

Exhibit C – Mayor’s Office

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 80# Sirius, Neenah Starwhite Cover. 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:** Will not require envelopes.
17. **PRINTED LETTERHEAD:** Stock shall be 70# Sirius, Neenah Starwhite Text. Cover Colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Letterhead to include the City of Round Rock logo and Department name with header and footer.

Mayor's Business Card



ROUND ROCK TEXAS

Craig Morgan
Mayor

[P] 512.218.5410
[F] 512.218.7097

221 East Main Street • Round Rock, Texas 78664
craigmorgan@roundrocktexas.gov • roundrocktexas.gov

Mayor's Letterhead

