

CITY OF STAMFORD LOGO GUIDELINES



JANUARY 2017
PREPARED BY THE STAMFORD PARTNERSHIP

INTRODUCTION

The Stamford Partnership has developed a brand identity on behalf of the City of Stamford to reflect a fresh look at honoring Stamford's storied history, its economic vitality and its spirit of innovation. This brand will help make Stamford stand apart in the region as an attractive and relevant city to the people and businesses who are committed to improving Stamford.

These guidelines outline and explain how use the brand when creating City of Stamford communications and collateral.

As the city moves into its next phase of growth, this brand identity will serve as a tool to convey the authentic, accessible and adaptive nature of the City of Stamford. By using these guidelines as a foundation for building your communications, you are helping the City of Stamford channel a clear, cohesive and consistent message to the world.



BRAND STRATEGY

In developing the new visual identity, we took a strategic approach informed by community research, and feedback.

3 The goal of the rebranding effort is to promote economic growth while encouraging pride in the community. Our strategy focuses on Stamford's leadership position as the economic engine for the State of Connecticut, our proximity to the Long Island Sound, and a soaring sense of possibilities. We believe this strategy will attract new businesses, residents and visitors to the city while staying true to the culture and heritage that have made the city so great for generations.

Everyone knows Connecticut is a magnet for brilliant minds. But there's

one city, at the intersection between NYC and New England, uniquely primed for innovation.

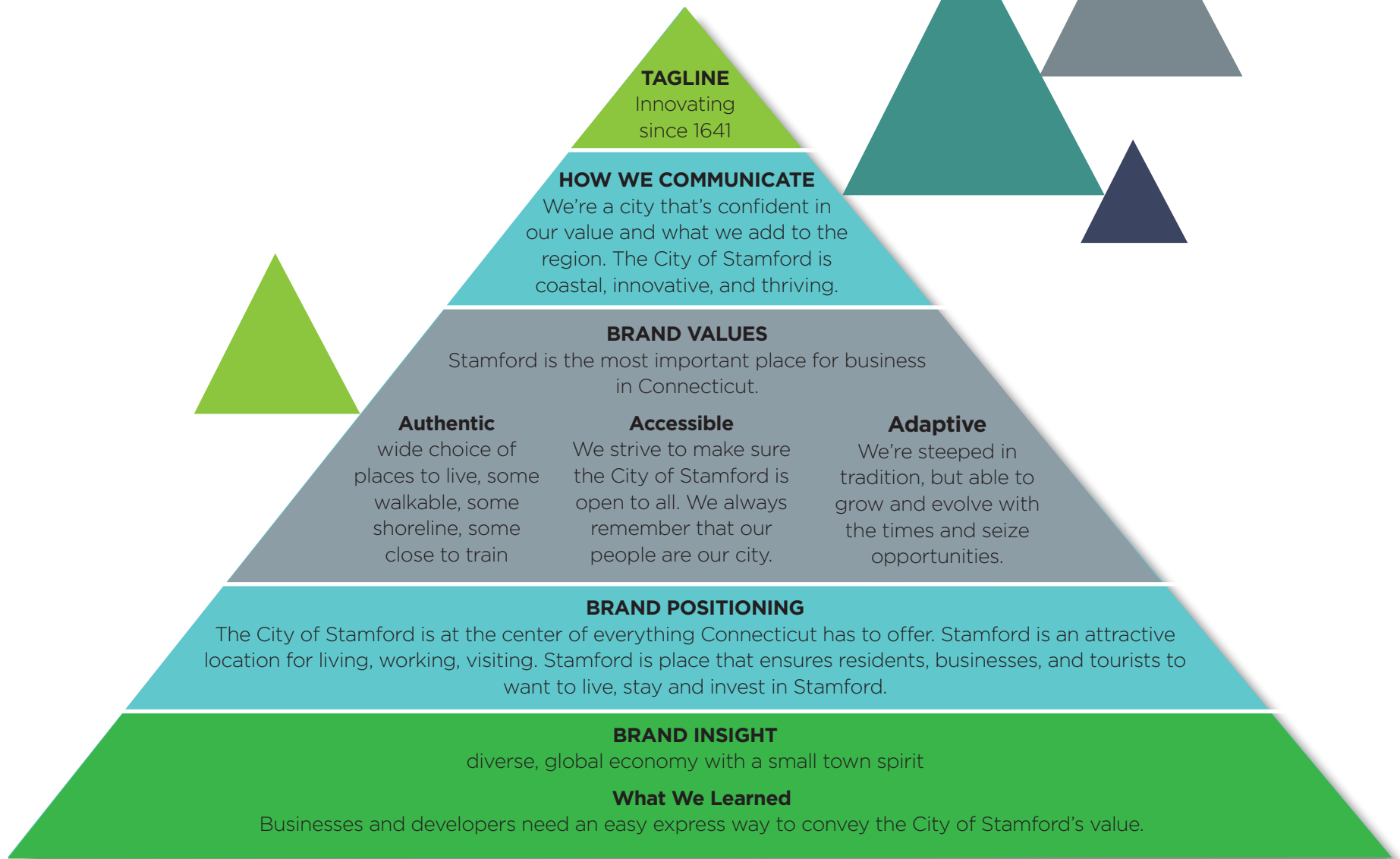
The City of Stamford is perfectly positioned to be high growth coastal community with transportation choices. Between MetroNorth, Amtrak, the CT Transit bus system, and with access to two main highways and expressways, Stamford is an accessible global destination. It's no wonder that Stamford is home to global companies like Starwood, RBS, UBS, and Gartner Group, as well as world-class educational institutions like UCONN Stamford.

The City of Stamford is where the postage meter was invented. The legacy of smart, motivated problem-solvers is reflected in the city's

diverse and educated community, and a forward-thinking, supportive government. From art and music events to beaches, trails and recreation facilities, the City of Stamford is a center of culture, sports, and fun.



BRAND ARCHITECTURE



TAGLINE

innovating since 1641

The Innovating Since 1641 tagline was developed to convey the most attractive attributes of the City of Stamford; its interpretation can be both literal and conceptual.

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In a literal usage, the Tagline conveys the city's historic role as an economic engine to the State of Connecticut. It also resonates conceptually, conveying the innovative spirit of the city and its can-do attitude which enables businesses, residents and visitors to make their aspirations a reality.

The Tagline should never be substituted or altered, and is the only text that is permitted to accompany the Logo.

Messaging in marketing communications will also be used to support the brand strategy. Headlines and copy are not taglines and cannot replace "Innovating since 1641," which is to be used to sign off on almost all communications from the city.



LOGO AND ALTERNATE LOGO USAGE

This is the **Official Full Color Logo**.



4-color



grayscale



b/w line art

This is the **alternate Horizontal Logo** and can be used when a design situation requires it, such as when space is limited to a more horizontal format.



4-color



grayscale



b/w line art

VERSIONS AND APPLICATIONS

There are three versions of the Logo:

1. The **Official Full Color Logo** is used primarily in official city business, including but not limited to official stationery, documents and signage. It is acceptable to print the 4-color logo on a light color, such as a 35% tint of any of the logo colors or yellow.
2. The **Primary Grayscale Logo** is used primarily in marketing communications, including but not limited to brochures, newsletters, posters and advertising.
3. The **Black Line Art Logo** should primarily be used in instances where only one or two color printing is available, with **White Knock-out Logo** being an alternate option when using the logo over a dark color.
 - Only use the approved color combinations as shown on this page; they are optimized for legibility and consistency.
 - When using a One Color Logo on top of a photo, choose a Logo color that has optimal legibility.



LOGO USAGE

Clear Space

Maintaining appropriate clear space around the Logo ensures that no other mark or imagery infringes on the area that the Logo occupies. The space is measured by the height of the letter “S” in the Logo and should be measured from all four sides.



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Minimum Size

The minimum size requirements serve to ensure the legibility of the Logo. The minimum size is the smallest that it should appear in any communication.

The minimum size of the main Logo is 1” as measured by the height of the Top of the “CITY OF” type and the descender on the tagline. The minimum size of the horizontal Logo is .625”.



FONTS AND COLORS

Logo font is Nevis Bold.
The tagline font is Swordtail.

Logo colors:

■ RGB: 60-70-99
CMYK: 49-35-0-66

■ RGB: 121-135-143
CMYK: 12-0-0-54

■ RGB: 142-158-167
CMYK: 12-0-0-42

■ RGB: 98-199-205
CMYK: 57-0-22-0

■ RGB: 69-144-136
CMYK: 70-19-44-13

■ RGB: 141-199-61
CMYK: 50-0-100-0

■ RGB: 57-181-74
CMYK: 75-0-100-0



DON'TS - PRIMARY LOGO

Use only the approved files of the Logo. Do not attempt to redraw or recreate any element of the City of Stamford Logo.

1. Do not distort the Logo.
2. Do not alter the typeface.
3. Do not alter the proportions or positioning of the Logo elements
4. Do not apply drop shadows or other effects to the Logo.
5. Do not use unapproved colors in the Logo.
6. Do not rotate the Logo.
7. Do not place the full color version of the Logo over a colored background or imagery.
8. Do not place the Logo on backgrounds where it would be illegible.
9. Do not separate the logo from wordmark.



1.



2.



3.



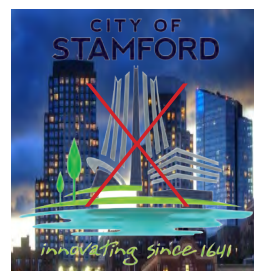
4.



5.



6.



7.



8.



9.

DON'TS - ALTERNATE LOGO

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OFFICIAL SEAL

This is the official Seal of the City of Stamford. It features the original version of the seal which was founded in 1641.

The Seal was recently updated to optimize its legibility and the quality of its reproduction. Though other variations of the Seal exist, this is the only approved version to be used.

The Seal may be used alone in limited instances, including building signage and merchandise. Before you use the Seal alone, you must first contact the Mayor's Office.



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Acknowledgements

The development of the City of Stamford branding involved numerous members of the Stamford Partnership board and the Stamford community. Below is a list of the people from many organizations and companies that made this effort possible.

Stamford Community Members

Tracey Alston
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Brian Buckman
Elizabeth Carlson
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