

Exhibit B – Sports Center

1. All printing shall be a flat finish (no thermography required).
2. Logo components shall consist of the logo graphics: three brush strokes converging to create a star, the logotype: Round Rock, Texas, typeface: Play Bold upper case font.
3. Application of the version of the logo shall be “color” as described in the logo color palette listed as Pantone/Color Conversions consisting of Pantone 288, Pantone 1805, and Pantone 288-80%.
4. The City Communications Director shall retain approval authority for all logo artwork/files. Any files/artwork received shall be used as is, without alteration, with the exception of size. Misusing Round Rock’s logo has the potential of causing damage in the form of brand devaluation. The City of Round Rock shall preapprove any usage of the logo, in any form, by vendors or partners.
5. Clear space should be left around the logo and tagline. No artwork, text symbols, colors or any sort shall intrude into this area. Using the Signature Cap Height and applying that measurement as a framed border around the logo determine minimum clear space. The City Communications Director shall retain approval authority for all logo artwork/files.
6. Font Guidelines are to include Play as the primary logotype font. Play shall be the print font.
7. Proof sheets of printed items shall be required on each order. The types of items to be printed will be transmitted electronically for approval. City shall approve, electronically, all proofs prior to printing of job.
8. Design shall not bleed off sheet for any element detailed herein.
9. The City will accept digitally-produced letterhead, envelopes, and business cards as long as the required specifications are met.
10. All colors and preferred reproduction methods are addressed in the Round Rock Identity Style Guide. All imprinting will be one of the colors addressed in the Guide. The City Communications Director shall retain approval authority for all logo artwork/files.
11. All printing shall be one-sided only.
12. The business cards will not always have the same number of lines imprinted.
13. Shipping cost should be included in the price and shall be FOB Destination.
14. There shall be no design costs.
15. **PRINTED BUSINESS CARDS:** Stock shall be 15PT card stock paper (all recycled paper) with a satin matte finish on both sides of the card. They are printed offset in CMYK. Cover colors shall be Pantone 288, Pantone 1805 and Pantone 288-80%. Business Cards shall include the City of Round Rock logo with employee’s name, title, phone numbers, and fax numbers, etc.
16. **PRINTED ENVELOPES:** Peel strip envelope. Stock shall be 24# Sirius, Neenah Starwhite. Text Colors shall be Pantone 288, Pantone 1805 and Pantone 288-80%. Envelopes shall include the City of Round Rock logo with Department name and return addresses.
17. **PRINTED LETTERHEAD:** Sports Center will not need letterhead.

Sports Center Business Card Front and Back

FRONT →



Chad McKenzie
Director

Sports Management & Tourism
City of Round Rock

EMAIL cmckenzie@roundrocktexas.gov
OFFICE 512.218.5488
MOBILE 512.745.1824

BACK →



WWW.SPORTSCAPITALOFTEXAS.COM

FRONT



WWW.SPORTSCAPITALOFTEXAS.COM

Trade Gothic LT Std - Condensed No. 18

BACK



NAME

Title

Trade Gothic LT Std - Condensed No. 18 - 14.75pt. size

Trade Gothic LT Std - Condensed No. 18 - 9.5pt. size

Sports Management & Tourism

Trade Gothic LT Std - Bold Condensed No. 20 - 8.5pt. size

City of Round Rock

Trade Gothic LT Std - Condensed No. 18 - 7.65pt. size

EMAIL name@roundrocktexas.gov

Trade Gothic LT Std - Bold Condensed No. 20 - 8.5pt. size

OFFICE 512.218.xxxx

Trade Gothic LT Std - Bold Condensed No. 20 - 7.65pt. size

MOBILE 512.745.xxxx

Trade Gothic LT Std - Bold Condensed No. 20 - 7.65pt. size

Trade Gothic LT Std - Bold Condensed No. 20 - 7.5pt. size

Sports Center Peel-Strip Envelope - Envelopes shall include the City of Round Rock logo with Department name and return addresses.



ROUND ROCK TEXAS
ADMINISTRATION DEPARTMENT
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Round Rock, Texas 78664