

BRAND GUIDELINES



Legal

WHO CAN USE THE FOREST GROVE OREGON LOGO

The Forest Grove Oregon logo is available for use by City employees of the City of Forest Grove for city department/agency purposes. The Forest Grove Oregon logo may not be distributed to external entities without permission from the City of Forest Grove.

The Forest Grove Oregon logo may be distributed to entities with which the City has executed an agreement that includes, at a minimum, the following terms and conditions: required usage guidelines to include duration of use, purpose of use, and the corresponding collateral in which the Forest Grove Oregon logo will be placed. No collateral may be printed, published, or otherwise distributed without prior approval from the City.

For permission to use the Forest Grove Oregon logo, or for additional information, please email us at info@forestgrove-or.gov, or call us at 503.992.3200.

USE OF YOUR BRAND WITH OTHER BRANDS

If the proposed use of your brand with another is not in conformance with this style guide, a qualified graphic designer should be hired to maintain your branding standards. Your brand artwork must not be combined with other brand artwork/graphics, or incorporated into the design of any other logo or trademark. Clear space, color, size, and all other usage rules laid out in this guide must be implemented.

APPROVAL TO USE YOUR BRAND

Your artwork should only be used for the specific purpose agreed upon between the City of Forest Grove and another entity. Subsequent use – for other reasons – should not be allowed without first obtaining permission from the City.

SOLE RIGHT OF USE

This artwork was designed and developed solely for the City of Forest Grove. The City has the right to use such artwork but cannot sell or give this artwork to anyone else.

ALTERING THE ARTWORK

The symbol artwork may not be altered in any way, by anyone.

Symbols

Symbols

The symbols representing the City of Forest Grove are unique and proprietary graphic representations of the City, people, and City activities. Every time the symbols are reproduced, they signify not only from whom the communications came, but the very idea and integrity of the City. Proper stewardship of these symbols is an integral part of the brand building process. Correct and disciplined use of the services and symbols is paramount to the proper development of the City's identity. This guide provides the basics guidelines for the correct application of the symbols, colors, and typefaces.

Nomenclature

The City of Forest Grove is represented by a symbol consisting of the words, "Forest Grove Oregon" and the tagline, "A place where families and businesses thrive." Accompanying the typography in the symbol is a graphic depicting leaves in a circular arrangement. Proper use of the City's name and its symbols should be maintained and used consistently within the copy of all promotional and educational materials.

VERBALLY:

The City of Forest Grove

FIRST MENTION IN PRINTED TEXT:

Forest Grove Oregon

SUBSEQUENT MENTIONS IN PRINT:

(same as verbally)

WEBSITE:

www.forestgrove-or.gov

Color

Approved Logo Color Variations

These versions of the City of Forest Grove logo are acceptable.



A place where families and businesses thrive.

PREFERRED
2-COLOR, PMS 370
& BLACK



A place where families and businesses thrive.

1-COLOR, PMS 370



A place where families and businesses thrive.

BLACK



A place where families and businesses thrive.

WHITE

Consistent color usage is crucial in establishing branding for the City of Forest Grove. Proper and consistent usage will help to easily identify your communications, promotions, advertising, and messaging.

The primary palette is comprised of the logo colors. A selection of secondary colors is provided and can be used as accent colors in associated artwork.

Primary Palette



PANTONE: PMS 370
CMYK: 56/0/100/27
RGB/WEB: 95/149/52



PANTONE: PMS
PROCESS BLACK
CMYK: 50/50/50/100
RGB/WEB: 41/36/36

Secondary Palette



PANTONE: PMS 229
CMYK: 0/100/15/60
RGB/WEB: 123/0/62



PANTONE: PMS 138
CMYK: 0/42/100/1
RGB/WEB: 246/158/28



PANTONE: PMS 7500
CMYK: 0/2/15/3
RGB/WEB:
247/237/211

Usage

Minimum Logo Size for Print

It is critical that the logo be sized appropriately to maintain legibility on all print materials.

LOGO WITH TAGLINE



A place where families and businesses thrive.



Minimum Width
1.875 inches

LOGO WITHOUT TAGLINE



Minimum Width
1 inch

Minimum Logo Size for Web

It is critical that the logo be sized appropriately to maintain legibility for online (72 dpi) use.

LOGO WITH TAGLINE



A place where families and businesses thrive.



Minimum Width
200 pixels at 72 dpi

LOGO WITHOUT TAGLINE



Minimum Width
125 pixels at 72 dpi

Clear Space

The logo should always have clear space of at least the width of the “O” in FOREST all around.

CLEAR SPACE WITH TAGLINE



CLEAR SPACE WITHOUT TAGLINE



Incorrect Logo Usage

The following examples show what NOT to do when using the City of Forest Grove logo.



DO NOT ROTATE



DO NOT SKEW



DO NOT STRETCH



DO NOT PLACE OVER
A PHOTO OR BUSY
BACKGROUND IMAGE

Typography

In order to create and maintain a consistent look throughout your identity system and all of your printed communications, same-style typography families should be used at all times. This helps ensure the unique and proprietary graphic representation of FOREST GROVE OREGON.

PRIMARY TYPEFACE (for BODY COPY)

ITC Galliard Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY TYPEFACE (for HEADLINES, TITLES, SUBHEADS and SOME BODY COPY)

ITC Galliard Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC Galliard Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TERTIARY TYPEFACE (for CAPTIONS and SMALL PRINT)

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ALTERNATE TYPEFACES (used for letterhead copy and when Galliard is not available)

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Times New Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Times New Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789