



**ADDISON  
BRAND  
STANDARDS**

# INTRODUCTION

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This document is your guide to understanding the usage standards for the Addison identity program across a variety of applications — from print advertising and collateral materials to website and stationery. The graphic identity program supports our overall branding strategy and will help build recognition for the Addison name.

Building equity in our brand involves a significant investment of resources on the part of the city. To help us all realize the best return on our investment, we ask that you follow the standards outlined here. By doing your part to ensure consistency, you will maximize the effectiveness of the graphic identity and enhance the value of our brand.

This brand standards guide is effective from January 2014.

## QUESTIONS & APPROVALS

**PLEASE CONTACT:**

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**Public Communications Director**  
P.O. Box 9010  
Addison, Texas 75001  
**phone:** 972.450.7032  
**mrosenbleeth@addisontx.gov**

PRIMARY  
LOGO



## BASIC LOGO ELEMENTS

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This is the primary logo for Addison. Used in business materials, in marketing collateral and promotional materials where the audience is unfamiliar with the city. This is the default logo – when in doubt, go with this.

### DO NOT DO

Never outline any part of the logo, use ADDISON alone without circle, or change the size and relationship of the logo, and do not change color.



## ALL-BLACK AND ALL-WHITE LOGO

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Use the all-black logo as a secondary printing option to the primary blue and white logo. For example, in instances when the blue won't reproduce well, as in copies, faxes or other internal documents. When reversing out of a color, make the logo all-white.

ALL-BLACK LOGO



ALL-WHITE KNOCKOUT



## LOGO SCALE & CLEAR SPACE

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The logo must be scaled proportionally and should never be used smaller than 0.5 inch.

The logo must remain fixed and a minimum clear space must be maintained, as indicated here.

SMALLEST SIZE, 0.5 IN



THE SPACE AROUND  
THE LOGO SHOULD  
ALWAYS BE AT  
LEAST 0.125 IN



EXAMPLE OF LOGO CHANGING TO BROWN TO MATCH THE EVENT MATERIALS



## EVENT USAGE

When using the logo with Addison event marketing materials, the logo can change colors to match the palette of the event.

SECONDARY LOGO



## SECONDARY LOGO

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*All restrictions that apply to the main logo also apply to the secondary logo with exception of the minimum logo size.*

The minimum size for the secondary logo should be no less than 0.75 inch.

SMALLEST SIZE, 0.75 IN



# COLORS

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These are the corporate colors for Addison. To create a consistent look for all print applications, please refer to these color mixes:

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## THE CORPORATE COLORS FOR ADDISON ARE:

### BLUE

PMS: 2995C  
PMS: 2995U  
CMYK: 80-8-0-0  
RGB: 77-166-222  
HEX - 4DA6DE



### GRAY

PMS: 425C  
PMS: 426U  
CMYK: 0-0-0-79  
RGB: 86-88-89  
HEX - 555758





# TYPOGRAPHY

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To create a consistent look for all Addison communications, there is a primary headline typeface selected for all print applications, which is Tungsten Semibold.

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THE PRIMARY HEADLINE TYPEFACE FOR ADDISON IS:

## TUNGSTEN

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz @!#\$%^&\*()\_+

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FOR HEADLINES, USE TUNGSTEN SEMIBOLD IN GRAY AND ALL CAPS:

## LORUM IPSUM DOLOR

## SUPPORTING TYPOGRAPHY

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To create a consistent look for all Addison communications, there is primary subhead and body copy typeface selected for all print applications, which is Swiss 721. This typeface comes in a variety of weights and can be used in a variety of sizes and in all caps or upper/lower case.

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THE PRIMARY SUPPORTING TYPEFACE FOR ADDISON IS:

## Swiss 721

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FOR GENERAL ALPHA USE, I.E., WRITING A LETTER, USE:  
SWISS 721 ROMAN IN BLACK.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz @!#\$%^ &\*()\_+

Lorum ipsum acea que por a qui dendandae veroribus ipsunt fuga. Uptaspelis atur? Ehentem olorporem eatur, corem alit am aut omnim hil es plit eatustiumqui occupitatint as veratio. Perunt plam, et est aborem apedign atinctem rehenih ilibeaq uamentiore voles reius rempero enis et dunti si vitaqui.

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FOR SUBHEADS, USE SWISS 721 BOLD IN GRAY AND ALL CAPS:

## LORUM IPSUM DOLOR

## ALTERNATE PC SUPPORTING TYPOGRAPHY

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The corporate alternate PC supporting typeface for all Addison communications is Arial. This typeface comes in a variety of weights and can be used in a variety of sizes and in all caps or upper/lower case.

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THE CORPORATE ALTERNATE PC SUPPORTING TYPOGRAPHY FOR ADDISON IS:

## Arial

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FOR GENERAL ALPHA USE, I.E., WRITING A LETTER, USE:  
ARIAL REGULAR IN BLACK.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz @!#\$%^&\*()\_+

Lorum ipsum acea que por a qui dendandae veroribus ipsunt fuga. Uptaspelis atur?  
Ehentem olorporem eatur, corem alit am aut omnim hil es plit eatustiumqui occupitatint as  
veratio. Perunt plam, et est aborem apedign atinctem rehenih ilibeaq uamentiore voles reius  
rempero enis et dunti si vitaqui.

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FOR SUBHEADS, USE ARIAL BOLD IN GRAY AND ALL CAPS:

## LORUM IPSUM DOLOR

## DEPARTMENTAL LOGO

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All departments should consistently use these logos. In the event that this logo format does not work, the department should use the primary or secondary Addison logo.

DEPARTMENTAL  
LOGO



**DO NOT DO** Never change the size of the department name in relationship to the circle.



## DEPARTMENTAL LOGO ALL-BLACK AND ALL-WHITE

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Use the all-black logo as a secondary printing option to the primary blue and white logo. For example, in instances when the blue won't reproduce well, as in copies, faxes or other internal documents. When reversing out of a color, make the logo all-white.



## DEPARTMENTAL LOGO SCALE & CLEAR SPACE

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The logo must be scaled proportionally and should never be used smaller than 0.5 inch.

The logo must remain fixed and a minimum clear space must be maintained, as indicated here.

SMALLEST SIZE, 0.5 IN



THE SPACE AROUND  
THE LOGO SHOULD  
ALWAYS BE AT  
LEAST 0.125 IN



# IT ALL COMES TOGETHER.<sup>SM</sup>

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## ADDISON TAGLINE

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The Addison tagline can be used in all gray or blue or knocked out in white. Be sure to always include the SM in gray.

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IT ALL COMES TOGETHER.<sup>SM</sup>

IT ALL COMES TOGETHER.<sup>SM</sup>

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IT ALL COMES  
TOGETHER.<sup>SM</sup>

IT ALL COMES  
TOGETHER.<sup>SM</sup>

## SUPPORTING ELEMENTS

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The usage of a 1 pt. rule in the corporate gray can be used for separating content into sections when needed.

EXAMPLE OF  
USAGE

**ADDISON** IT ALL COMES  
TOGETHER

**VISIT  
ADDISON**

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**BOB PHILLIPS**  
director

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bphillips@addisontx.gov

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**phone:** 972.450.6202  
**fax:** 972.450.6225

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P.O. Box 9010  
Addison, Texas 75001

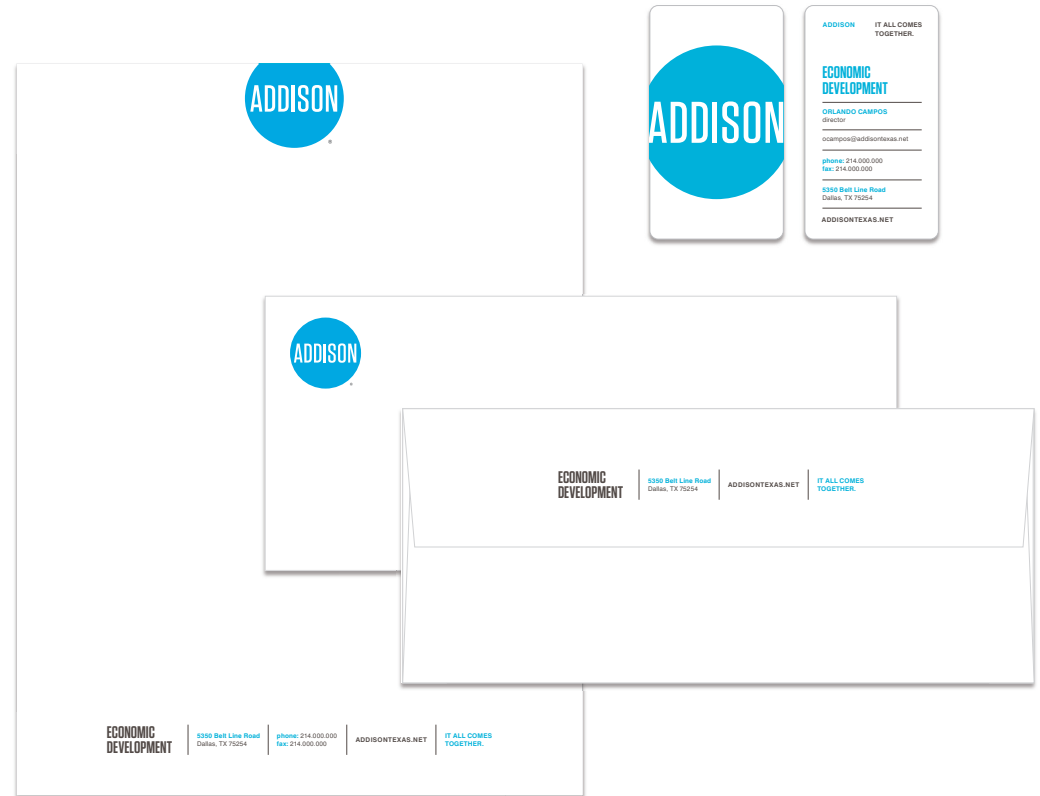
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ADDISONTXAS.NET



# STATIONERY PACKAGE

Here are examples of the approved stationery layout. Can be used as an example for future business materials.



## EMAIL SIGNATURE

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This is the corporate email signature. The typeface used is Arial regular and Arial bold. The size of all the type is 10 pt.

The background of emails should be white and should not include any graphics, watermarks or colors.



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P.O. Box 9010 | Addison, Texas 75001  
**office:** (972) 450-7032 | **cell:** (214) 693-0648  
**ADDISONTEXAS.NET**

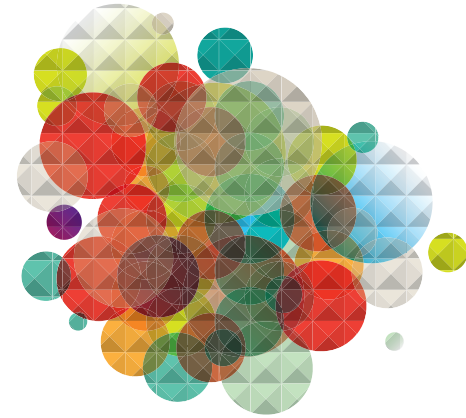
—  
**IT ALL COMES TOGETHER.**

## SUPPORTING ELEMENTS

The usage of the pattern is strictly a supporting graphic element. The pattern will never be used just on its own. It will either be reversed out of type for a headline or used behind the logo or tagline.

### PATTERN AND EXAMPLES OF USAGE:

APPROVED  
PATTERN



POSSIBLE  
HEADLINE  
USAGE WHEN  
THERE IS NO  
PHOTO

HEADLINE

EX. OF PATTERN  
ON TOP OF  
PHOTO W/ LOGO



## PREPARED BY:

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