



STYLE GUIDE

CITY OF SANFORD
EFFECTIVE 1-2-2018

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INTRODUCTION

A white wavy line graphic that starts on the left, rises to a peak under the letter 'O', and then falls towards the right, ending under the letter 'N'.

Fellow City Employees,

We are officially launching our new City brand inspired by the clock located in Magnolia Square in downtown Sanford. This symbol of Sanford is highly recognized and a favorite photo spot for residents and visitors.

The new City brand contains visual cues that represent our community and incorporate familiar elements from our current way-finding signage and advertising.

By implementing the new branding logo, we intend to create a visual connection with our residents and promote a unified, recognizable and polished City identity.

As we continue our efforts to promote the City of Sanford and all its great attributes and treasures, I invite you to be part of this new branding effort as we set the tone for others to follow. This information is provided to you for guidance.

Thank you,

A handwritten signature in black ink, featuring a stylized 'N' and 'B' with a horizontal line extending to the right.

Norton N. Bonaparte, Jr. ICMA-CM
City Manager

This style guide contains a comprehensive list of standards for the City of Sanford's visual identity. These guidelines will ensure consistency in communication with residents and visitors by providing one consistent look and voice across all departments and platforms.

The standards outlined were established to ensure communication from the City of Sanford is consistent, recognizable and represents the authority of the City.

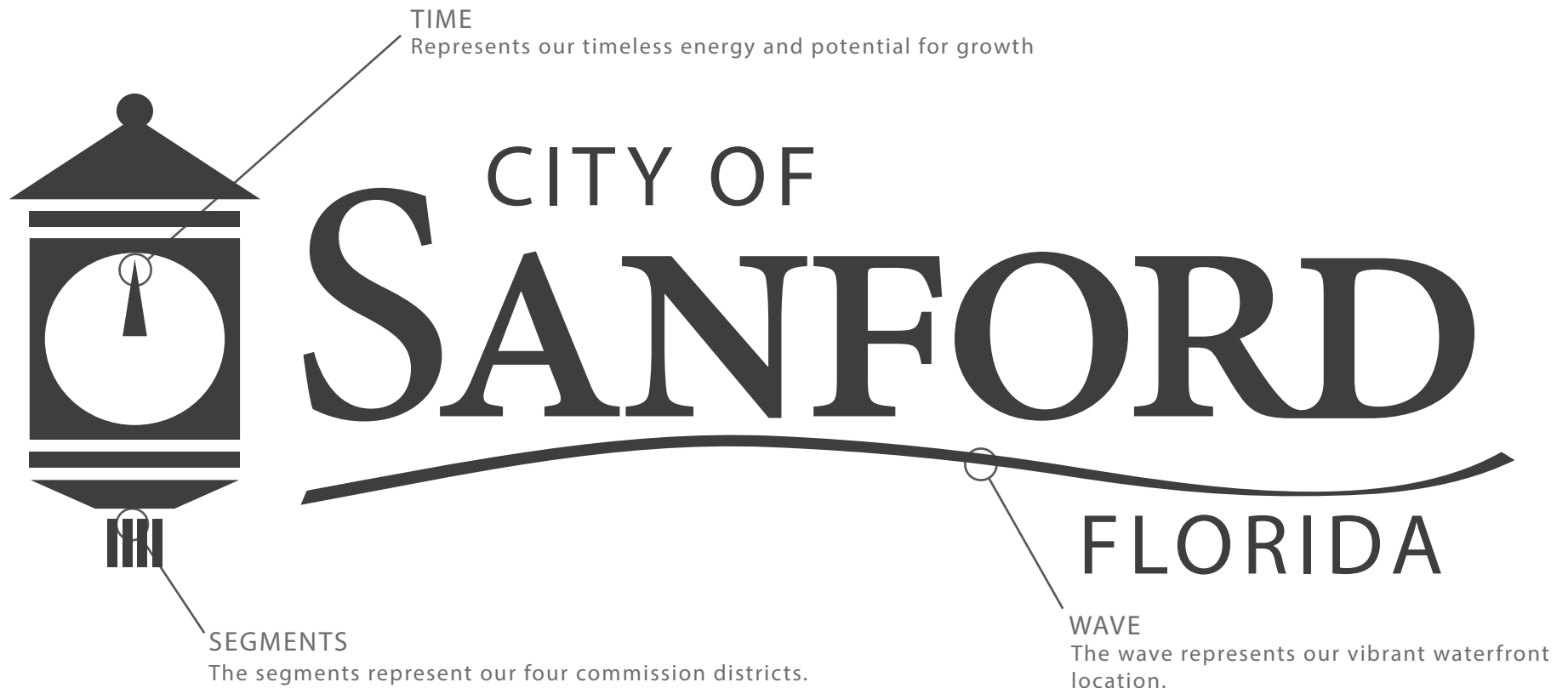


**BRANDING
LOGO**



This new city brand is inspired by the clock in Magnolia Square. Our clock is the most recognized symbol in the city and is much loved. The new city brand contains visual cues that represent our community and incorporate familiar elements from our current way-finding signage and advertising. By implementing the new logo, we intend to create a visual connection with our residents and promote a unified, recognizable city identity.

The City branding logo should be used with citywide promotional materials, marketing/advertising, social media and websites. Please submit a proof to the Communications Officer to ensure that the City brand is used correctly.



GREEN

Green (Pantone 3425) should be used across all digital and printed materials. If Green does not provide enough contrast to be readable, the black or white options below may be used.



90% BLACK

If the background does not accommodate the primary logo, a 90% black may be used instead.



WHITE

If the background does not accommodate the primary logo, a white version may be used instead.



DEPARTMENT LOGOS

Department logos will feature the full horizontal clock logo with the department title beneath it in 80% black. Department names will be constrained within two lines.



WEBPAGE

The webpage logo will feature the full horizontal clock logo with "Florida" beneath it.



FIRE AND POLICE

For fire department branding, the maltese cross replaces the clock icon with the department title beneath the city wordmark. For police department branding, the shield replaces the clock icon with the department title beneath the city wordmark.



TYPEFACE

In order to maintain a cohesive brand for the City, Myriad Pro will be used as the primary typeface. The branding logo is only to be paired with Myriad Pro.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Semibold

Semibold Italic

Bold

Bold Italic

The approved logo guidelines explained in this style guide will create brand consistency and maintain the integrity of the City's visual identity.

Incorrect usage of the City of Sanford's identity, as seen here in several examples, is unacceptable.



Don't remove elements.



Don't resize any element.



Don't change type.



Don't use gradients.



Don't reposition any elements.



Don't rotate.



Avoid putting over busy photos or backgrounds.



Don't change color of individual elements.



Don't stretch, distort, or alter in any way.

CITY SEAL

OFFICIAL CITY SEAL

The official City of Sanford seal is only to be used on designated materials. These materials include official documents, checks, official notifications, materials representing elected officials, proclamations and resolutions. On citywide promotional materials and websites, the branding logo should be used. The City seal should not be used in conjunction with the branding logo. The seal is not recommended for everyday design.



"Ceremonial" Seal



"Official" Seal
(For use by City Clerk only.)

SIZE

For printed application, if the seal is shown alone, it must be at least 1" in diameter.

For digital use, the seal must be at least 75 px in diameter.



— 1 inch —

RULES

Incorrect use of the City branding (p. 12) also applies to the City seal.

CITY LOGO

The official City logo is only for designated uses. These uses include department stationery, fleet branding, and mandatory work uniforms.

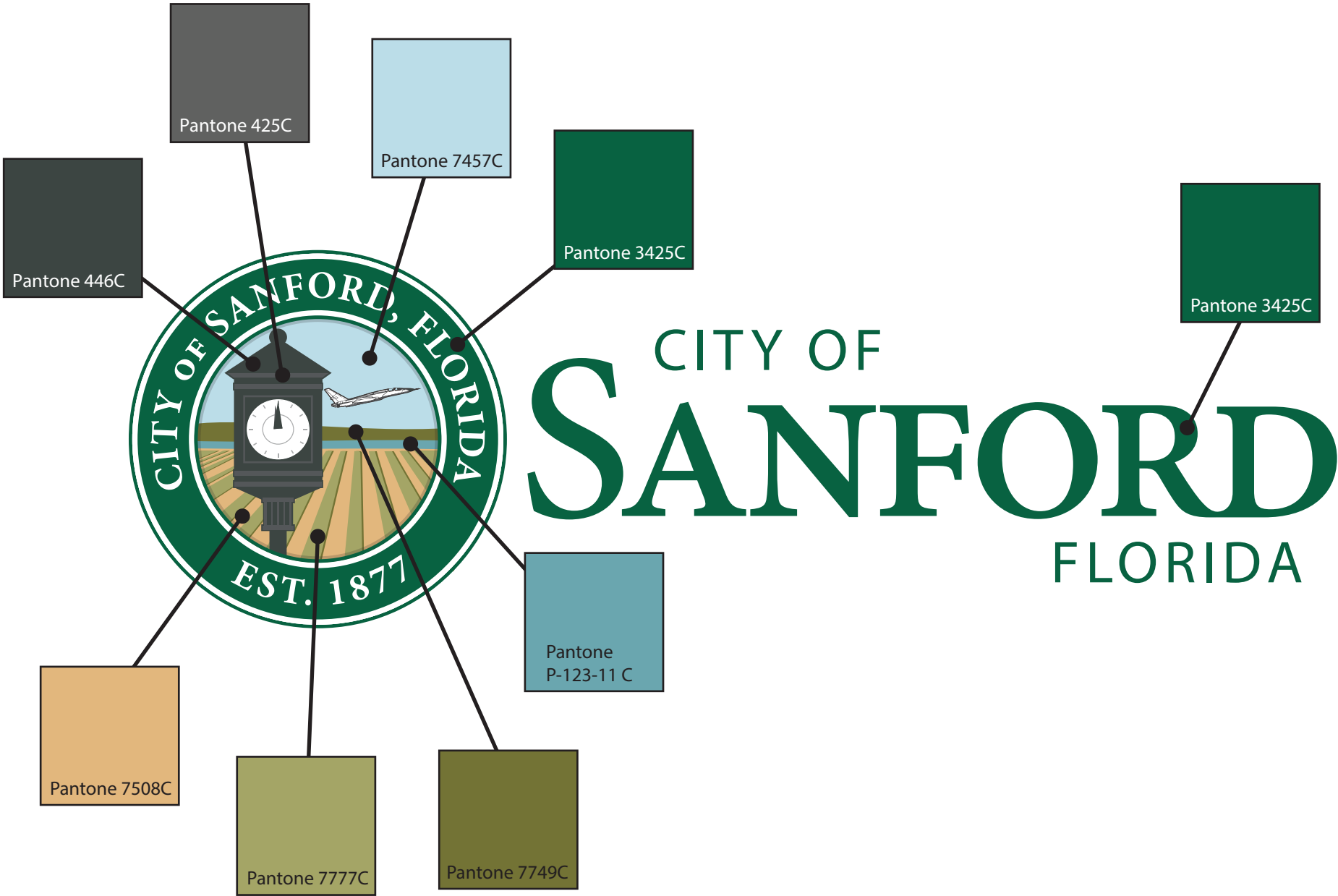
The City logo is not intended for marketing purposes. Use the branding logo for such purposes.

Please submit a proof to the Communications Officer to ensure that the City brand is used correctly.



CITY OF
SANFORD
FLORIDA

Only the approved Pantone Colors shown below are to be used in the City seal and logo.



BRAND USE

BUSINESS CARD

This is the standard front and back for all City Employee business cards. If a department has their own social media channels or other information they would like on the back of the card, contact the Communications Officer for approval.

STANDARD



ALTERNATE OPTION



BUSINESS CARD



**CITY OF
SANFORD**
OFFICE OF THE MAYOR & CITY COMMISSION

FULL NAME
TITLE
first.last@sanfordfl.gov
p. ###.###.#### • c. ###.###.####

300 N. Park Avenue • Sanford, FL 32771
P.O. Box 1788 • Sanford, FL 32772-1788

www.sanfordfl.gov

IMPORTANT CITY OF SANFORD NUMBERS

Code Enforcement	407.xxx.xxxx
Mayor's Office	407.xxx.xxxx
Solid Waste	407.xxx.xxxx
Building	407.xxx.xxxx
SPD (non-emergency)	407.xxx.xxxx



**CITY OF
SANFORD**
POLICE DEPARTMENT

FULL NAME
TITLE
first.last@sanfordfl.gov
p. ###.###.#### • c. ###.###.####

300 N. Park Avenue • Sanford, FL 32771
P.O. Box 1788 • Sanford, FL 32772-1788

www.sanfordfl.gov

File a police report online:
sanfordfl.gov/???





**CITY OF
SANFORD**
FIRE DEPARTMENT

FULL NAME
TITLE
first.last@sanfordfl.gov
p. ###.###.#### • c. ###.###.####

300 N. Park Avenue • Sanford, FL 32771
P.O. Box 1788 • Sanford, FL 32772-1788

www.sanfordfl.gov

www.sanfordfl.gov/fire

-connect with us on:

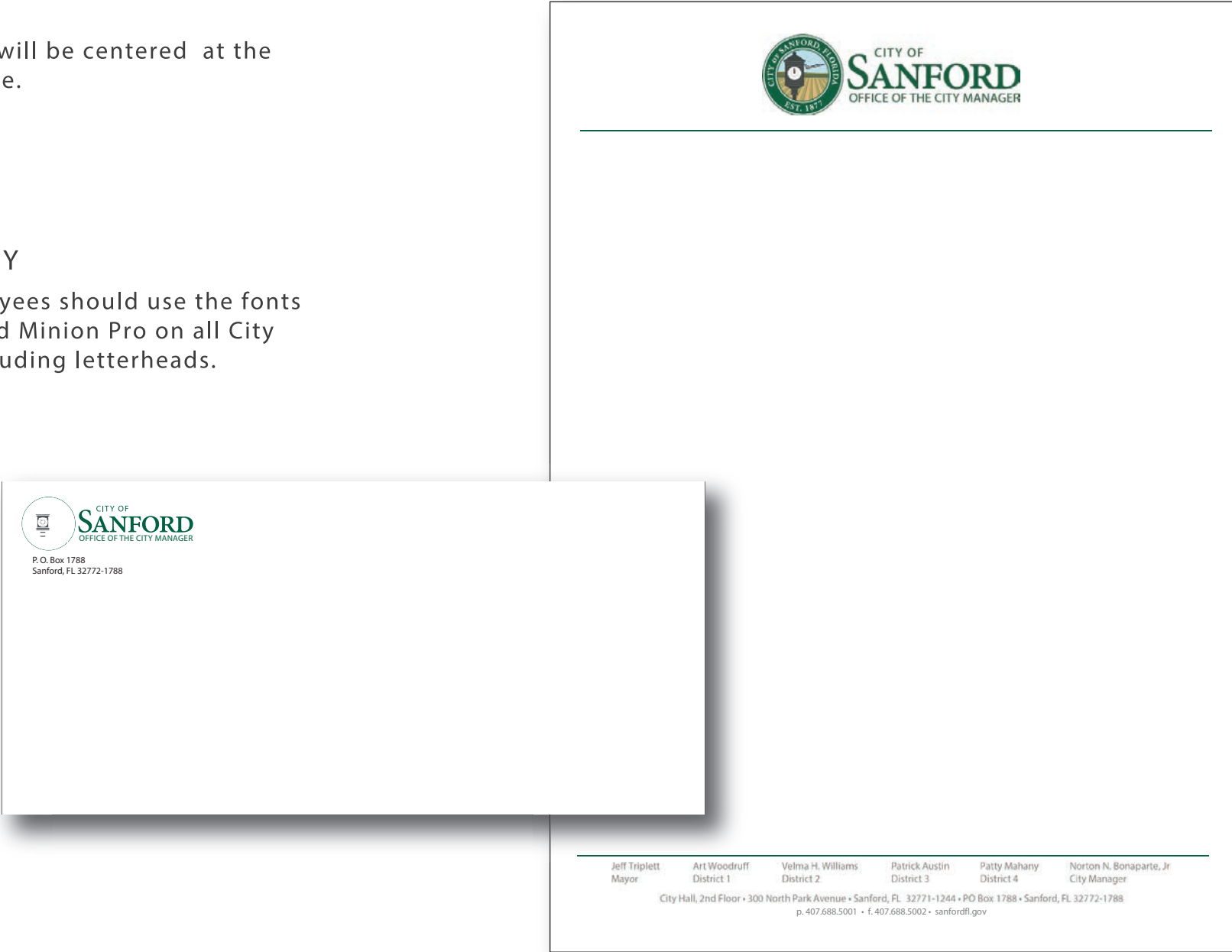


LAYOUT

The City logo will be centered at the top of the page.

TYPOGRAPHY

All City employees should use the fonts Myriad Pro and Minion Pro on all City materials, including letterheads.



P.O. Box 1788
Sanford, FL 32772-1788

Jeff Triplett Mayor Art Woodruff District 1 Velma H. Williams District 2 Patrick Austin District 3 Patty Mahany District 4 Norton N. Bonaparte, Jr City Manager
City Hall, 2nd Floor • 300 North Park Avenue • Sanford, FL 32771-1244 • PO Box 1788 • Sanford, FL 32772-1788
p. 407.688.5001 • f. 407.688.5002 • sanfordfl.gov

EMAIL SIGNATURE

TEXT STYLE

Calibri, size 11, black

SIGNATURE FORMAT

Full Name
Title
Department
City of Sanford (website link)
p: xxx.xxx.xxxx
c: xxx.xxx.xxxx
Social media #1
Social media #2
Social media #3
Social media #4

SOCIAL MEDIA ACCOUNTS

facebook.com/SanfordFLCityGovt
youtube.com/cityofsanfordfl
twitter.com/CitySanfordFL
instagram.com/cityofsanfordfl

Do not use http or www in web addresses.

- You may link to your individual department pages.
- All webpages should have an active link.

All phone numbers should use periods in between each set of numbers

- Only list a cell phone if is City issued.

If your department has its own social media accounts, you may use those links. If not, please choose two of the City accounts listed at left.

- All social media accounts should be active.
- Do not use socialmedia icons.

Fire and Police may use their City branded department logos instead of the City branding logo.

Full Name

Title

Department

[City of Sanford](#)

p: xxx.xxx.xxxx

c: xxx.xxx.xxxx

facebook.com/SanfordFLCityGovt
youtube.com/cityofsanfordfl
twitter.com/CitySanfordFL
instagram.com/cityofsanfordfl



INCORRECT EMAIL SIGNATURES

Don't use colored text/ change font sizes.

Full Name
Title
Department
[City of Sanford](#)
p: xxx.xxx.xxxx
c: xxx.xxx.xxxx

facebook.com/SanfordFLCityGovt
youtube.com/cityofsanfordfl



Don't promote events in footers.

Full Name
Title
Department
[City of Sanford](#)
p: xxx.xxx.xxxx
c: xxx.xxx.xxxx

facebook.com/SanfordFLCityGovt
youtube.com/cityofsanfordfl



Be sure to visit AliveAfter5!

Don't use personal social media, quotes or images.

Full Name
Title
Department
[City of Sanford](#)
p: xxx.xxx.xxxx
c: xxx.xxx.xxxx

facebook.com/SanfordFLCityGovt
youtube.com/cityofsanfordfl
twitter.com/CitySanfordFL
instagram.com/cityofsanfordfl

"Failure comes only when we forget our ideals, objectives, and principles." Jawaharal Nehru

SOCIAL MEDIA

IMAGES

Use of images to promote events on the City's social media platforms shall be consistent with the City's branding style guidelines.

It is generally a good practice to keep text to a minimum, as the point of the image is to grab attention, not relay a large amount of information. For that reason, posting of detailed event flyers is discouraged.

SIZE

The image shall be 940 x 788 pixels and saved in either jpeg or png format.

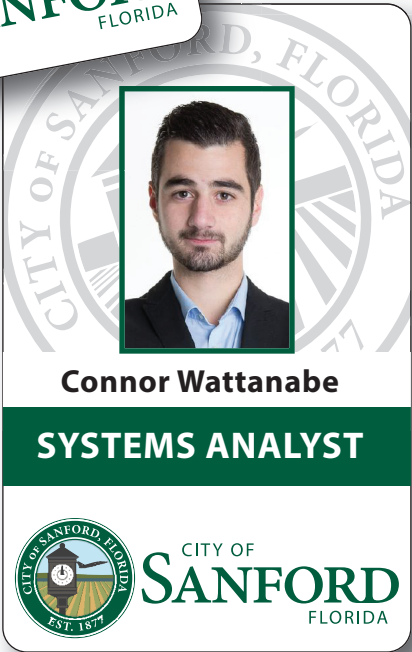
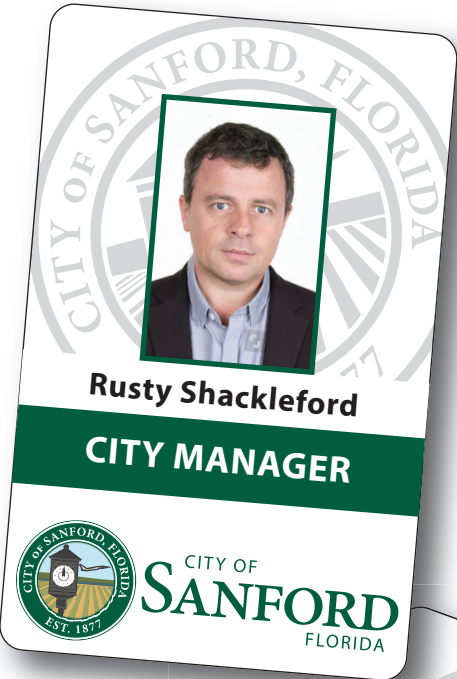
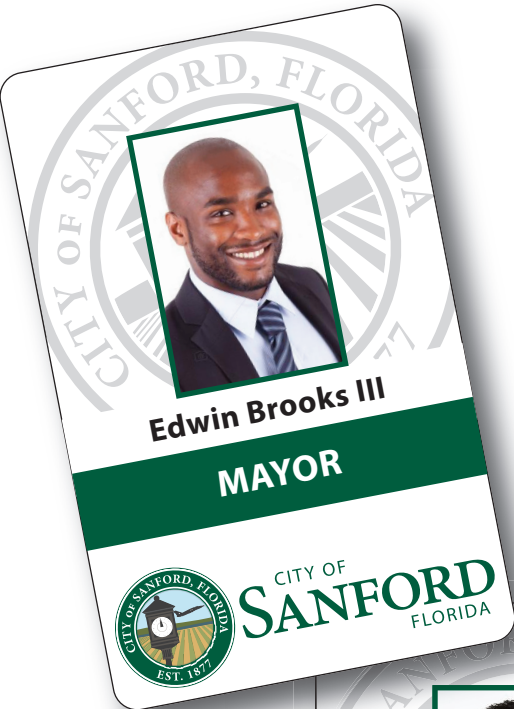
USE OF LOGO

The City's branding logo is to be used for all social media ... Logo shall be located in the lower left or right corner. Only the black or white version of the branding logo shall be used.

Final approval of the graphic will be provided by the Communications Officer.



*Please note that this is an example, not a rigid layout.



UNIFORMS

For all wearables (both mandatory and casual uniforms) a proof must be submitted to the Communications Officer to ensure the City brand is used Correctly. Embroidery thread (if used) should only be green, black or white. The color chosen should provide the most contrast to the fabric and have the best readability.

***EXAMPLES:**

Mandatory work uniforms

Wearables supplied to City employees not as required work wear (e.g. polo shirts, hats, etc.)



FLEET BRANDING AND VEHICLE WRAPS

All City-owned vehicle graphics must be designed by the Communications Officer to ensure that the City brand is used correctly. Logos printed on fleet vehicles should only be green.

***EXAMPLES:**

All custom wrapped vehicles for City programs and initiatives

Fleet relating to Parks and Recreation, Code Enforcement, Utilities, Public Works, etc.

*Please note that these are examples, not a complete list of scenarios.

