

# City of Baytown

BRAND GUIDELINES

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Welcome to the City of Baytown's Brand Guide. This tool is intended to provide staff with the resources necessary to use and reproduce the City's brand elements consistently and cohesively throughout the entire organization and across departments.

If you have any questions about how to use the City's brand, contact Public Affairs at [publicaffairs@baytown.org](mailto:publicaffairs@baytown.org).

## **IMPORTANCE OF BRAND**

### **Brand Recognition**

A consistent brand helps people understand who they can talk to, where they can go, and the types of services provided by the City. The City's brand should be easily recognizable to internal and external audiences.

### **Creates Trust and Value**

A brand helps build trust and shows that the organization has value to the community. The City's brand should reinforce those values through storytelling, strong visuals, messaging, customer service, and cohesive branding across departments.

### **Provides Direction for Staff**

A unified brand strategy provides clarity for staff. It is everyone's responsibility to understand and know how to implement the City's brand strategy effectively, and collaborate across departments to leverage messages and communication tools.

### **Helps Tell Your Story**

A strong brand should reinforce the strategic goals and objectives unique to the community and trickle down to individual departments, projects, and audiences – both internal and external.

## **WHAT DOES THIS MEAN FOR BAYTOWN?**

Brand consistency is important because we are one City team, working together to provide world-class services to residents, businesses, and visitors in Baytown. Deviation from the City's brand can create confusion among our constituents, and weaken the City's overall brand identity.

The City of Baytown, through its employees and services, should promote a consistent culture reflecting our commitment to citizens, respect, professionalism, and stewardship. Building equity in our brand involves an investment of resources on the part of the City. To help receive the best return on our investment, we must be relentless in following the standards outlined in this branding style guide.

What Baytown citizens read, hear about, or experience shapes their perception of the City, and we aim to make it a positive one.

What you do influences the impression of our citizens and community leaders have about the City of Baytown.

### Your Public Affairs Team

The mission of the Public Affairs Department is to be the driving force in openly and effectively communicating information about the City of Baytown, providing proactive, collaborative, and comprehensive communications services to our internal and external stakeholders, and engaging the citizens of Baytown in the government process.

### How Can We Help?

Public Affairs staff may provide guidance to support successful brand-appropriate communications. Staff may also assist in the creation of branded items such as video assets, storytelling, printed and digital colateral, and a variety of other communication assets. See the list of team members below and how they might help with properly branded project.

## PUBLIC AFFAIRS BRAND TEAM

**Thomas Reeves**  
Director of Public Affairs  
(281) 420-6692

Contact for:

- Legislative information
- Major City events such as groundbreakings
- Large city-wide marketing projects

**Jason Calder**  
Public Information Coordinator  
(281) 420-5802

Contact for:

- Press release or media inquiries
- Project/program stories
- City event/project communications plans

**Sheree Cardwell**  
Marketing Coordinator  
(281) 420-6510

Contact for:

- City and tourism social media posts
- Special event graphics
- Visitor website updates

**Lloyd Lively**  
Multimedia Specialist  
(281) 420-5342

Contact for:

- Photography and videos
- Channel 16 updates
- Meeting recordings
- Marketing graphics

### Request a Press Release



### Request a Social Media Post



# CITY'S VISION, ANCHORS, AND CORE VALUES

**Vision:** Together we enrich lives and build community.

Our vision statement and values drive the voice that guides our work. City employees and departments are responsible for representing this message by leveraging a consistent communications strategy. We reach this goal as a team, by performing communication tasks and projects that demonstrate caring, leadership, innovation, stewardship, and collaboration.

## CORE VALUES

### Caring

Demonstrate all interactions with respect and appreciation for colleagues and customers.



### Innovation

Proactively work to improve processes and services to better serve our customers.



### Stewardship

Manage entrusted resources in a thoughtful and responsible manner.



### Leadership

Inspire and encourage others.



### Collaboration

Build strong, inclusive partnerships within the organization and community.



# BRAND ANCHORS

## WHAT ARE BRAND ANCHORS?

Brand Anchors are used as the foundation of a positive and clearly defined brand that resonates with residents of Baytown and those who want to visit, relocate, or invest here. The brand anchors selected center around the most acknowledged characteristics of Baytown, as identified by responses collected through surveys and planning activities.

### Showcase

- Wetlands
- Historic parks, schools
- Tournaments
- Pirates Bay Waterpark
- Opportunities, industry

### Stay Away From

- Mall
- Stigma behind oak tree
- Division between old and new, “Historic” instead of “old

### Include

- What we stand for: community
- Small Town Feel
- Be who you want to be



# BRANDING CHECK LIST

Follow the checklist below to ensure that your communications are following the City of Baytown branding.

- Logo**  
Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.
- Color**  
Please make sure that the approved primary and secondary colors are used. Primary colors should be the dominate colors in City communications.
- Font**  
Use the font Alumni Sans for all top headings. For body text use Neue Haas Unica and for smaller headings use Fjalla One. When Neue Haas is unavailable online, use Minion Pro.
- Imagery**  
Use high quality City-owned photography that focuses on positive experiences and bright emotions reflecting Baytown's core values as often as possible. Images should primarily be of citizens and City employees working, playing, and connecting with their community.
- Brand Voice**  
Content follows the City writing guidelines (AP style) and should use plain and simple but engaging language.
- Accessible Communication**  
Accessibility standards for different content types have been followed as closely as possible.
- Proper Formatting**  
Content is designed for optimal viewing on applicable device screens and in its final format.

## OUR VOICE

Our goal is to create accessible content that everyone can understand. Using the proper voice creates consistency across communications and makes official City messaging easily identifiable.

Because We Value	Our Voice Is	This Means Our Communication is	This Means We Are Not
Community	Welcoming	Positive Understanding Encouraging Relational	Corporate
Helpfulness	Informative	Solution Based Clear Simple Positive	Lengthy Redundant
Trust	Authentic	Inclusive Researched Accurate	Deceptive Careless

Simple and clear communication does not mean you are “dumbing down” your content. Writing in plain language has a number of benefits, and saves time and money. For a list of common words to use, visit [plainlanguage.gov](http://plainlanguage.gov).

### Writing Style

- Use AP Style with some city-specific exceptions.
- Use visual elements to help make messages noticeable and accessible.
- Be conversational yet professional.
- Paragraphs should have two to three sentences max. Sentences should be less than ten words with one complete idea. Longer sentences should be broken down into shorter ones.
- Link to resources for more details and information.
- Don't use government jargon.
- Don't use acronyms without defining them and use sparingly.

### Translations

Consider adding a Spanish translation of your marketing material if the information provided is considered to be vital or if the audience is obligated to act on the information provided.

## PRIMARY COLORS

Pairing our logo with a consistent color palette is the single best way to develop brand awareness for the City of Baytown. Use the primary color palette as often as possible. Our logo and official colors are the most important tools we use to help community members recognize our work.

### BLUE



**PANTONE 295 UP**

**FOR WEB USE**

Red: 0  
Green: 77  
Blue: 125

**FOR PRINTING USE**

Cyan: 99  
Magenta: 51  
Yellow: 8  
Key: 36

**HEX: #004D7D**

### GREEN



**PANTONE 7724 UP**

**FOR WEB USE**

Red: 40  
Green: 161  
Blue: 123

**FOR PRINTING USE**

Cyan: 75  
Magenta: 0  
Yellow: 58  
Key: 9

**HEX: #28A17B**

### YELLOW



**PANTONE 123 UP**

**FOR WEB USE**

Red: 251  
Green: 190  
Blue: 0

**FOR PRINTING USE**

Cyan: 0  
Magenta: 28  
Yellow: 98  
Key: 0

**HEX: #FBBE00**

### BLACK



**FOR WEB USE**

Red: 0  
Green: 0  
Blue: 0

**FOR PRINTING USE**

Cyan: 100  
Magenta: 100  
Yellow: 100  
Key: 100

**HEX: #000000**

### Tinted Colors

The primary and secondary palettes may be tinted at 10% or 20% increments when using the approved patterned background blocks.



## SECONDARY COLORS

The secondary palette should be used to accent the primary color palette. In certain design situations, you may find the primary colors limiting, so we have created supporting colors that carry the same tone and personality but give you more freedom.

# BLUE



PANTONE  
7697 UP

**FOR WEB USE**

Red: 101  
Green: 163  
Blue: 186

**FOR PRINTING USE**

Cyan: 52  
Magenta: 2  
Yellow: 4  
Key: 27

**HEX: #65A3BA**

# GRAY



PANTONE  
420 UP

**FOR WEB USE**

Red: 214  
Green: 215  
Blue: 212

**FOR PRINTING USE**

Cyan: 18  
Magenta: 12  
Yellow: 14  
Key: 2

**HEX: #D6D7D4**

# ORANGE



PANTONE  
1665 UP

**FOR WEB USE**

Red: 237  
Green: 121  
Blue: 26

**FOR PRINTING USE**

Cyan: 0  
Magenta: 63  
Yellow: 95  
Key: 0

**HEX: #ED791A**

### Using Others Colors

Our primary and secondary palettes allow for expansive combinations to fit your needs. Other colors may be used when absolutely necessary. Please contact Public Affairs for approved usage of colors outside of the primary and secondary color palettes.

## TYPEFACE

There are four typefaces that make up the City of Baytown's typographic language. They have been chosen for their contrast, as well as their boldness. Three of these typefaces (Fjalla One, Neue Haas Unica, and Minion Pro) are used to guide content while the other typeface (Alumni Sans) will only be used when headlines or bold titles are necessary. Fjalla One and Alumni Sans are both Google Web Fonts. All fonts can be found in the ---- folder on the Public Drive.

### Heading Font

## ALUMNI SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@\$%

---

### Subheading Font

## FJALLA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@\$%

---

### Body Font

## NEUE HAAS UNICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@\$%

---

### Body Font (Alternative)

## MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!@\$%

---

### Other Fonts

Where it is not possible to use Neue Haas Unica as the body font, the typeface to be used is Minion Pro. This may include electronic applications and programmes (such as Outlook or online design platforms). Emails should be sent in Minion Pro.

## TYPOGRAPHY TREATMENT

Fonts are chosen based on their legibility and stylization. The branded fonts allow for creativity while also allowing all audiences visual clarity. Here are some simple Do's and Don'ts of using the City of Baytown branded fonts.

### Do

Establish a typographic hierarchy by partnering a variety of headings, subheadings, and body fonts with branded colors. **Example:**

#### **PARTNER WITH BAYTOWN** Learn how your business can work with the City of Baytown

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### Do

Keep text legible with appropriate font size and spacing **Example:**

**Size 12 font in print:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Size 14 font in web:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Do

Use upper and lowercase appropriately **Example:**

#### **BAYTOWN TRAINS**

Sign up to train as a lifeguard at one of our spring break classes.

### Don't

Skip the typographic hierarchy. Without a clear hierarchy, the text becomes much harder to scan and therefore generally harder to read. **Example:**

PARTNER WITH BAYTOWN  
Learn how your business can work with the City of Baytown

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### Don't

Do use small font or compressed line spacing in order to make items "fit" in a document. **Example:**

**Size 10 font in print:** Lorem ipsum dolor sit amet, consectetur adipiscing elit

**Compressed spacing, size 12 font:** Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Don't

Don't use all caps in body text. **Example:**

#### **BAYTOWN TRAINS**

SIGN UP TO TRAIN AS A LIFEGUARD AT ONE OF OUR SPRINT BREAK CLASSES.

## PARAGRAPH AND CHARACTER STYLES

Follow this reference guide and colors for paragraph and character styles when creating

H1  
Alumni Sans  
Bold, 46pt, All Caps

**HEADING 1**

H2  
Alumni Sans  
Bold, 25pt, All Caps

**HEADING 2**

H3  
Fjalla One  
Regular, 13pt, Normal

Heading 3

H4  
Alumni Sans  
Bold, 18pt, All Caps

**HEADING 4**

H5  
Alumni Sans  
Bold, 13pt, All Caps

**HEADING 5**

Body 1  
Neue Haas Unica  
Light, 9pt, Normal

Body 1

Photo Caption Header  
Alumni Sans  
Bold, 11pt, Normal

Photo Caption Header

Photo Caption  
Neue Haas Unica  
Regular, 8pt, Normal

Photo Caption

Basic Paragraph  
Minion Pro  
Regular, 12pt, Normal

Basic Paragraph

Hours  
Fjalla One  
Regular, 10pt, All Caps

**HOURS**

## PHOTOGRAPHY

Photography is an important part of the City of Baytown brand. We use photography for visual storytelling and to showcase Baytown's community culture. We strive to use photography that is:

- Appealing and engaging
- High-resolution and clear
- Unfiltered, bright, and colorful
- Not staged
- Photographed in Baytown rather than using stock imagery
- As culturally diverse as Baytown
- Representative of our voice and values

## PHOTOGRAPHY EXAMPLES



Not Staged & Representative of the Area



Photographed in Baytown / Not Stock



Appealing & Engaging



Bright & Colorful Landscape

## WHERE TO FIND PHOTOGRAPHS

Photos will be stored on an internal City of Baytown server and online here: [LINK COMING SOON](#).