THE CITY OF ROUND ROCK TEXAS
Identity Style Guide

ROUND ROCK TEXAS

ROUND ROCK IDENTITY

GUIDELINES FOR USAGE

INTRODUCTION:

The Round Rock logo identity, look and feel is an important aspect of how people will identify and separate Round Rock, Texas. This logo is a source of pride and is composed of many elements including the font, the style, the colors and the overall usage.

Protecting this logo provides leverage for Round Rock, strengthens our presence, increases awareness, develops recall and loyalty among our audiences and ultimately, creates staying power. This is why establishing guidelines and regulations about our logo's usage is important, and these guidelines should be followed by all, City and Chamber employees, media, our partners and our vendors. From press releases, to city vehicles, to newsletters, to Web sites, flyers, brochures and promotional items, the logo should remain consistent.

The following document provides guidelines on usage for the City's logo, covering almost any situation in which the logo might be used. If you need assistance or have any questions on identity usage, details or formats, please contact the City of Round Rock Communications Director at 512-218-5409.

Logo PERSONALITY

All communications, large and small, should reflect the key logo attributes and personality. Round Rock's primary personality is a City that is a center of success. Round Rock provides employees, employers, citizens, families and all people access to and elements of success. Rather than trendy, Round Rock is established, proven and stable, as well as visionary.

Additionally, we need to consider the communications needs of our target markets and partners. All aspects of our communications, including the design, writing tone and content should reflect the fact that we are addressing a range of audiences, from employees to employers, current citizens, prospective small, mid and large-sized businesses and their CEOs.

LOGO COMPONENTS

The Round Rock logo consists of the following;

• **The Logo Graphics:** Three brushstrokes converging to create a star

• **The Word Mark:** Round Rock, Texas

• **The Typeface:** Play bold, upper case

DIFFERENT VERSIONS FOR SPECIFIC APPLICATIONS

For flexibility, the following pages show multiple versions of the logo for your use—color, black-and-white and reversed, horizontal and vertical versions (both with and without the tagline).

PROPER USAGE OF THE LOGOS

All logo artwork/files will be provided by the Communications Director with the City of Round Rock. Any files/artwork received should 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 logo devaluation. Any usage of the logo, in any form, by vendors or partners should be approved by the City.

APPROVED USAGE

• Directional road signs with City approval.

• Web and printed documents where the allowable space for the logo is not less than 1 inch with City approval.

NOT APPROVED USAGE FOR NON-CITY ORGANIZATIONS

• Letterhead, business cards, envelopes, forms, or other pre-printed paper products

• Promotional Items like shirts, caps, pens, tickets, mugs, etc.

• On Vehicles

• In advertisements, brochures, newsletters, or other publications

CLEAR SPACE

To give it presence, an area of clear space should be left around the logo and tagline. No artwork, text, symbols, colors of any sort should intrude into this area.

Minimum clear space is determined by using the Signature Cap Height and applying that measurement as a framed border around the logo.

STAGING & SIZE

"Staging" refers to the area directly sur-rounding the City of Round Rock's logo

Minimum clear area (protected space) around the logo is shown to the right.

The amount of clear space shown is a minimum requirement. More space should be used whenever possible to highlight the logo.

POSITIONING

The City of Round Rock's logo must also appear as predominantly as any third-party trademarks.

REFERENCING

When referenced in writing, the City of Round Rock's name should appear in the same typeface as the body copy. No effort should be made to stylize the name in a typeface other than the one already being used in the body copy in which the City of Round Rock's name is being referenced.

ROUND ROCK TEXAS

Signature Cap Height

The logos will be used in many different formats and mediums. As a result, the following file formats are available for your use:

File Type	Name	Features and Uses	Sample Applications
JPG	Joint Photograph Expert Group	Raster (bitmap) format; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
AI	Adobe Illustrator	Vector art like EPS Format and scalable to any size without altering resolution.	Word, PowerPoint, Excel, Adobe Suite
GIF	Graphics Interchange Format	Raster (bitmap) format; can become "jagged" when enlarged; versatile format; can be used with transparent background.	Word, PowerPoint, Excel, Adobe Suite, Web
TIFF	Tagged Image File Format	Raster (bitmap) format; works best for printed documents in MS Office programs; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
PNG	Portable Network Graphic	An Open, Extensible Image Format with Lossless Compression. PNG is superior to GIF in that it has better compression and supports millions of colors.	Word, PowerPoint, Excel, Adobe Suite, Web

MINIMUM SIZE

The logo and tagline should never be reduced so small they become illegible. Use your best judgment when reproducing Round Rock artwork. Typically we recommend no smaller than one inch horizontally. Any questions or concerns about usage should be directed to Will Hampton, City of Round Rock Communications Director.

HORIZONTAL LOGO

Primary Logo - Color

VERTICAL LOGO

Secondary Logo - Color

WEB LOGO

Color Logo for Website & Banners

LOGO – ICON
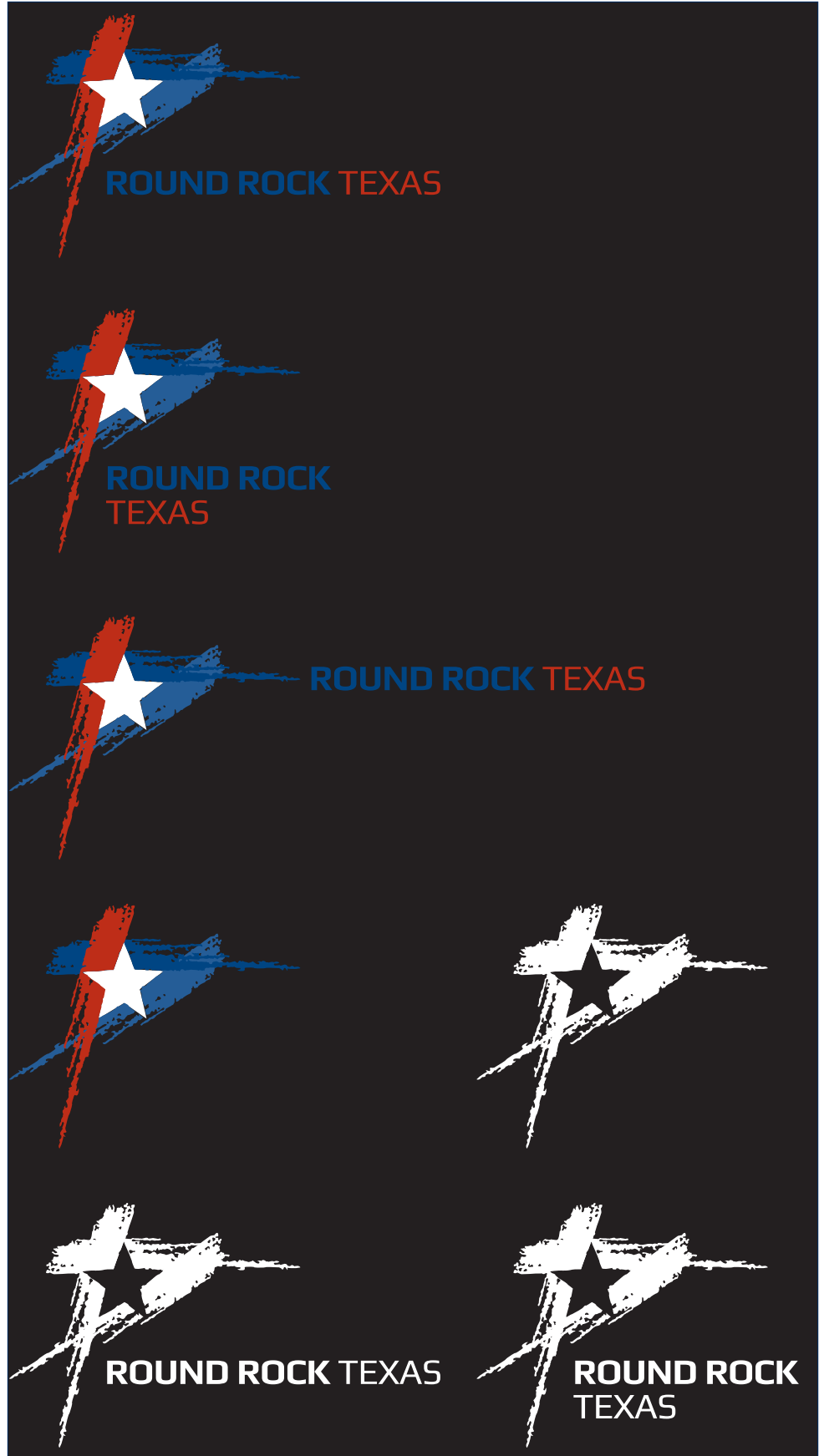
Color and Black & White

BLACK & WHITE LOGO

The horizontal, vertical and web logo can be used in black & white

LOGO STYLES IN REVERSE OR ON DARK BACKGROUND

Primary Logo - Color

VERTICAL LOGO

Secondary Logo - Color

WEB LOGO

Color Logo for Website & Banners

LOGO - ICON

Color and Black & White

BLACK & WHITE LOGO

The horizontal, vertical and web logo can be used in black & white

IMPROPER LOGO USE

Always use the authorized version of our logo. Use reproduction proofs (positive or negative) or digital files available from the office of the Director of Communications whenever offset printing, silk-screening, embroidering and applying to signage, lapel pins, banners, vehicles and promo- tional items. Always follow the guidelines in this manual for color and placement.

WHAT NOT TO DO:

- Do not alter the symbol, reset the type, or change the letter-forms in any way

- Do not reverse out of very light backgrounds

- Do not scale unevenly

- Do not tilt on an angle

- Do not reverse it out of a box

- Do not use borders

- Do not put it on a brightly or heavily patterned background

PANTONE/COLOR CONVERSIONS

The following colors are approved for use in Round Rock communications and must be used when reproducing our logo.

Four-color process (CMYK) is the preferred reproduction method in print mediums.

RGB values are provided for broadcast use, and web values are provided for interactive use.
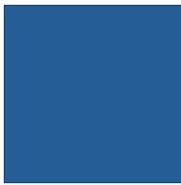
PANTONE 288 - 80%
RGB Values:
R-66
G - 87
B - 142
CMYK Values:
C-80
M - 52
Y - 0
K - 24
Web Value:
336699

PANTONE 288
RGB Values:
R - 0
G - 40
B - 122
CMYK Values:
C - 100
M - 65
Y - 0
K - 31
Web Value:
003366

PANTONE 1805
RGB Values:
R - 187
G - 45
B - 63
CMYK Values:
C - 0
M - 91
Y - 100
K - 24
Web Value:
CC3333

APPROVED FONTS

The provisions of font for use in Round Rock
communication materials should include the following:

LOGO FONT

• Play font – Bold

Play Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

PRINT FONTS

• Headline and Sub Heads:

Play – Bold

Play - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

Montserrat – Bold

Montserrat – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

APPROVED FONTS CONTINUED

PRINT FONTS

• Body text typeface:

Play - Regular

Play - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

Montserrat - Regular

Montserrat - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

WEB FONTS

These are a few font choices that work well in HTML format. We feel the best choices for our needs and for readability are as follows:
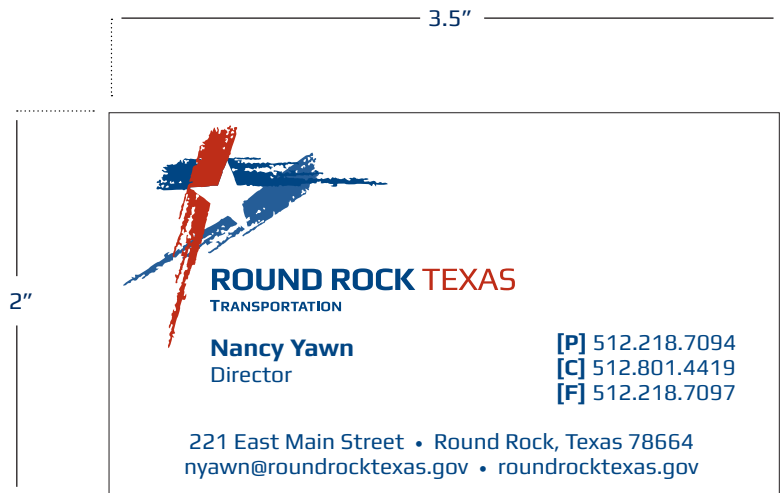
Play – Bold and Regular

Montserrat – Bold and Regular

Play - Bold and Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

Montserrat – Bold and Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
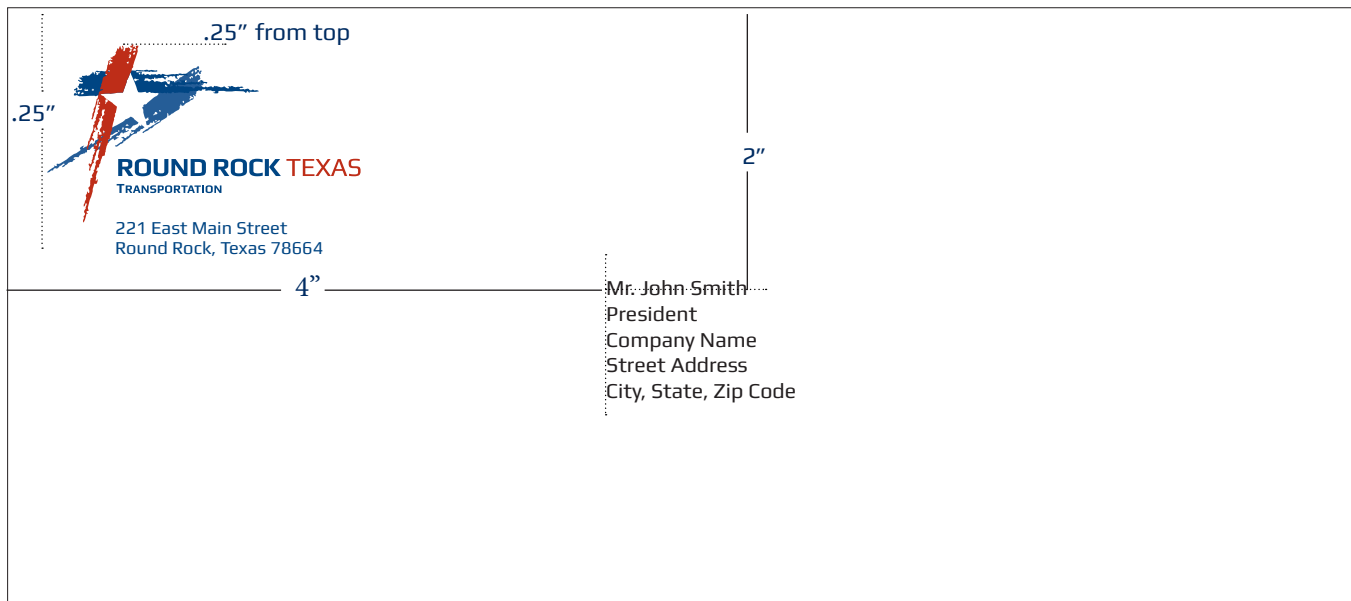abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

BUSINESS CARD

Size – 3.5" x 2"
logo – 2.1" x 1.2"
Name – 9.5 Play Bold
Title – 8.55 Play Regular
Address – 8.55 Play Regular
Stock – 80# Sirius, Neenah Starwhite Cover

3.5"

2"

ROUND ROCK TEXAS
TRANSPORTATION

Nancy Yawn
Director

[P] 512.218.7094
[C] 512.801.4419
[F] 512.218.7097

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

ENVELOPE

Size – No. 10, 9.25" x 4.125"
logo – 2.1" x 1.2"
Address – 8.55 Regular
Stock – 24# Sirius, Neenah Starwhite #10 Envelopes
Address – 8.55 Play Regular

.25" from top

.25"

ROUND ROCK TEXAS
TRANSPORTATION

221 East Main Street
Round Rock, Texas 78664

2"

4"

Mr. John Smith
President
Company Name
Street Address
City, State, Zip Code

Not to Scale

LETTERHEAD

Size - 8.5" x 11"
logo - 2.6" x 1.5"
Name - 9.5 Play Bold
Title - 9.0 Play Regular
Address - 9.0 Play Regular and Bold
Body - 9.0 San Serif Font
Red Rule - 0.5 Hairline Rule
Stock - 70# Sirius, Neenah Starwhite Text

.4" from top

0.25"

ROUND ROCK TEXAS
TRANSPORTATION

Mayor Craig Morgan	**Councilmembers** Michelle Ly Matthew Baker Frank Ortega	**City Manager** Laurie Hadley
Mayor Pro-tem Rnee Flores	Writ Baese Hilda Montgomery	**City Attorney** Stephan L. Sheets

1"

Date

Mr. John Smith
President
Company Name
Street Address
City, State Zip code

Dear Mr. Smith:

It is rare that anyone sees a letterhead without the typewritten message. When a letter is typed on The City of Round Rock letterhead, in a sense, the design of the letterhead is complete. The style or format of the letter is an important part of the overall design of our city's stationery. This is an example of the typewritten format on city stationery. As you can see, all the typewritten elements are flush left on the page. Everything aligns with the left-hand margin which is 1" from the edge of the page. This format is double-spaced between paragraphs. There are no paragraph indentations. This particular letter format presents a very clean and business like appearance. A consistent type written style, as well as an error-free letter, will communicate an image of our city as very organized, competent and professional.

Sincerely,

Bob Jones

JJ/gk
Enclosures

1"

CITY OF ROUND ROCK 221 East Main Street • Round Rock, Texas 78664
[P] 512.218.5409 • **[F]** 512.218.7097 • **roundrocktexas.gov**

.5"

Not to Scale

DEPARTMENT LOGOS

All departments have their names printed in Round Rock blue, all caps and flush left under the logo.
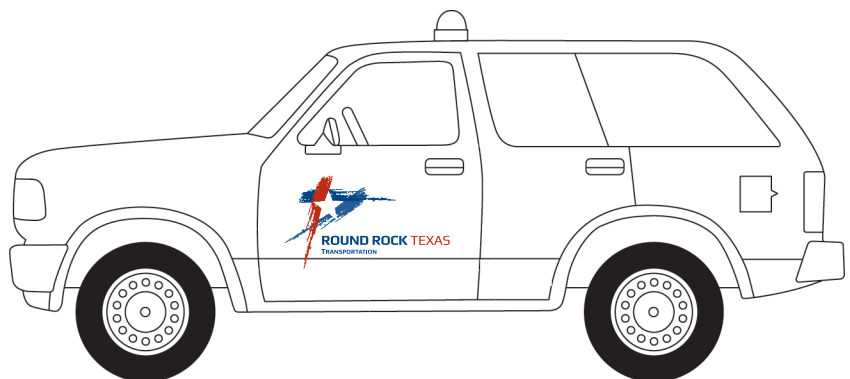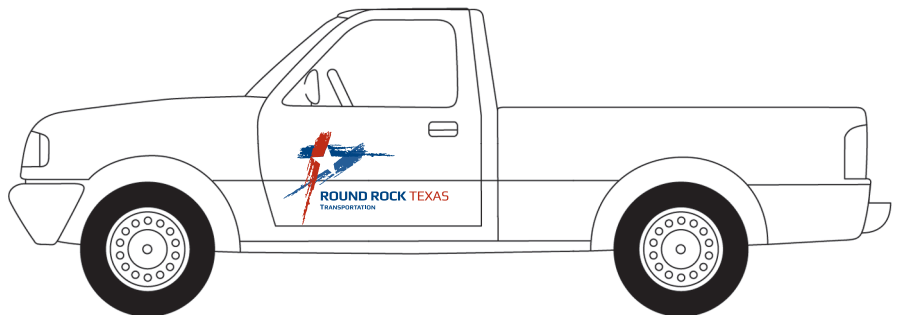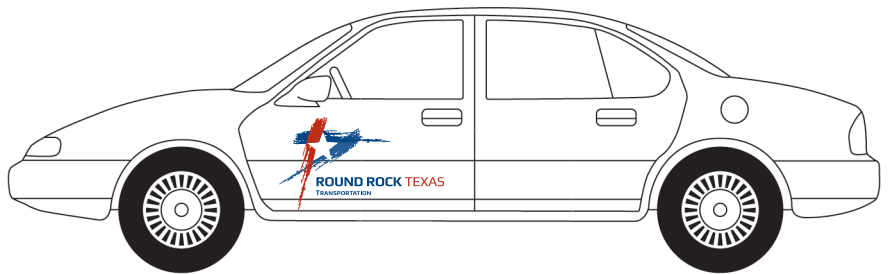
VEHICLE DECALS

The City of Round Rock has many vehicles in its fleet and each one represents an opportunity to expose the logo to a great number of people every day.

The logo and department names are reflective adhesive decals. It is impossible to specify exact measurements for applying the decals to every type of vehicle, since vehicles vary from manufacturer to manufacturer and from year to year. However the decals should be applied in accordance with these guidelines as closely as possible.

The logo size decal for all vehicles is 14" x 16" and displayed in the two-color version or white for dark vehicles.

GUIDELINES

Promotional items are important reflections of The City of Round Rock's identity. Each item is a visual reminder of our organization.

Follow these simple rules when applying the logo to promotional items like shirts, mugs, hats and bags:

• Always maintain the clear area around the logo.

• The logo must appear in one of the approved color treatments and con-figurations specified in this manual. Be sure the background provides sufficient contrast.

• Make sure all promotional items are in good taste and quality.

• Always use the reproducible artwork or digital files labeled for promotional items. Obtain these files from the Office of the Director of Communications. Do not use photocopies for original artwork.

• For embroidery purposes, the City has chosen five color options. The logo may be embroidered in blue and red, blue only, red only, black only or white only. Embroidered items should compliment thread colors.
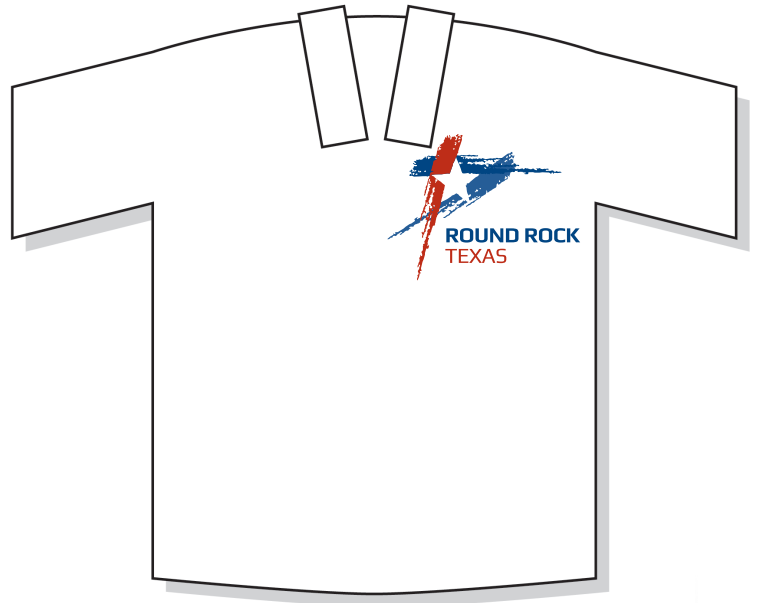
Q: I have a photocopy of the logo. Can I give this to a vendor for reproduction on to a banner?

A: No. Under magnification photo-copies have low quality. When enlarging for purposes of display the imperfections become obvious and degrade the integrity of the logo. Please obtain a reproduction logo sheet or an AI **(Illustrator)** digital file from the office of the Director of Communications.

Q: What is AI?

A: It stands for Adobe Illustrator. Denoted by the suffix .AI, AI is a file format typically created in a vector-based drawing program like Corel Draw®, Adobe Illustrator® and Macromedia Freehand®. This digital format is the best choice when reproducing the logo for offset printing or any other application.

Q: Then why do we need TIFF digital files?

A: TIFF stands for tag image file format, denoted by the .tif suffix. Some word processors cannot import the AI digital file, so TIFF files are provided. TIFF files works best for printed documents in MS Office programs

Q: I have imported the logo into my word processing document. Can I enlarge or reduce it?

A: To maintain consistency only two sizes are to be used for internal and external communication. They are 2.5" in width for maximum size and 1" in width for minimum size.

Q: I have imported a color logo into my word processing document. Can I use it?

A: Yes. The two-colored version can be used internally for any literature printed to a color printer. For opti-mum color results please consult your printer's manual. Word processors should never be used to output the logo to film.

Q: We want to have the logo em-broidered on a dark-colored shirt. Can we use the two-color logo?

A: No. The two-color logo will not offer sufficient contrast and will diminish the strength of our new identity. The general rule of thumb is use the white (reversed) logo for anything dark and use the black or blue and the two-color logo for anything light in color.

Q: What color shirts do you recommend for embroidering the logo?

A: Blue, red, khaki, white, light blue and denim are the best choices. We expect the public to view these colors, with the appropriate logo, as an integral part of our visual identity.

If you have any other questions pertaining to this standards guide or proper usage of the various design elements please contact:

Communications and Marketing
221 East Main Street
Round Rock, Texas 78664
smcintyre@roundrocktexas.gov
512-218-5585

The following copy should appear on all communications, including collateral materials, Web sites, print ads and interactive uses. The only exceptions are internal communications.

COPYRIGHT

The copyright notice should include all years of the creation of the material. For example,

Current use:

© Copyright 2021, City of Round Rock, All rights reserved.

Multi-year use:

© Copyright 2002-2005, City of Round Rock, All rights reserved.

TRADEMARK

Currently being investigated by the City of Round Rock.

CITY OF ROUND ROCK

Communications and Marketing Department

221 East Main Street Round Rock, Texas 78664

EMAIL: smcintyre@roundrocktexas.gov

PHONE: 512-218-5585

ROUND ROCK TEXAS
TRANSPORTATION

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Director

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nyawn@roundrocktexas.gov • roundrocktexas.gov

ROUND ROCK TEXAS
TRANSPORTATION

Mayor
Craig Morgan

Mayor Pro-tem
Rene Flores

Councilmembers
Michelle Ly
Matthew Baker
Frank Ortega
Writ Baese
Hilda Montgomery

City   Manager
Laurie Hadley

City Attorney
Stephan L. Sheets