

## City of Pflugerville Brand Guidelines

The City's logo is exclusively for use by the City of Pflugerville. It represents City offices, departments and facilities. The City logo or any similar version thereof, is not open for public use or for use on any non-City owned buildings, stores or facilities. The City logo is used to represent municipal actions and is permitted when the City provides the logo to a company for a special event endorsement or sponsorship. The logo is specifically for City official use. This logo is currently being trademarked for protection with the United States Patent and Trade Office filed and received September 6, 2018.

**Purpose** – To standardize and ensure consistency in the image of the City, its brand, slogan and logo use.

**What is a style guide?** While the brand is very broad, this document standardizes and ensures consistency of the City's image and logo use. The City has worked very hard to build its brand, and proper use of the logo contributes towards that brand image.

### Glossary

A **brand** is a particular identity or image regarded as an asset.

A **slogan** is a short and striking or memorable phrase used in advertising; synonyms are catchphrase, jingle, byword, motto, etc.

A **logo** is a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc. It is intended to promote public identification and recognition. The design may be abstract, symbolic and sometimes contain text. It is a graphic representation or symbol of a company name, trademark or abbreviation.

A **seal** is a piece of wax, lead, or other material with an individual design stamped into it, attached to a document to show that it has come from the person who claims to have issued it; synonyms are emblem, symbol, insignia, device, badge, crest, coat of arms, mark, monogram, and stamp.

- a design resembling a seal embossed in paper as a guarantee of authenticity.
- an engraved device used for stamping a design that authenticates a document.
- a decorative adhesive stamp.

**Pflugerville Brand:** The City of Pflugerville represents a City of diversity and forward momentum.

The **current brand manifesto** is that Pflugerville is "where quality meets life". To be where quality meets life, we embrace our roots, our unique German name and heritage. We host community-Pfriendly events and we have pride. We are Pflugerville. The Pf is who we are.

### Pflugerville Slogan

Pflugerville's current slogan is "Where quality meets life." The slogan is used on the logo when space and legibility allow.

The slogan is sometimes absent if it is not legible on the design area.

A department name is sometimes substituted in the slogan area of the logo.

### Pflugerville City Logo



The logo contains the leaning P, which represents our Personality and the People of Pflugerville. Some people see a Q for quality and an L life with P representing where quality meets life.

The logo contains blue and green, colors that invoke natural imagery such as Lake Pflugerville and the Parks and Trails.

The logo contains Pflugerville, Texas, which identifies our City name.

The logo contains our slogan, “Where quality meets life” which refers to Pflugerville’s high standards of living.

The logo can sometimes contain department names instead of the slogan, to aid in the identification of employees and which department they represent.

The logo can be abbreviated to the “P” symbol due to space and legibility concerns.

## Usage Guidelines

The City Logo is used on all flyers, brochures, posters, websites and materials related to the City of Pflugerville. Memos, letterheads, cards, business cards, fliers are to include the City logo or the “P” to show ownership and representation by the City of Pflugerville. The logo is being trademarked to ensure no other company uses it in any way to imply an endorsement of the City. No private business may print the City logo on their materials or use the City logo or a replication thereof on their company walls, shirts or materials without expressed written consent from the City of Pflugerville.

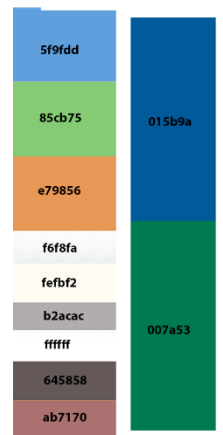
## Logo Color palette

The logo color palette includes a specific green, blue, black and white that are to be used in the areas described below.

The “P” within the logo is always white. **Single color exceptions can be made when printing the logo on marketing materials.** An example of this would be a white block around a transparent “P” printed on a pen.

The blue is always on the left side of the “P.”

Pantone 301 CVU  
RGB: 0/91/153  
CMYK: 97/68/13/1  
Hex #: 005b99



The green is always on the right side of the “P.”

Pantone 341 CVU  
RGB: 0/122/83  
CMYK: 95/5/82/24  
Hex #: 007a53

The text “Pflugerville, Texas” and the slogan or department name can be black or white depending on the background that it is on. White for dark backgrounds, black for light backgrounds.

Black  
CMYK: 75/68/67/90  
RGB: 0/0/0  
Hex #: 000000

White

The “P” within the logo is always white. When the item becomes a jpg, the white “P” and border may become lost in the background of the graphic. It is important to ensure when using the logo that the “P” and the border around the “P” remain white.

CMYK: 0/0/0/0  
RGB: 255/255/255  
Hex #: ffffff

**Secondary colors:** The City has a color palette that coordinates with the logo and is used on the City website and brochures. The City green and blue are the primary colors of the palette. There are also supplemental colors, including a light blue, a light green and an orange. These specific color values are provided upon request to the Communications Division.

***Do not use any other colors than the ones defined as they are ascribed to be used. Questions on which logo to use? Contact the Communications Division.***

## **Font**

The following fonts are the official fonts for the City of Pflugerville slogans.

“Where quality meets life” - **Georgia font**

**Pflugerville Texas - Century Gothic Bold** with -80 Tracking

## **Pflugerville City Seal**

The City Seal is used as a symbol of authority, such as on official proclamations paperwork, and City letterhead. It is used like a stamp of approval and is a modern interpretation of the traditional seal. The City Seal may not be used by any business or organization outside of the City without expressed written consent from the City of Pflugerville.



The colored version of the city seal includes the following color shades:

- 1) White CMYK =0, RGB 255.
- 2) The Blue was painted in a Dress Blue SW#9176. The CMYK is C-90, M- 74, Y-39, K – 27. RGB = 43,66,97
- 3) The Gold was painted in a Ceremonial Gold SW 6382. The CMYK = 16, 27, 80, 0 and RGB = 217,180 82

## **Other Brand Identifiers**



**Oval Pf sticker** - The oval Pf sticker is a fun car bumper sticker used to represent Pflugerville. It is a play on the European travel stickers and while it is trademarked by the City, the City permits other businesses, clubs and organizations to use the sticker if located within the City limits. The City has provided written approval for a convenience store to use the oval within the City limit at their facility and it is available for Pflugerville businesses and non-profits to use within the brand trademark guidelines. This logo is currently being trademarked (renewed September 6, 2018) for protection with the United States Patent and Trade Office filed, to restrict it’s usage without consent. The oval Pf is a public general emblem and is used in instances to represent Pflugerville by groups that are not the City of Pflugerville. The City gives out free Pf stickers at the Recreation Center, Library and City Hall to the public to put on their vehicles. It is currently on street signs in the City limits. The font on the PF is Franklin Gothic Medium. The Pf oval is always black and white. Any modified use of this Pf oval is at the discretion of the City Manager or her designee.



**Between a Rock and Weird Place slogan** - The City is the owner of the trademark (Trademark Registration No. 4189339 registered on August 14, 2012) for “Between a Rock and a Weird Place”™. The City sells T-shirts with the

moniker at City Hall and the Pflugerville Recreation Center to support Lake Pflugerville improvements. It is to be used only by the City of Pflugerville unless with a proper signed permit with the City of Pflugerville.

### Examples of Proper Logo Use

To give it presence, an area of clear space should be left around the logo and tagline. No artwork, text, symbols or wording should intrude into this area. Versions of the logo that are available for use include color, black and white, single color black or white, as well as horizontal and vertical alignments. Creative color uses are not permitted. In rare occurrences adjustment can be made but requires approval from the City Manager's Office (CMO).

All logo artwork files are available from the CMO. Obtain a high quality file format from the CMO before printing. Available formats include Eps, Jpeg, Png and Tiff. A high quality file format is required in order to prevent a weathered, fuzzy look. If unsure about the logo version you have, call the Communications Director at 512-990-6115 prior to printing or embroidering.

Any usage of our logo by other vendors or partners should be approved by the City of Pflugerville.

#### Examples:

With slogan, full color



The abbreviated "P", full color



The abbreviated "P", black and white



With slogan, black and white



With department names



Without slogan



Single color black or white on marketing materials



## **Examples of Improper Logo Use**

Do not stretch the logo. Do not resize the logo unless it can be resized proportionally. For more information on how to enlarge or shrink a logo proportionally please contact the Communications Division.

Do not rotate the logo.

Creative color uses are not permitted. Changing the colors of the logo to pink and purple, orange, any other shade of green and blue, or any color not described here is not allowed.

**Do not stretch or resize the logo disproportionately**



**Do not rotate the logo**



**Do not change the colors of the logo from the ones ascribed**



**The logo must be legible**



***If you need help with logo styles or use, please contact the Communications Division at 512-990-6115.***

## **Trademark Guidelines**

### **Authorized Use of Brand Assets**

Individuals and organizations may use Pflugerville Pf Oval logo in accordance with Fair Use and in the manner provided in the brand guidelines with a signed permit from the City of Pflugerville outlining the approved use. The permit allows the City to prevent any activity that is inconsistent with the vision and mission of the City of Pflugerville. The logo may be used online, on apparel, in publications, etc., so long as the name and color are not used in connection with the prohibited activities specified below and not used in a manner that would violate applicable laws. This maintains maximum freedom, creativity and flexibility for individuals and organizations to present themselves as they choose while avoiding situations in which the City of Pflugerville might appear to be endorsing the perspective or priorities of a particular organization.

The City of Pflugerville is the sole owner of common law trademark and service mark rights to the City logo, City Seal, Pf oval, and the Between a Rock and a Weird Place logos. The City logo and seal is only permitted to be used by the City of Pflugerville. The Oval PF and Between a Rock and a Weird Place are permitted for use with a proper permit.

### **Prohibited Use of Brand Assets**

The City reserves the right to restrict usage that may compromise the reputation of the City. Such restrictions may include, but are not limited to, use of the logo in connection with:

- criminal behavior
- tobacco products
- sexually oriented products or services
- undergarments
- political parties or organizations
- obscene acts, gestures or words
- sale or use of illegal drugs or paraphernalia
- any illegal act unless depicted in a Public Service Announcement for health, safety or welfare of the community
- online gambling and/ or games of chance
- firearms/weapons
- political advertising
- companies whose business is derived from the sale or manufacture of tobacco products
- deceptive or misleading advertising
- any other activity that is inconsistent with the vision and mission of the City

The logo should not be used in any manner which in any way impersonates a City official, safety officer or employee unless it is in compliance of the City policy that regulates such use.

### **Consequences of Unauthorized use of logo**

The use of logo means that the user agrees to be bound by these terms of use, effectively immediately upon first use. The City reserves the right, at its sole discretion, to modify these terms of use at any time and all users of this logo agree to be bound by such modifications.

A signed agreement and permit payment of \$25 authorizes a business or entity to use the Trademark and outlines permitted uses. Continued use of the logo constitutes acceptance of the updated or amended terms. Any business or entity that does not desire to be bound by these changes should terminate the use of the logo.

The consequences of the prohibited use of this logo could include legal action for damages, destruction of infringing counterfeits or imitations and an injunction to prevent future use of the logo. If the infringing acts were committed with knowledge or bad faith and with the intent to cause confusion or mistake or to deceive, the court has discretion to award both: up to three times damages and profits received by the unauthorized user; and reasonable attorneys' fees.