m. and 5:30 p.m., not 5:30 PM and 9 to 11 a.m., not 9 a.m. to 11 a.m. and 9 a.m. to 5:30 p.m., not 9 a.m. - 5:30 p.m.
- **Dates** - Use July 11, 2012 not 7/12/12, use Monday, Oct. 3, 2013 not Mon., Oct. 3, 2013
- **Website** - Use as one word, do not capitalize the “W” in website, capitalize “W” in Web pages
- **URLs** - Use pearlandtx.gov, not www.pearlandtx.gov or PearlandTx.gov
- **Jargon** - Avoid the use of technical/industry jargon
- **Acronyms and abbreviations** - Use sparingly and define

Website Content Guidelines

Official City of Pearland Web pages are pages on the official city website that have been created by the City of Pearland, its departments, or other administrative offices.

Every City of Pearland Web page contributes to an individual’s perception of the City of Pearland. When a resident, business or developer visits our website, they take away with them an impression of the City and its departments. To ensure a unified web presence, official pages of the City of Pearland should appear to be connected in order to help promote usability and to reinforce the City of Pearland’s brand identity.

- **PDFs** - Use when appropriate, however, at all times consider if a webpage would better display the message you are attempting to convey.
- **Accuracy of information** - Content should be current and updated regularly
- **Section titles** - Section titles are required on all pages. Please DO NOT create page section/headings. Use only the system-generated headings/sections
- **External add-ons** - Use of external web additions is prohibited, except with the consent of the Communication Department, (i.e. adding a flash application, external web calendar, etc.)



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How To Use These Guidelines

- Make sure that all uses of the City of Pearland name; visual identifiers; and all other elements of the brand identity system comply with the policies and standards in these guidelines. Never alter names, visual identifiers or other brand identity elements in any way. Always use approved reproduction artwork for the City of Pearland logo.
- If the communications materials you are producing are covered in the guidelines, always follow the specifications provided.
- If the communications materials you are producing are not specifically covered in the guidelines, look for similar communications that are covered and adapt the overall style or contact someone on the brand management team. The City of Pearland brand identity system includes a range of supporting visual elements - typography, color, the City of Pearland logo - and placement guidelines that can be used to give communications a distinctive personality.

Assistance and Approvals

By communicating with our Brand Management team, you can help promote and protect our brand. All samples of the following should be sent to Sparkle Anderson, Director of Communications for review.

Additionally, Pearnert, the City's employee intranet houses the City of Pearland brand guidelines and also has a host of available templates for use.

- Flyers/marketing collateral including items produced for co-sponsored events.
- All advertising
- Promotional items, reproduction of city artwork, such as the City of Pearland logo, or any other visual identifiers.

For assistance with all other communications, including premium and promotional items, and for reproduction artwork for corporate or business unit purposes, contact the Brand Management Team.

Sparkle Anderson

City of Pearland
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Pearland, Texas 77581
Phone: 281.652.1625
Email: sanderson@pearlandtx.gov

Debbie Schielke

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System Overview and Color

A unique, custom-designed logotype has been created for the City of Pearland. Always reproduce the logotype from authorized reproduction artwork available from the City of Pearland's brand management. Never alter the logotype in any way. Never try to recreate part of the logo.

For example, never try to copy any portion of the logo from a previously printed piece. Use only the colors demonstrated on this page. Always maintain the minimum size and staging area (covered on the next page).

When printing a piece with the city logo, always print from the original file to ensure the best quality.



City of Pearland logo

Color – Preferred

Full-color against a white background

Color – Acceptable



Full-color against a burgundy background.



Full-color against a black background.



One-color against a white background.

For all printed collateral or promotional pieces that use a Police or Fire Department patch must also include the City logo. Police and Fire Departments are the only departments authorized to use a patch. For specific questions or approvals relating to the promotional items, contact a member of the brand management team.



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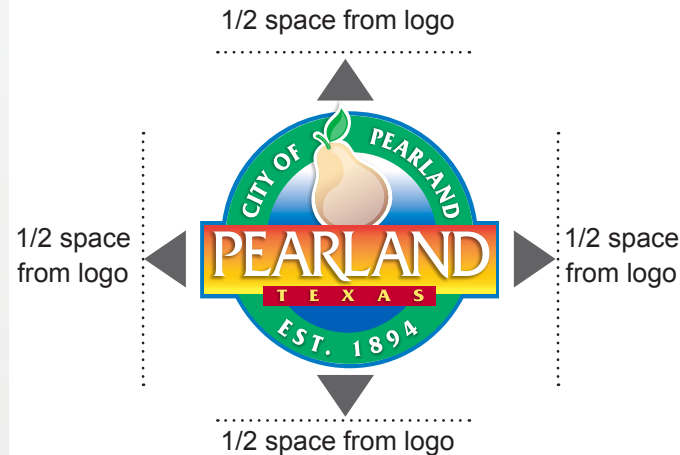
To ensure that the City of Pearland logotype is always highly visible, a minimum staging area, demonstrated below, has been established surrounding the identifier on all sides. The staging area is a clear space where no other typography, photographs, illustrations, visual identifiers, or other graphic elements may intrude. Also, maintain the minimum staging area when reproducing the logotype against a burgundy or black background.

Minimum Size

To ensure sufficient visibility, readability and reproduction quality, the City of Pearland logotype should never be reproduced below the minimum size of 7/8".

A unique, custom designed logo has been created for the City of Pearland. When using the logo, remember:

Minimum Staging Area – Visual Identifier



Minimum Size



- Always ensure correct reproduction
- Always reproduce the City's logo from authorized reproduction artwork. Electronic and reflective reproduction artwork is available from City of Pearland brand management or on Pearnert.
- Never alter the logo in any way.
- Never try to recreate any part of the logo. For example, never try to copy the logo from a previously printed piece.



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Supporting Color Palette

The consistent use of a coordinated color palette will help to ensure that all City of Pearland communications project a distinctive brand identity. A coordinated palette of core and supporting colors has been developed for use in City of Pearland communications.

All were selected because they complement the City of Pearland logo and core colors. *White* is the preferred

background color. Supporting colors can be used as the predominant background color sparingly and when the color relates to a particular subject matter. For example, the Parks and Recreation Department may choose to use PMS 354C to convey a message related to active recreation. Use only colors from the approved palette.

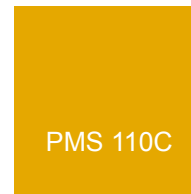
Colors Used on the City of Pearland Print and website

The colors below represent the hexadecimal values of the colors that appear on the city website.

Core Colors



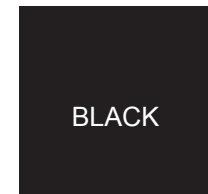
rgb: 144/41/42
hex: 8F2829



rgb: 220/170/0
hex: #edd100



White
(Preferred background
color for printed marketing
communications)



Black

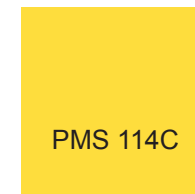
Supporting Colors



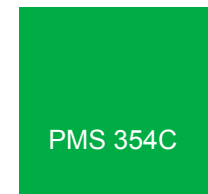
rgb: 195/0/47
hex: cc0033



rgb: 0/92/185
hex: 0066cc



rgb: 254/221/61
hex: ffcc33



rgb: 0/175/65
hex: 009933



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Pearland Swoop

The Pearland Swoop is an element that can be used on the City of Pearland marketing collateral along with supporting graphic elements such as photos and graphs.

Where to use the Pearland Swoop:

- The swoop is not a substitute for the City of Pearland logo.
- The swoop should be used as an accent when possible on City of Pearland brochures, flyers, and marketing collateral.
- The swoop is *not* a required element.

Header



Footer



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Tone, Imagery and Style; Product and Service Identities

The quality and overall tone and style of City of Pearland communications, along with the subject matter of photographs and illustrations used, play an important role in shaping perceptions of the city.

In all communications from the City of Pearland and its departments, follow these guidelines:

- Content should be developed from the perspective of your target audience. Write headlines and text for your audience's interests and level of understanding. Avoid jargon, and do not assume your audience has the same level of technical or industry knowledge that you do.
- Emphasize the benefits of the City of Pearland, in terms to which your audiences will relate. Do not just describe a program or service – tell audiences why those things are important to them.
- Photographs, illustrations, tables, charts and graphs should be directly relevant to your audience and to the subject matter of the communication. They should be placed in close proximity to the text to which they relate. Use clear, concise captions and avoid images and exhibits that do not relate to your subject matter.
- Do not try to crowd too much information onto a page or screen. White (blank) space can actually increase user comprehension. The page or screen should be inviting, not intimidating.
- Avoid visually complex designs and layouts. The layout of a page or screen should help your audience find, read and understand information. Do not try to crowd too much information onto a page or screen. White (blank) space can actually increase user comprehension. The page or screen should be inviting, not intimidating.
- Use descriptive headings and subheadings to organize your communications and help audiences find the information they are looking for quickly and easily.
- City of Pearland communications should convey the diversity of our residents and employees. Do not use images that may reinforce ethnic, national, racial, gender or religious stereotype.
- All content guidelines also apply to social media. For detailed social media guidelines, view the City of Pearland social media policy found on Pearnert.



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Typography

The consistent use of a limited number of type families will help to ensure that all City of Pearland communications project a distinctive brand identity.

City of Pearland's approved type families are Arial and Century. A wide range of styles and weights are available within both type families, permitting a high degree of flexibility in designing communications.

For PC users, without Arial or Century, New Century Schoolbook and Times Roman are acceptable fonts

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Narrow Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Narrow Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Arial Narrow Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Arial Rounded MT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Unicode MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



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Typography *continued*

Secondary Typefaces

Century Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Book Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Book Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Condensed Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890



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Event Logos

The City of Pearland hosts more than 20 annual special events. Some of the events have corresponding event logos. Event logos should always be used with the City's official logo. When using an event logo, please adhere to using the city's color palette and identifying the event as a City event in name. For example, all collateral that utilizes an event logo, should include "The City of Pearland."



Program, event, joint sponsorship or joint venture logos may be displayed with the full color or 1-color logo provided. If there is significant spatial separation between the identifiers (for example: City of Pearland logo on the sleeve of a shirt and program logo on the front pocket.)

City of Pearland department/division must be displayed in City of Pearland typography (Arial) only and be separated from the signature with a line.



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Stationery & Business Cards

Typography on stationery & business cards and envelopes is flush left, ragged right, upper and lower case with black print. Black and white versions are also available.

Letterhead

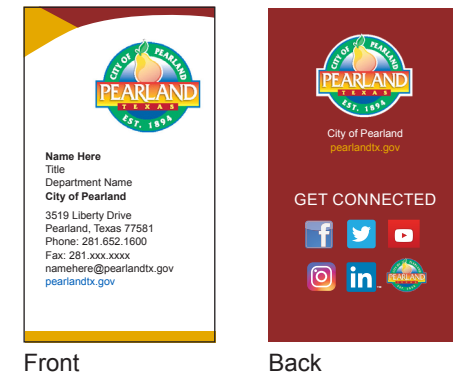


Envelopes

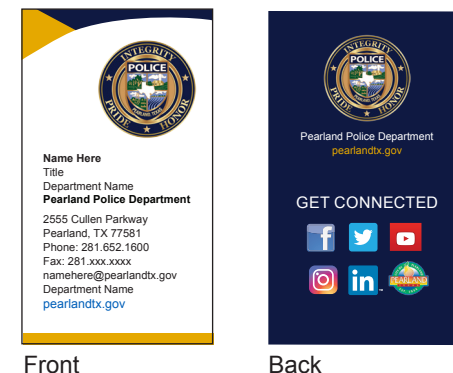


Business Card

Pearland Business card Vertical



Pearland Police Business card Vertical



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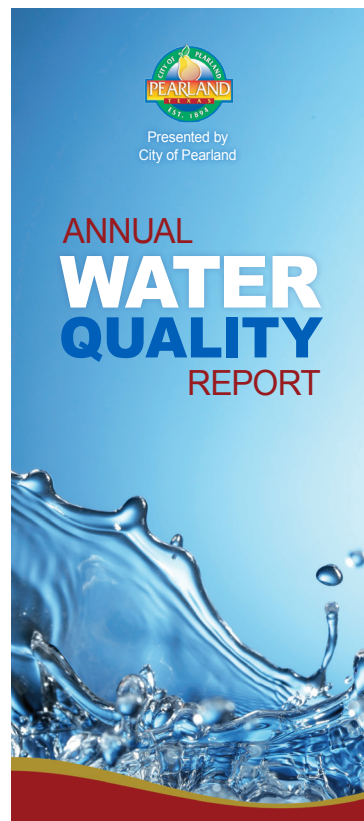
When communications share a coordinated brand identity system and high level of quality, it reinforces the image of City of Pearland as a leader city committed to superior service and performance. City materials that do not project a coordinated identity will seriously weaken that image.

This page illustrates the unity of the City of Pearland brand across a range of materials. These guidelines provide several tools and protocols to help ensure all City of Pearland communications convey a distinctive brand identity, without restricting the creative freedom necessary for effective marketing and communication work.

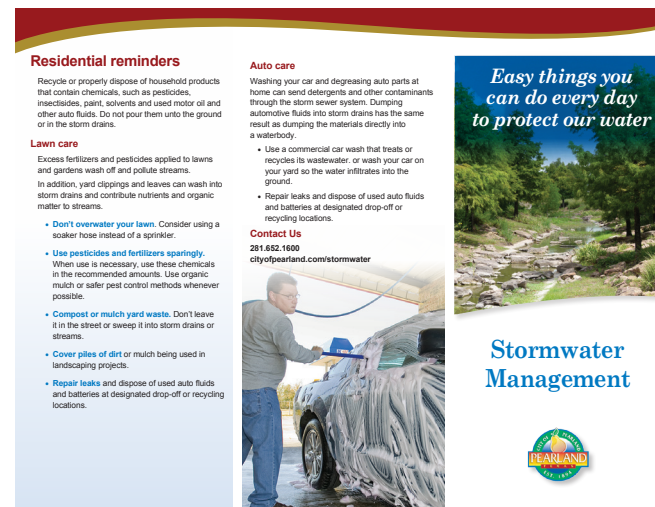
These pages demonstrate how basic elements of the City of Pearland brand logos, typography, color, vertical and horizontal alignments-can work to achieve this goal. They are not intended to dictate a particular layout or design.

Key elements of the system include:

- Correct, consistent and prominent use of the correct City of Pearland logo
- Consistent use of the Arial and Century fonts
- Use of grid system to organize the content
- Consistent use of the City of Pearland color palette on page 12



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Swoop Footer



Pearland
Swoop Header



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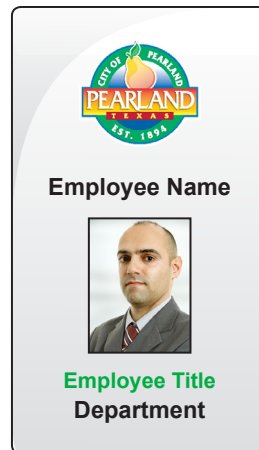
A consistent identity across all mediums is essential to promoting and maintaining a brand. To ensure this, City of Pearland has established the following standards for apparel, defined as any item worn by an individual (including, but not limited to shirts, pants, head wear and outerwear). Each piece of apparel produced for City of Pearland should comply with these standards.



Official Apparel

Only official apparel ordered may use the City of Pearland logo mark and typeface, representing in an official capacity. Apparel can be ordered in 6 of the colors listed in the brand identity guidelines (See page 6). Apparel should not be ordered in the supporting colors PMS 200C or PMS 114C. All other core and supporting colors are permissible.

(Khaki, black, burgundy, white recommended). Pink, purple, other pastels or any other color other than those listed in our core or supporting color palette are not permitted. Apparel may not feature the City logo identity of the same color (e.g. navy fabric with navy and white logo).



Patches, Badges, & Name Tags

City of Pearland patches and badges will be one color screen printed or embroidered on white patch cloth with a finished white border. Approved final artwork for logo reproduction is required.

The signature should be centered on the patch, as shown below. Name tags should feature use of the corporate types styles only and be designed keeping in mind the Basics section (i.e. the area of isolation, matching corporate colors, etc.)



Hard Hats

Hard hats are solid white and feature the city logo centered on the front of the hat, as shown in the examples below. Both the one-color (black) and the full-color version of the signature are approved for use.



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Requirements for use:

If you need logos and/or graphics in an appropriate vendor format, contact the Communications Department. Please be sure to specify file type needed. Log on to [Pearnert](#) for logos to use in presentations and memos.



Full-color



One-color

Preferred Vector File Types:

- PDF (Adobe Acrobat)
- Embed the fonts used or export as generic .eps AI or EPS (Adobe Illustrator)
- Convert text to outlines, embed any linked images

Resolution

Your file must be at least 300dpi or vector art. If your image is below 300dpi, please do not simply increase the resolution. This will result in a very blurry, pixelated image. Ideal full color artwork will be 300dpi or higher at the size it will be printed.

Typography

Arial and Century families are the fonts approved for use in the promotional design system. (*Smaller letters generally require a non-serif typeface like Arial.*) Promotional taglines, department and division names that are not product specific and appear as the only typographic information on an item may be typeset in Century or Arial. All weights and styles may be used. Type is set flush left, ragged right and should be positioned to align vertically with the logotype in the signature.

Color

Item Color: Khaki, black, burgundy, white recommended. Any color is acceptable, except pink, purple, or other pastels.

Metallic colors

For promotional materials only, the signature may appear in one-color gold, silver or bronze

Tone on tone: For apparel and fabric items only, the signature may appear in one-color tone on tone.

For example, the signature may appear embroidered in dark green and a matching dark green sweater.

It is essential to the success to the brand that the logo always be applied with care and respect in every application according to these guidelines. Any questions regarding the use of the logo should be directed to the Communications Department.



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Vehicles

The exhibits on this page demonstrate the correct placement of the City of Pearland logo on vehicles.

Representative vehicle body types are shown; adapt these guidelines to the specific configuration of individual makes and models.

- If there is a large, flat, highly visible surface area (such as the side of a panel van), position the logo on that surface, as large as possible, consistent with the overall proportions of the vehicle.
- If the vehicle does not have a suitable large, flat surface area, the logo should generally be positioned on the driver and passenger doors (as on the sedan, pick-up truck and utility truck shown on this page).
- In most instances, vehicle bodies should be bright white.
- For assistance in positioning the visual identifier on a vehicle, contact City of Pearland Brand Management.



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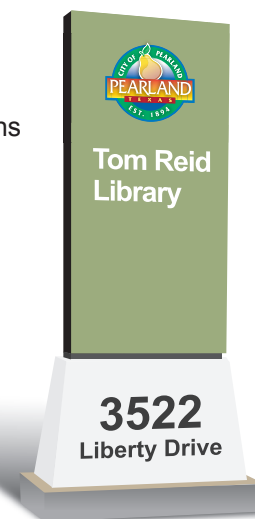
Signage

The City of Pearland has established overall guidelines for monument signs. The signs fall into two families:

Signage modeled from gateway signs



Lime green marker signs



A supplemental design standards sign specifications document is available from the Capital Projects Division upon request.



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& Merchandise

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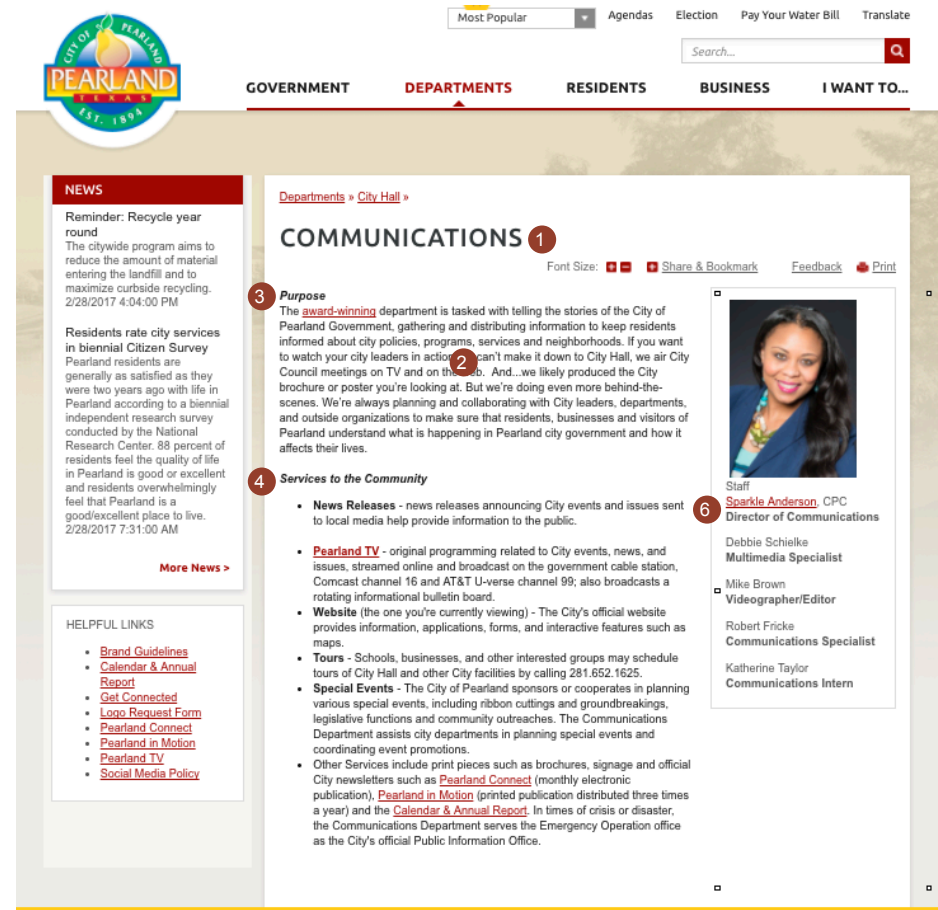
Web Sidebars & Graphics

Web Charts/Tables

Web Required Elements

All official City of Pearland department home Web pages may contain the following elements:

- 1. Page Title:**
Name of page in Page Title Field Should be listed in the title field
- 2. Content Area:**
body text placed here
- 3. Department Purpose:**
Should include information relating to the purpose of the department and the heading should be listed; Title in bold, italics
- 4. Services to the Community:**
Should include information relating to the services that the department offers to the community/City of Pearland employees
- 5. Mission Statement:**
Should include the official mission statement of the department
- 6. Staff:**
Staff listings can include names, titles, phone numbers, or email addresses of appropriate staff. When listing emails, please link names using the hyperlink manager function Email: instead of listing email addresses



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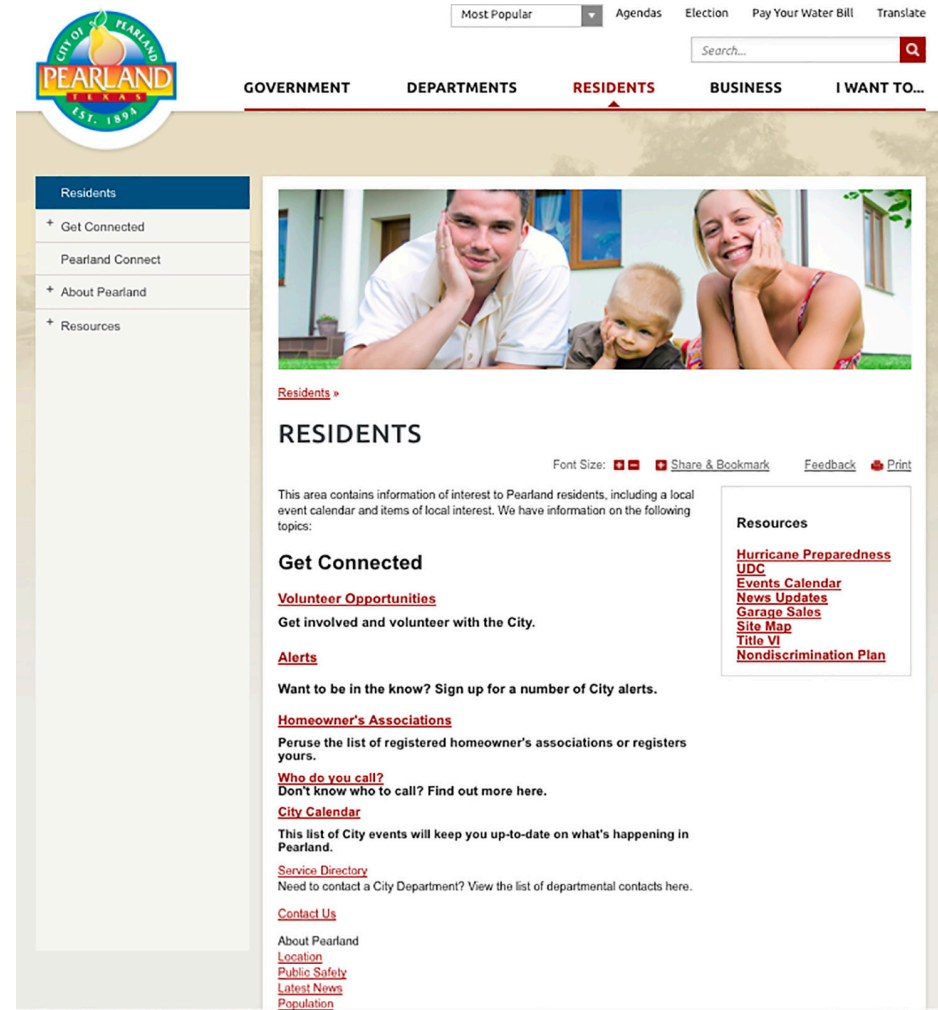
Font/link size/colors

All font/link colors should remain in the system-generated default color (**maroon**)

Page Titles are the black color.
Hyperlinks default to the **maroon**.

The preset colors should never be altered.

Basic page



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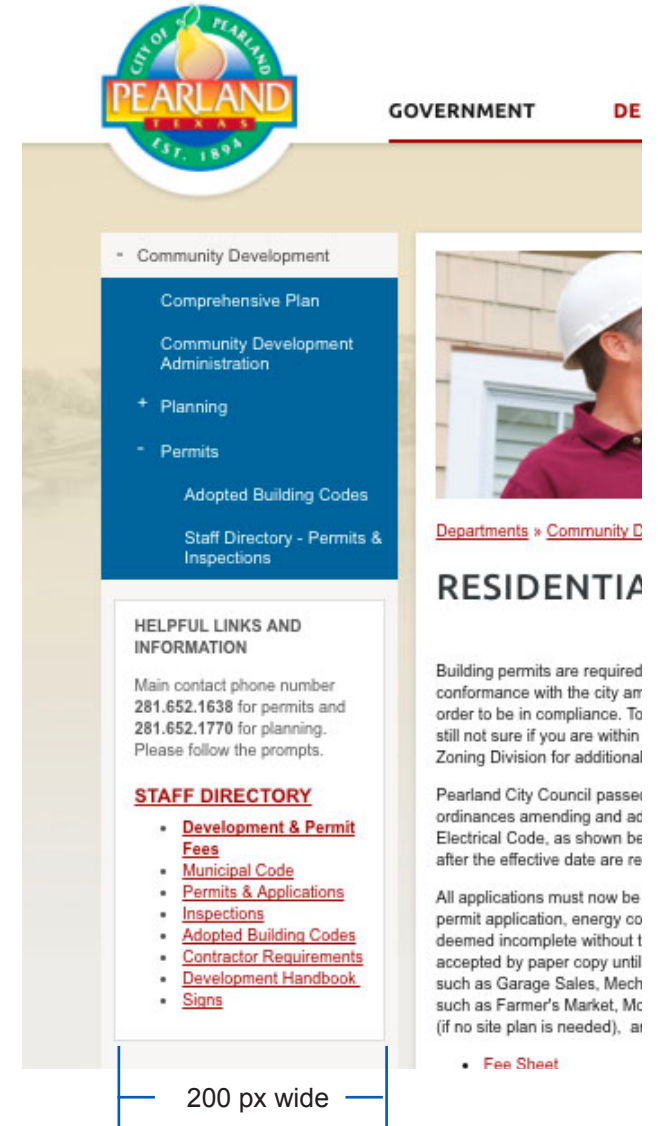
Web Sidebars & Graphics

Web Charts/Tables

Web Sidebars and Graphics

Please adhere to the following guidelines regarding sidebars and graphics.

- Sidebars are available for use, but please use sparingly. All City of Pearland departmental pages are limited to three sidebars.
- Images can delay the downloading of a Web page. If an image or graphic takes too long to download, users may become frustrated and leave the site. Please ensure that all images for use on the Web are about 400–600 pixels wide for a large image; 100–200 for a thumbnail image, 72 dpi (approximate size for jpegs is 20–200K).
- Images (graphics and photos) are saved in the Image Library. Images should not be larger than 7MB.
- Large images will be scaled down to a width no greater than 700 pixels.
- PDF files are saved in the Document Central folder and should not be larger than 10MB.



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Web Charts/Tables

Web Charts/Tables

There are only two acceptable chart/table formats – *standard* and *invisible line*.

Standard

The standard table has a border around the cells

CITY DEPARTMENTS	PHONE	EMAIL
Animal Services & Adoption Center	(281) 652-1970	[Email Icon]
City Secretary	(281) 652-1653	[Email Icon]
Communications	(281) 652-1625	[Email Icon]
Community Development	(281) 652-1768	[Email Icon]
Convention & Visitors Bureau	(713) 436-5595	[Email Icon]
Economic Development	(281) 997-3000	[Email Icon]
Emergency Water/Sewer After-Hours	(281) 652-1900	[Email Icon]
Engineering	(281) 652-1637	[Email Icon]
Finance	(281) 652-1786	[Email Icon]
Fire	(281) 997-5850	[Email Icon]
Fire Marshal/Emergency Management	(281) 997-4650	[Email Icon]
Fleet	(281) 652-1926	[Email Icon]
Human Resources	(281) 652-1763	[Email Icon]
Main Line (for general inquiries)	(281) 652-1600	[Email Icon]
Municipal Court	(281) 997-5900	[Email Icon]
Parks & Recreation	(281) 412-8900	[Email Icon]
Permits/Inspections	(281) 652-1638	[Email Icon]
Planning & Zoning	(281) 652-1770	[Email Icon]
Police	(281) 997-4100	[Email Icon]
Projects	(281) 652-1732	[Email Icon]

Invisible line

Invisible line has no border

CITY OF PEARLAND ONLINE FORMS		
Animal Services 3 Day Trap Request Adoption Application Pet Foster Family Application Pet Surrender Agreement Volunteer Registration Application	Permits / Building Commercial Backflow Certified Test Report Banner Change of Occupant Damage Inspection Report Driveway Fence Impact Fee Irrigation Permit Application Signs Swimming Pool Temporary Membrane Structure (Tent)	Planning Cluster Development Application Plat Application Form (All Plats) Zone Change Application Zoning Board of Adjustment Variance / Special Exception Application Zoning Verification Letter
City Secretary Boards & Commission Application Public Information Request Form	Residential Damage Inspection Report Driveway Fence Garage Sale Impact Fee Irrigation Permit Application Swimming Pool	Police Alarm Permit Citizen Police Academy Application
Code Enforcement / Health Food Dealers License Foster Home Checklist & Application Mobile Unit Food Dealer's Application Temporary Food Establishments Application	For fee sheets, click here.	Public Works Right of Way ePermit/Procedures
Communications Logo Request Form Volunteer Interest Form		Purchasing Vendor Application
Engineering Dirt Permit Grease Trap Interceptor		Water Billing Bank Draft Authorization Form Commercial Service Application Construction Account - Service Application New Service Application - Garbage Only
Finance Hotel & Motel Occupancy Tax Report		Rental Property Declaration Start New Service Application Temporary Service Application Termination of Utility Service
Fire Marshal Fire Permit Application Plan Submittal Requirements		

