ROGER BROOKS
International

Ogden City

Brand Style Guide

September 2016

Ogden
UTAH
Still Untamed

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Introduction

With an audacious history at its core, Ogden has never tried to be the golden child, has never tried to "fit in" or be like every other Utah community. Its people have always been outliers – fiercely independent and unafraid to shake things up — people who set their minds to something and never take "no" for an answer. The heart and soul of Ogden is its people.

Brand Character
The brand character articulates the feeling of the brand. If Ogden, Utah were a person, what would it be like? This should translate into the execution of all elements. Communication, advertising, marketing tools, product development and even customer service programs should be consistent with the brand's character.

- Outgoing, active, youthful, independent spirit

- Not judgmental

- Living outside predefined boundaries

- Willing to take chances. Home to risk takers.

- Believing that you can do what others say can't be done.

In essence, taking from the legacy of an untamed past, and applying that spirit to a "can do" attitude of personal growth, preferring dirt over pavement, wilderness over refinement, and not trying to impress others. Moving on from the rough and tumble decades of the early twentieth century to pushing the envelope of personal achievement.

Think of slogans like "Untamed Thinking" meaning we don't live within boundaries. Using headers like "Untamed Innovators Thrive in Ogden" is a great way to promote the "Untamed Spirit" (another slogan idea that could be used).

Consider the past versus the present. Ogden should embrace its past (not avoid it or shy away from it), keeping that same spirit that lead Al Capone to tell people "Ogden's a little too wild for my tastes." This is what really sets Ogden apart. "In Ogden, it doesn't matter who you are, where you came from, where you failed, what your next act is, you are always welcome here." In an ad about this, you could use the tag line, "Unconditionally Welcoming."

Brand Promise:
As Utah's Renaissance City, fiercely independent and unabashed Ogden always offers an unconditional welcome in an adventurous mountain-metro setting.

The Ogden Logo

The Ogden, Utah logo script reflects the freestyle elements of the brand. This font is meant to reflect a signature: a personal stamp that identifies the unique spirit and energy of those who call Ogden home. The city's name (called the Signature) is the primary graphic so that the destination will become more familiar with every use. "Utah" is added to indicate to consumers everywhere, its location.

The Ogden tagline "Still Untamed" is a hand drawn font style that promotes the independence, innovation and risk-taking attitude of this brand.

01 The Primary Logo

The Primary Logo should always be the first choice of logo to use whenever possible. When the background is white or very light, the Standard Primary Logo should be used. When the background is black or very dark, the Reverse Primary Logo should be used. The logo is made of two parts: The Signature (which includes Utah), and the Tagline.

Standard Primary Logo

1 Signature

Ogden
UTAH
Still Untamed

2 Tagline

Reverse Primary Logo

Ogden
UTAH
Still Untamed

1. Signature

The Signature on the Standard version should always be Navy, and on the Reverse version it is always White. The text for UTAH is always the same color as the Signature color in each version.

2. Tagline

The Tagline represents the untamed and independent attitude of Ogden. The standard version of the Tagline is always Aqua, and in the reverse version should aways be Sunrise.

02 Clearspace

0.5 X

X

In order to preserve the integrity of the Ogden logo, it is important that no other logos, copy or other graphic elements infringe on its space. The minimum clearspace around the Signature is equivalent to 0.5 of the height of the Signature.

Minimum Size = 1.25"

03 Three Logo Versions

1 Primary Logo

1A

1B

1A Primary Logo on white or light colored background.

1B Reversed Primary Logo on a black or dark background.

2 1-Color Logo

2A

2B

2A 1-Color Logo on a white or light background.

2B Reverse 1-Color Logo on a black or dark background.

3 1-Color Logo-No Tagline

3A

3B

2A 1-Color Logo-No Tagline on a white or light background.

2B Reverse 1-Color Logo-No Tagline on a black or dark background.

04 The Ogden "Bug"

This graphic is not to be used as a logo. The color versions below are the only color versions that are permitted. Transparency versions of the 1-Color bug on color backgrounds are also acceptable.

3-Color Standard Bug

1-Color Bug-Black

1-Color Bug-Navy

1-Color Bug-White

3-Color Reverse Bug

1-Color Bug-Aqua

1-Color Bug-Wildcat Purple

1-Color Bug-50% Slate

05 Ogden Tagline

The Tagline can be used separately as a graphic element. Only when it is used away from the logo can it be rotated or broken into two lines. The only color options that are permitted for a separated Tagline are shown below.

Color Choices

Secondary brand logos, such as city departments and public assets, should follow the guidelines and alignments shown below.

Alignment & Font Build

Secondary Asset Examples

Text:
Roboto Bold
21pt w/ 21Leading

If department title is small (i.e. Trails), text size can be increased slightly. When increasing text size, do not extend past the end of the Signature.

Standard Primary Logo

Reverse Primary Logo

Permitted Standard 1-Color Logo Colors

The only permitted color choices for the 1-Color Logo on a white or light background are shown below.

Navy

Aqua

Wildcat Purple

Slate

Black

Permitted Reverse 1-Color Logo Colors

The only permitted color choices for the 1-Color Logo on a dark or black background are shown below.

Mountain Blue

50% Tint of Slate

Sunrise

Aqua

White

Permitted Logo Usage Examples

The examples show below are permitted uses of the logo on various backgrounds. The reasons for being permitted are described below each example.

Dark contrast all around logo.

Reverse Primary Logo over Navy is permitted.

Reverse Primary Logo over Black is the best.

Still good contrast and readability.

Light enough background texture.

Image is light and background doesn't distract from the logo.

Cream is the darkest color the Standard Primary Logo can be used over.

White is the ideal color to place the Primary Logo over.

When placing the logo over a dark color that is not Black or Navy, always use the 1-Color White.

On a 50% Slate background, use only 1-Color-Purple, Black, or Navy.

50% Slate works well over Navy, Purple, Black, and other dark backgrounds.

Sunrise should only be used over Black and Navy backgrounds.

The 1-Color-Navy logo works well over Sunrise and other light backgrounds

The 1-Color-White logo works well over Aqua and other darker backgrounds.

Over a Mountain Blue background, only the 1-Color-Navy or Black logo can be used.

9 Prohibited Logo Usage Examples

Below are examples of logos that are used improperly. Whether they are the wrong logo for the background, or manipulations to the logo, these uses are prohibited. Below each example is the reason they are not allowed.

Very poor readability with such a busy background. No contrast.

Wrong logo selected for visibility. Here the 1-Color-White or Black should be used.

The Reverse Primary Logo Tagline should always be Sunrise.

Never put gradients in the Signature.

Never put a drop shadow under the logo.

Never reposition any piece of the logo.

Never rotate, italicize or stretch the logo in any way.

Never combine the Bug and the Logo.

Never use other fonts for the Tagline.

Outlining any part of the logo is prohibited.

Never distress or rough up the logo.

Never place the logo over a graphic element such as this.

Do not add elements to the logo.

Logo & brand graphic elements may never be used in other logos.

Only approved colors can be used as 1-Color logos (see p.10 for approved colors).

Brand Color Palette

Color plays an important role in the Ogden brand. It is crucial that the brand remains consistent across all mediums. This visual consistency increases the brand's integrity and recognition.

The color palette is broken into two categories: Primary Color Palette, and Secondary Color Palette. The Primary Color Palette (along with black and white) are the only colors that are allowed to be used in the 1-Color logo application. The Primary Palette should make up the majority of any branded piece. The Secondary Palette is used to add variety and more color options with regard to graphics and backgrounds. The names, color breakdowns and tint percentages of both palettes are shown on the following pages.

Primary Color Palette

It is important to feature the Primary Color Palette on all marketing pieces. These are the colors that represent Ogden City. The color code breakdowns ensure consistent color applications across print, online and television.

Navy

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
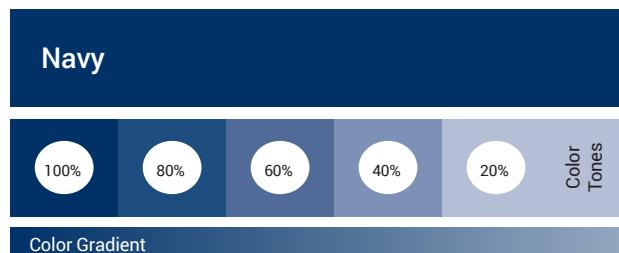
Color Codes

PMS	289
CMYK	100 / 65 / 0 / 50
RGB	0 / 52 / 105
WEB	003469

Aqua

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
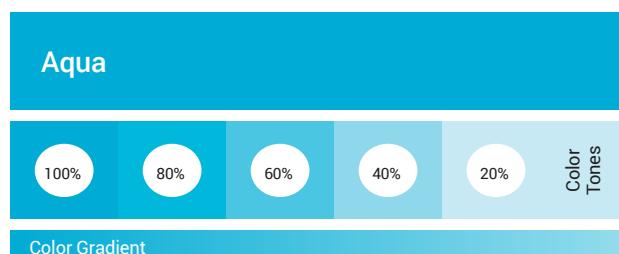
Color Codes

PMS	312
CMYK	100 / 0 / 15 / 0
RGB	0 / 172 / 212
WEB	00acd4

Mountain Blue

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
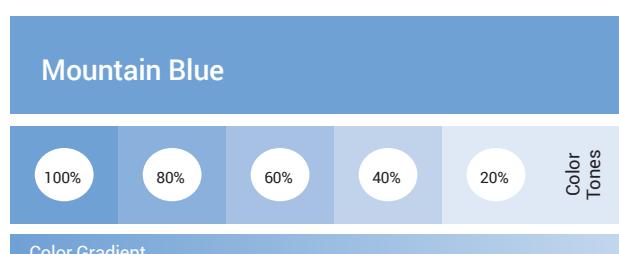
Color Codes

PMS	284
CMYK	55 / 27 / 0 / 0
RGB	113 / 161 / 214
WEB	71a1d6

Sunrise

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
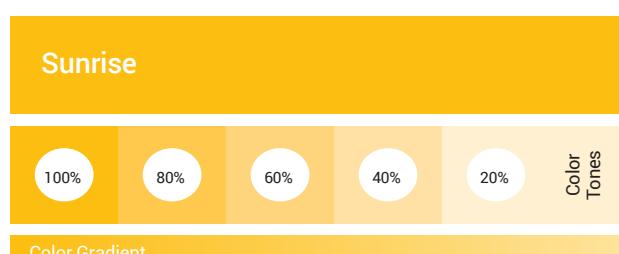
Color Codes

PMS	130
CMYK	0 / 27 / 100 / 0
RGB	254 / 190 / 16
WEB	febe10

Slate

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
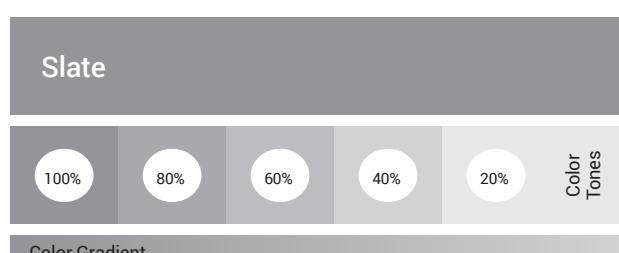
Color Codes

PMS	Cool Gray 8
CMYK	0 / 0 / 0/ 50
RGB	147 / 149 / 152
WEB	939598

Wildcat Purple

Color Tones				
100%	80%	60%	40%	20%

Color Gradient
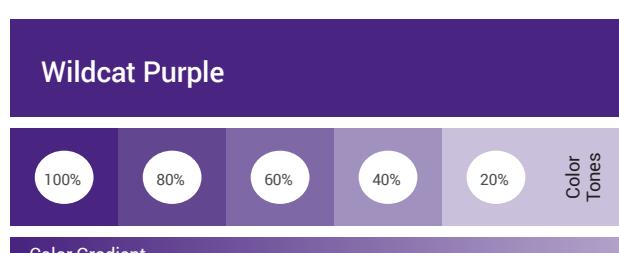
Color Codes

PMS	2617
CMYK	84 / 100 / 0 / 15
RGB	73 / 35 / 101
WEB	492365

Secondary Color Palette

These colors are meant to offer variety and opportunities for additional color combinations. However these colors should not visually dominate any marketing piece. And these colors are not to be used in a 1-Color logo.

Spring Grass

					Color Tones
100%	80%	60%	40%	20%	

Color Gradient

Color Codes

PMS	376
CMYK	56 / 0 / 100 / 0
RGB	125 / 194 / 66
WEB	7dc242

Spruce

					Color Tones
100%	80%	60%	40%	20%	

Color Gradient
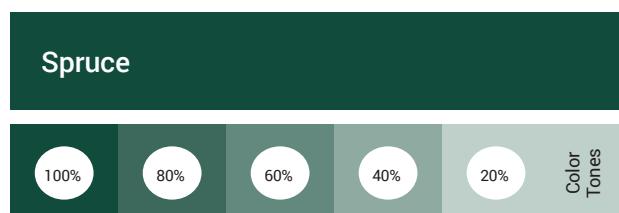
Color Codes

PMS	553
CMYK	60 / 0 / 47 / 76
RGB	20 / 76 / 61
WEB	144c3d

Cream

					Color Tones
100%	80%	60%	40%	20%	

Color Gradient
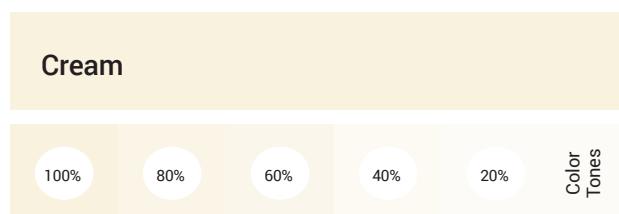
Color Codes

PMS	7499
CMYK	1 / 3 / 12 / 1
RGB	248 / 239 / 221
WEB	f8efdd

Brick

					Color Tones
100%	80%	60%	40%	20%	

Color Gradient
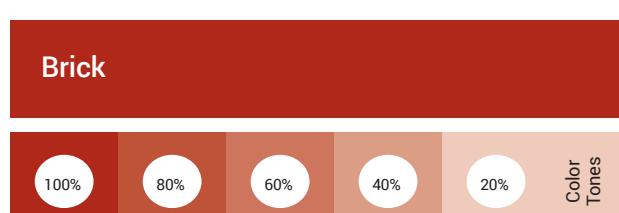
Color Codes

PMS	1807
CMYK	0 / 91 / 94 / 31
RGB	176 / 44 / 27
WEB	b02c1b

Carmel

|					Color Tones
100%	80%	60%	40%	20%	

Color Gradient
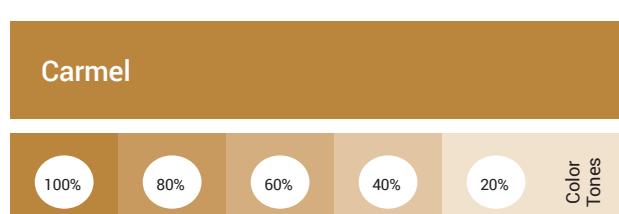
Color Codes

PMS	730
CMYK	0 / 34 / 76 / 30
RGB	186 / 133 / 62
WEB	ba853e

Color Palette Used as Photo Filter

Another use of the color palettes is filtering photos. This effect can be used for creative applications and add texture to graphics and photos. The easiest way to create this effect is in Photoshop. Simply take the saturation of the photo down to zero, making it grayscale. Then add a new layer on top and fill it with the desired color. Double-click on that layer and change the *Blending Mode* to *Multiply*. It's an interesting effect that is easy to produce.

Navy

Mountain Blue

Aqua

Wildcat Purple

Sunrise

Spring Grass

Spruce

Cream

Slate

Brick

Carmel
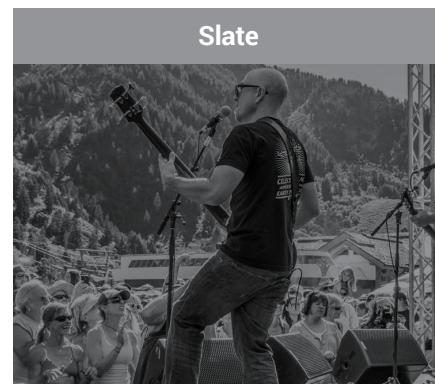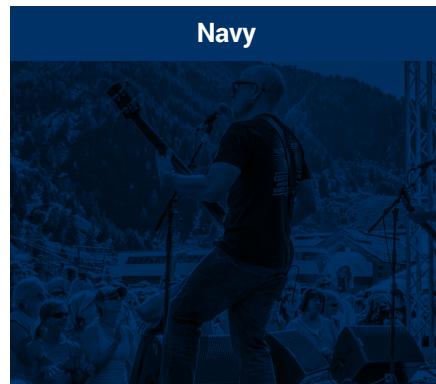
Typography

The Ogden brand gives you options with regard to typography. There are two options for headlines and two options for body copy.

When using the Torn Tape and Notepad layout design, the headline font should be in *Enjoy the Ride* and the body copy should be in *Mathilde.* The other alternative is to use *SimpleType Bold* for headlines and body copy text in *Roboto.* Roboto comes in many weights and can be substituted for Ariel for online applications.

The following pages show each font and how they should be used.

Primary Headline Fonts

When using a headline over the Torn Tape graphic element, *Enjoy the Ride* is the only font that is allowed. This gives a handwritten appearance and ties into the "still untamed" aspect of the brand. The other headline font option is *SimpleType Bold.* This bold condensed font is powerful and commands your attention.

Enjoy The Ride

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0 # @ $ % &

SimpleType Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 # @ $ % &

Primary Body Copy Font

The primary body copy font is **Roboto.** This font has many weights and can be used as subheads and can even be used in written communications and press releases as headlines. Roboto is a casual and clean font that is easy to read and promotes a friendly appearance.

Roboto

Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /
Light Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /*
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /
Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /*
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /
Medium Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /*
Bold	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /**
Bold Italic	***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + = : ; " ' > < ? /***

Notepad Body Copy Font

When placing text over the Notepad or Post-it graphic elements, always use the font *Mathilde.* This font gives the appearance of a handwritten note. The casual, personal nature of this font helps validate the personal stories portrayed in the body copy. It's this personal touch and laid-back writing style that help people identify with the ads.

Mathilde

 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) – + = : ; " ' > < ? /

Sample Headline and Body Copy Combinations

LOREM IPSUM IS HEADLINE

Lorem ipsum dolor sit amet, consectetur adipis elit. Nulla at gravida orci, non accumsan enim. Quisque vel tortor nisl. Donec ullamicorper with mauris, nec volutpat ipsum aliquam be. Aliquam interdum diam orci, sed sodales felisi hendrerit nec. Suspendise in a volutpat, magna mit pulvinar fringilla, nibh massa dapibus tellus, mac fringilla ex esting is a nec nunt.

LOREM IPSUM IS HEADLINE

Lorem ipsum dolor sit amet, consectetur adipis elit. Nulla at gravida orci, non accumsan enim. Quisque vel tortor nisl. Donec ullamicorper with mauris, nec volutpat ipsum aliquam be. Aliquam interdum diam orci, sed sodales felisi hendrerit nec. Suspendise in a volutpat, magna mit pulvinar fringilla, nibh massa dapibus tellus, mac fringilla ex esting is a nec nunt.

Lorem Ipsum Text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sulla at gravida orci, non is accumsan enim. Quisque velnom tortor nisl. Donec ullamcorper efficitur mauris, nec volutpat ipsum aliquam is a. Aliquam interdum diam orci, sed les felis hendrerit nec dapibus
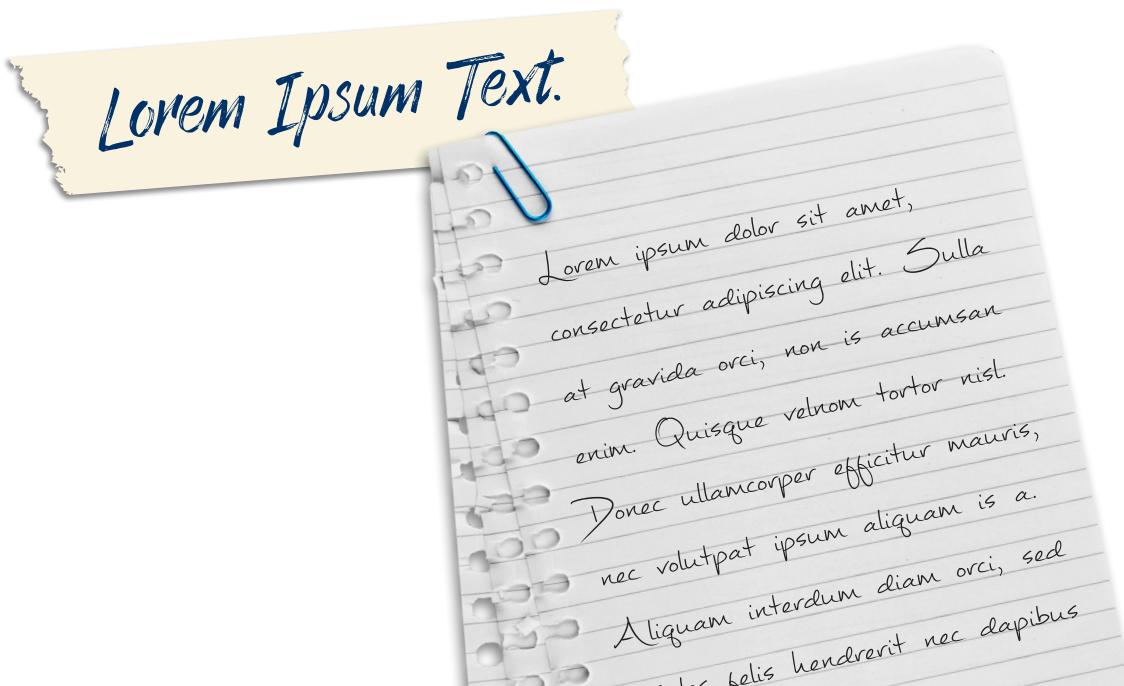
Photography

Brand photographic imagery must be professional and simple in composition. When possible, images should be composed or cropped to accommodate body copy or graphic elements. The photography should capture the distinctive essence of living and playing in Ogden. They should be vivid in color and represent positive energetic experiences. Some images should include individuals engaging in bike-related activities, winter sports, trail exploration, live entertainment, as well as dining and shopping downtown. It is important to start building a library of professional photos that embody this brand. The importance of dynamic, colorful and active images cannot be overstated. Photos draw you into ads and are tied the brand itself.

Celebrating the beauty and independence of Ogden

Photography should embody life in Ogden. Photos should celebrate the natural beauty of the area as well as the independent spirit that separates the city from other towns in Utah.

Black & White Story Photos

Part of the Ogden storytelling ad layout is a black & white Polaroid-style image that represents the person featured in the text on the Notepad. The images should be framed in white with a drop shadow, and placed at an angle with the grouping of the Torn Tape and the Notepad graphic elements. This photo should look candid and not professionally staged. Ideally, the face of the individual should not be perfectly centered. The people should not look like models, but rather everyday people who look friendly and approachable and represent the Ogden demographic. When showing historic figures, try to fit the criteria above as best as you can.

Graphic Elements

The Ogden brand contains certain graphics that tie all of the marketing communications together. These are called graphic elements. To the right are several elements that make up the Ogden brand. As the brand grows over time, additional graphic elements should be added to keep the brand fresh. These new graphics should have some tie-in to these original graphics so the brand appears consistent as it evolves. The individual(s) from the Brand Leadership Team, who is responsible for brand policing and review, should always approve new graphic elements before they are added.

Torn Tape

This graphic is meant to represent masking tape that has been torn on both ends. The color can change to other brand colors other than Cream if desired. There should always be a slight drop shadow present. The font placed on the tape should always be *Enjoy the Ride.*

Notepad & Post-it

The Notepad and Post-it graphic are the backdrop of the alternate body copy font Mathilde. When using one of these graphic elements, Mathilde is always the font of choice. This give the appearance of a personalized note for the marketing copy. These images should never be completely straight. A drop shadow should accompany both of these graphics. They should also either slightly cover up or be overlapped by either the torn tape and black & white image.

Black & White Image

The images should be framed in white, with a drop shadow, and placed at an angle with the grouping of the Torn Tape and the Notepad or Post-it graphic elements. This photo should look candid and not note professionally staged. The people should not look like models, but rather everyday people who look friendly and approachable and represent the Ogden demographic.
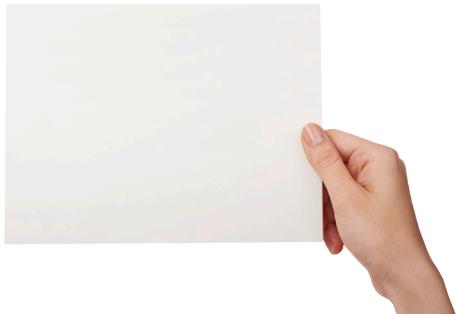
Hand with Paper

Another option to place text or the logo on is the hand with paper image. This is another way to bring a personal tough to the Ogden designs. This image should be straight as shown if a logo is placed on it. Should body copy be put in the paper area, the text should be in the *Mathilde* font and the image should placed at a slight angle. Use of a drop shadow is at the discretion of the designer.

Mountain Icon B

Mountain Icon A

Mountain Icon Graphics

The Mountain Icon A or B can be used as a design element. This can be as a watermark, background image, or in many creative ways. These graphics can be in full color like in the logos they appear, or as a 1-color design. They can also be semi-transparent or solid. Be creative and have fun with these.

Business Papers

One of the first applications of the new brand should be business papers. The term business papers refers to the grouping of business cards, letterhead and envelopes. When individuals with city cards run out of their old business cards, they should be replaced with these new designs. New letterhead and envelopes for city correspondence should also be ordered to reflect the new brand.

If printing costs for two-sided cards, and envelopes with a printed back flap is an issue, simply do not add those to the design. It's a dramatic look, but not worth creating problems for tight budgets.

John Doe
Ogden City Employee
johndoe@ogdencity.com

2549 Washington Blvd.
Ogden, Utah 84401
www.ogdencity.com

Phone: 801-629-8000
Fax: 801-629-8123

Business Card Front

One way to keep setup costs down and have the ability to print cards quickly is to have master cards printed in bulk with only the top half of the card printed with full color. Then as new cards are needed, simply print the lower half in black (plus 60% tint of black). This means you are only printing the needed cards in 1-color keeping costs down.

Alternative Branding Focused Card Design

This business card design is more branding focused. The front shows a shot of downtown Ogden with the Torn Tape and Notepad graphic elements displaying the name/title and the address/contact information respectively. The back of the card displays the logo over a flood of Aqua. This is a creative way to showcase the new brand.

2549 Washington Blvd.
Suite 915
Ogden, Utah 84401
www.ogdencity.com

#10 Envelope Front & flap

This design of a standard #10 business envelope has the Primary Logo in the upper left with the website in Aqua. The enlarged Mountain Icon graphic element in the lower left is at a 10% transparency.

The back flap is a flood of Aqua with the other Mountain Icon graphic element in Navy with a 20% transparency.

Letterhead

Similar to the business envelope, the letterhead uses the Primary Logo, but this time in the upper right. The address is in Navy and the web address in Aqua. The Mountain Icon is in the lower left at a 10% transparency. The paper stock suggestion would be a smooth finish 24 lb. bond.

Ogden
UTAH

2549 Washington Blvd.
Suite 915
Ogden, Utah 84401
www.ogdencity.com

Suggested Letterhead Layout Grid

Below is the suggested layout grid for communications on the Ogden letterhead. The measurement from the beginning of the salutation (Dear Mr./Mrs.) can vary based on the number of lines in the return address. The key is to have the first line (date) line up with the base of UTAH in the logo at 1.25" from the top of the page as shown.

Date starts 1.25" from top of page

Ogden
UTAH

March 12, 2017

2549 Washington Blvd.
Suite 915
Ogden, Utah 84401
www.ogdencity.com

Jonathon H. Doe
Acme Corporation
12345 West Street Name
Ogden, UT 84401

Highest point body text can reach

Salutation starts 2.75" from top of page

Dear Mr. Doe,

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Sincerely,

Thomas Surname

Thomas Surname
Ogden City Title
thomass@ogdencity.com

1.25" from left side of page

1.25" from right side of page

No body copy or signature text should extend below .75" from bottom of page
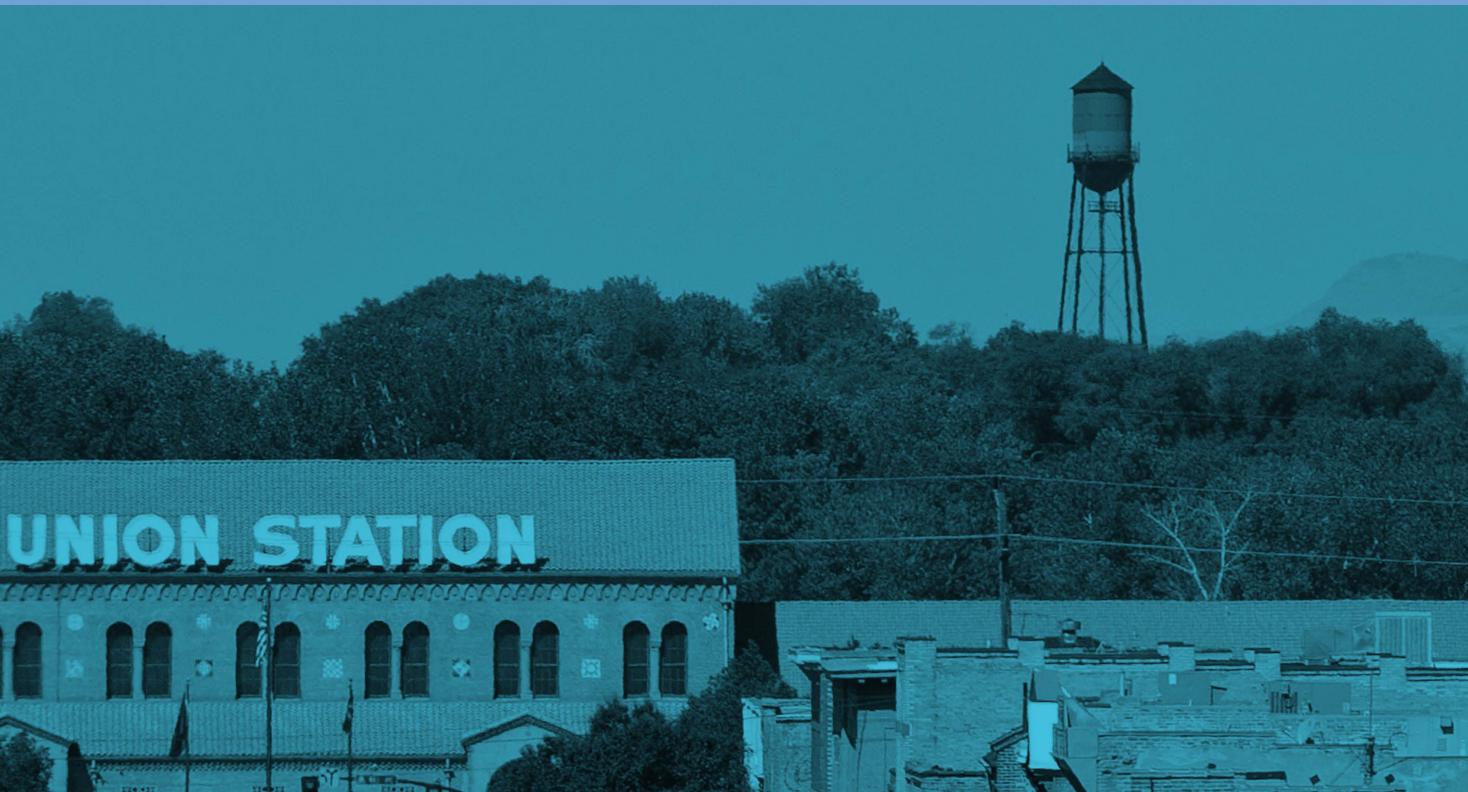
Digital Media

Since so much of the information and decisions on travel now begin with the internet, it is important that the look and feel of the brand flows seamlessly to Ogden's online presence. A consistent look and feel across all mediums is vital to solidify the brand in consumers' mind. The images should support the key marketing messages:

- Unconditionally welcoming
- Home to free and independent doers who think outside conventional boundaries
- Youthful, outgoing and unconventional
- Vibrancy in the downtown — nightlife, events, the place to hang out
- Cool and eclectic
- Renaissance City

Homepage Design Concept

Optimized Mobile Homepage

Online Banner Ad Examples

Brand Design Concepts

The following pages show how the brand should be portrayed in various design applications. You will see examples of how photography, typography, graphic elements and the logo work to showcase the Ogden brand. In this section, you will see the following design examples:

- Ads
- Brochure Covers
- Brand Awareness Posters
- Vehicular Wayfinding
- Downtown Pole Banners
- Vehicle Designs
- Promotional Merchandise

Full-Page Ad Design Concept

Brand Awareness Poster Concept
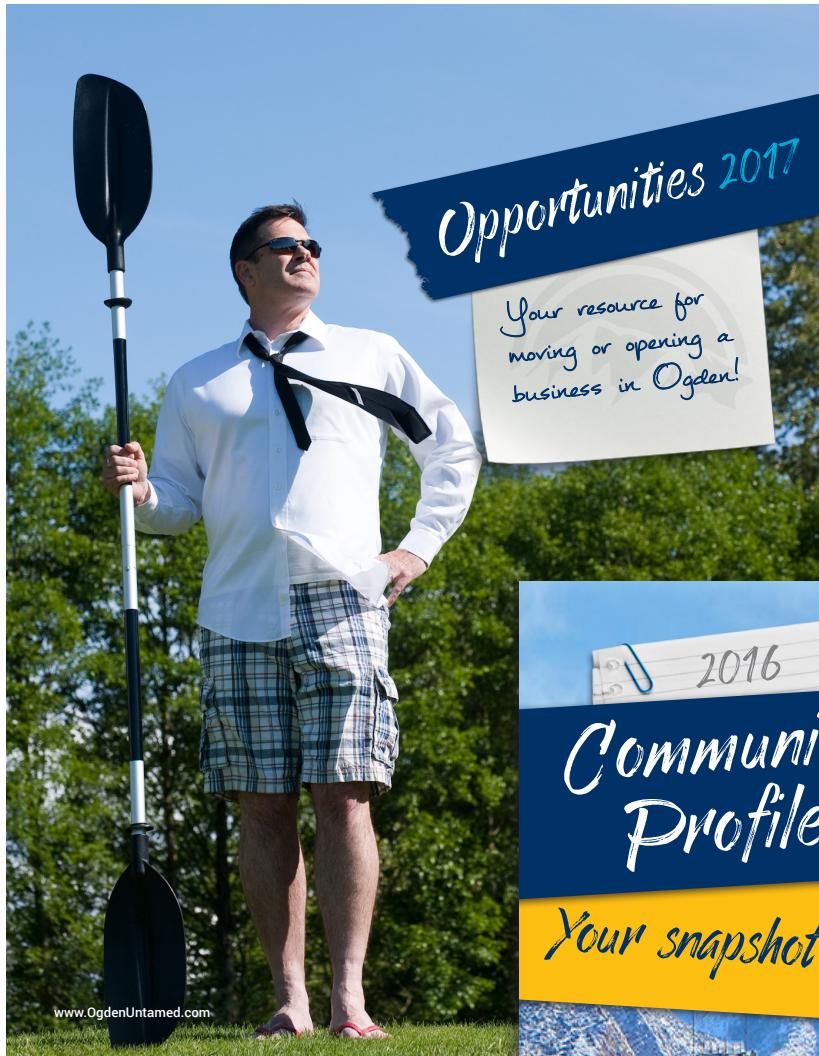
Brochure Cover Design Concepts

Wayfinding and Sign Design Concepts

When designing vehicular and pedestrian signs, the official city logo should be used to identify the government jurisdiction. Designs should also incorporate Wildcat Purple when appropriate.

Park Sign

Ogden UTAH — Lindquist Field

Street Sign

Ogden UTAH

Lindquist Field

^ **Frontrunner**

^ **Ski Resorts**

> **Lindquist Field**

> **Conference Center**

> **The Junction**

Ogden UTAH

Lindquist Field

Ogden UTAH

Somename District
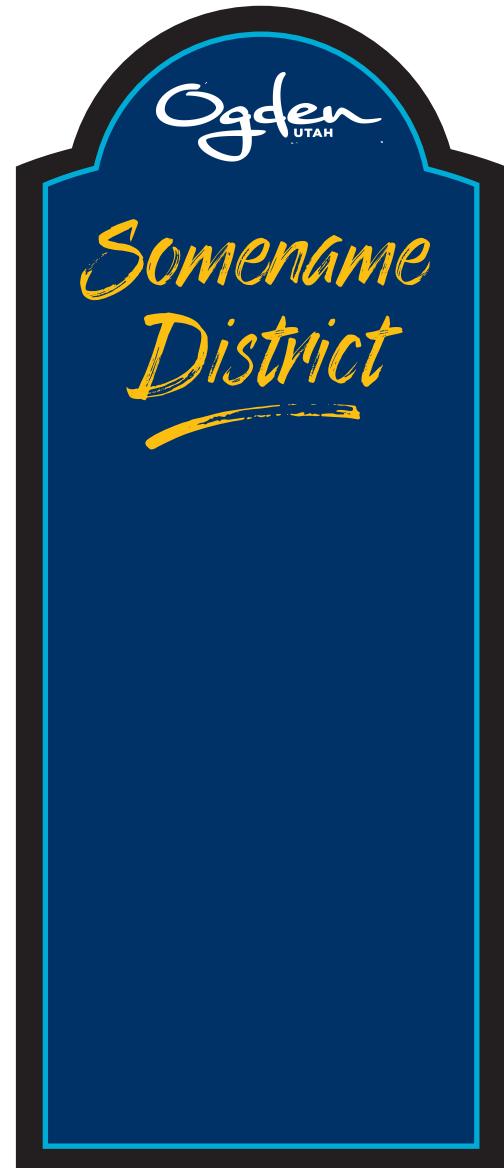
Goliath Vehicle Wrap
Design Concept

City Department Vehicle Design

Vehicle number position

Center department logo in the center of the front door panel.

Center the Mountain Icon A watermark on the truck bed panel for long bed truck, or between the bed and back door if space permits.
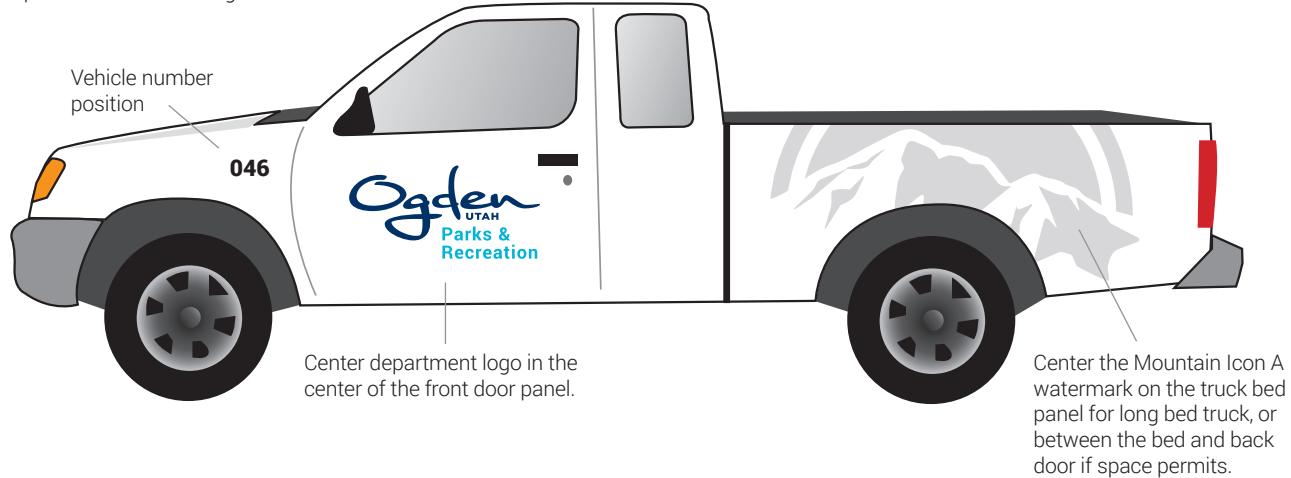
Sample Parks Vehicle

This is how it would look on a 2015 Ford F-150 King Cab.

Promotional Merchandise Concepts

City Employee Clothing Guidelines

Placement & Sizing: The logo should always appear on the left breast of the shirt. It should always be centered above the pocket and no wider than the width of the pocket. The logo on any official city clothing should never be more than 4 inches wide.

Ogden
UTAH