



Logo Usage Policy 2019

A Message for the City of Whitesboro

“Promote a safe community that provides a true family experience.”

This is the mission statement for the community of Whitesboro. In April of 2019, a group of leaders from across different segments of the city came together with the KSA, Inc. engineering firm to develop a strategic plan. The goal of the two-day workshop was to create a vision and plan that would serve as the strategic roadmap for the next 10 years. The undertaking was sponsored by the Whitesboro Industrial/Economic Development Corporations (WIDCO and WEDCO).

This process was guided by a commitment to develop a realistic plan that would address community aspirations and needs in a clear, concise, feasible and sustainable manner. Step two, after devising the plan, was to choose a brand, or logo, that would represent the city of Whitesboro going forward and would reflect elements of the new strategic plan.

The new logo, created by the marketing team from KSA, Inc., includes a colorful graphic and the Whitesboro name. The emblem is one of four matching symbols of different colors pointing toward the center. To some, this picture is representative of unity (an identified value included in the strategic plan). The four figures can also illustrate the units of a family (as is the theme of the mission statement), or they can be depictive of various segments or organizations of our community working together. Alongside the graphic is the name “Whitesboro” written in an original font, also created by the KSA team

Community organizations are encouraged to use the new brand. The goal is that when people see the graphic, they immediately think “Whitesboro” and relate it back to our town, our values, and our goals and plans in moving toward the future.

This usage agreement is a guide to the BASIC standards of use for the City of Whitesboro’s logo. It is not possible to anticipate and address every variation concerning application and use of the logo for your department or group here. Any question not adequately covered in this manual should be addressed to the City of Whitesboro at 903-564-3311.

Why Establish a Logo Usage Policy?

The City of Whitesboro, Texas is a diverse group of organizations and businesses. Many groups, departments and businesses use individual logos/marks to identify themselves and their goals. By utilizing one central mark as often and as consistently as possible to represent Whitesboro, we create a unified look for the city that will become more and more recognizable year after year. The City of Whitesboro strives to present this consistent image to help the public recognize that every group and organization connected with the City shares a common purpose.

Following are specific guidelines for use of the city logo. If you have any questions regarding the city logo or need to acquire correct art, contact the City of Whitesboro at 903-564-3311.

Key Elements of the City Logo

THE MARK



The emblem known as the “Mark” is one of four matching symbols of different colors pointing toward the center. To some, this Mark is representative of unity (an identified value included in the strategic plan). The four figures can also illustrate the units of a family (as is the theme of the mission statement), or they can be depictive of various segments or organizations of our community working together to achieve a common purpose.

THE SIGNATURE



The signature is simply the City’s name set in a specific font developed for the City of Whitesboro. To maintain consistency, no other typeface should be substituted, nor should the signature be redrawn, “pieced together,” or altered in any way.

THE LOGO



Together the mark and signature make up the city's official logo. This logo should not be altered or used in any way but the recommended configurations. Our logo must always:

- Be used correctly and consistently.
- Appear prominently on all publications, brochures, ads, etc. published by the city

If you have any questions regarding the proper use of the logo or need to acquire correct art, contact the City of Whitesboro Texas at 903-564-3311.

Guidelines for Using the City Logo

Below are the approved variations of the City Logo. One of these may be clearly displayed on all City of Whitesboro advertising, printed and other visual communications signage, slide presentations, apparel, etc. Official reproduction art for each of these versions is available from the City of Whitesboro at 903-564-3311.

Vertical Logo



Horizontal Logo



Mark only



Signature only



Guidelines for Using the City Logo – Color

When situation and budget allow, it is preferable to print the City Logo in 5 five colors. This presents the art in a more visually significant manner. The logo can be on light or dark backgrounds.



If the background is light the colors of the Mark will be **Blue-** (RGB: 29,70,88, GMYK: 90,64,47,33 #1d4658) **Gold-**(RGB: 199,168,115 CMYK: 23, 31, 62,1 #c79873) **RED-**(RGB: 166, 52, 65 CMYK: 25, 91,71,16 # 963441) **Green-** (RGB: 116, 152, 142 CMYK: 58, 28,45,2 #74988e. The Signature “Whitesboro” is written in **Blue-** (RGB: 29,70,88, CMYK: 90,64,47,33 #1d4658) “Texas” is written in **Gold-** (RGB: 199,168,115 CMYK: 23, 31, 62,1 #c79873).

When the logo is placed on a dark background all Blue will change to **WHITE**.



The “Mark” can be produced in other color schemes to represent a certain Department. All changes should be directed to the City of Whitesboro located at 111 W. Main St. Whitesboro, TX 76273, 903-564-3311.

Improper Use of the City Logo

This page indicates improper uses of the City Logo which are to be avoided.

- A. Do not alter or rearrange the relationship of the elements of the Logo.
- B. Do not distort, fill in, add elements or redraw the mark.
- C. Do not create textured patterned or distracting backgrounds.



Example A & B



Example C

All samples on this page are incorrect!

Guidelines for using the City Logo – Departments

There will be occasions when a department or group needs to display its identity as a stand-alone graphic. If that department does not have a logo of its own the examples below demonstrate the proper orientation for identifying a department or group.

Vertical Logo – This should be the primary version of the logo. The department or group name is centered under the City Logo. Use the examples below as a guide for size relationships between the City Logo and the department identifier.



Horizontal Logo - The examples below should be the first choice for the horizontal setup.



If you have any questions regarding the proper use of the logo or need to acquire correct art, contact the City of Whitesboro at 903-564-3311.

Collateral Materials – Business Card

The following are approved option for City of Whitesboro Business Cards.

Example A: Landscape card with horizontal logo centered with department centered under the logo in gold (RGB: 199,168,115) lettering in font Calibri 11. Contact name is done in bold Ariel Narrow 16. Contact information is Ariel Narrow 11.



Lynda Anderson
Director

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P.O. Box 340
Whitesboro, TX 76273

Cell: 903-821-2559
Office: 903-564-4000
Fax: 903-564-6105

Email: landerson@whitesborotexas.com

Example B: Portrait card with horizontal logo. The department is centered under the logo in gold (RGB: 199,168,115) in Bold Calibri 11 lettering. Contact name is done in bold Ariel Narrow 18. Contact information is Ariel Narrow 11.

Julie Arrington

P.O. Box 340 West Main St.
Whitesboro, TX 76273

Office 903-564-4000
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Non Departmental

Example C: Landscape card with horizontal logo. Contact name is done in bold Ariel Narrow 18. Contact information is Ariel Narrow 11.



www.whitesborotexas.com



Teresa Niño
City Secretary

111 West Main St.
P.O. Box 340

Office 903-564-3311
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Email: Tnino@whitesborotexas.com

Collateral Materials – Letterhead



City of Whitesboro * 111 W. Main St. * P.O. Box 340 * Whitesboro, Texas 76273
903-564-3311 * Fax 903-564-6105



It is impossible to anticipate each and every potential variable in the use of the City's logo. If you have any doubt concerning a particular project, please feel free to contact the City of Whitesboro at 903-564-3311. We will be happy to help you use the graphic correctly.

The most important tool we have to ensure proper implementation of the city identity is your commitment to the standards described in this Policy. It is your job to always present our logo proudly and correctly. Thank you for your support for this important program.



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