



CITY OF GALLUP

- ▶ Identity Standards and Guidelines
City of Gallup, New Mexico

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- ▶ **The logo and logotypes shown in this document are property of the City of Gallup, New Mexico and may not be used without express written permission.**

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USAGE

Primary Logo Mark

- ▶ This logo has been specifically designed to represent the City of Gallup, New Mexico. The typography and colors have been uniquely chosen to embody Gallup and its values. This logo is the way people will identify with Gallup and therefore it cannot be altered or destroyed in anyway. The examples described in this guide will demonstrate and suggest ways the logo should and should not be used.



USAGE

Logo Layouts-Color



▶ Horizontal Version-2 Color



▶ Horizontal Version-1 Color



▶ Horizontal Version-1 Color



▶ Stacked Version 2-Color



▶ Stacked Version 1-Color



▶ Stacked Version 1-Color



▶ Stacked Version 1-Color

USAGE

Logo Layouts-Black & White

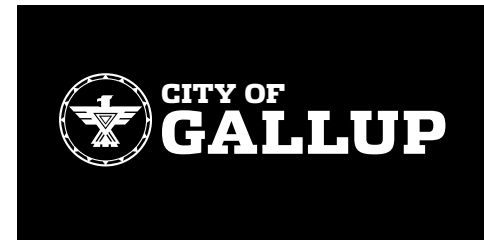
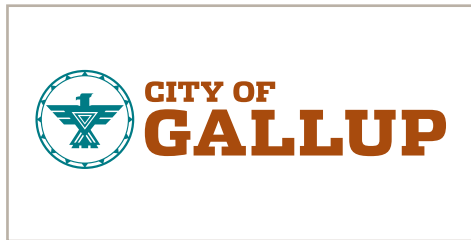


USAGE

Logo Layouts–Proper Usages

- ▶ The correct variations of the logo are supplied with the official brand artwork. Consistent application of the logos will reinforce the City of Gallup as a brand.

When reversing the logo out of a background, the artwork should be all white.



USAGE

Incorrect Usage

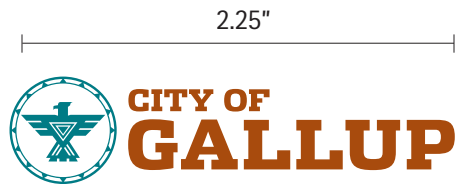
- ▶ 1. Do not reproduce in any other colors than the approved branding colors in this guide.
- ▶ 2. Do not reproduce with any other typography or change the text sizes.
- ▶ 3. Do not stretch or squish, keep the logo proportionate.
- ▶ 4. Do not put the logo in front of a shape or pattern.
- ▶ 5. Do not change the logo's orientation.
- ▶ 6. Do not place over a photo or image.
- ▶ 7. The logo should be surrounded by the minimum amount of free space stated in the branding guide.
- ▶ 8. Do not recreate elements to replace other elements in the logo.
- ▶ 9. Do not reproduce in outlines.
- ▶ 10. (Not pictured) Do not use more than once on the same face of a design. Do not use as a "decorative" object.



USAGE

Sizing and Spacing

- ▶ To preserve the logo integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the logo and the alternate stacked logo is defined as the height of the "G" in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.
- ▶ To preserve legibility, the logo should reduce to no smaller than 2.25" wide. Department names should be left justified with the "City of Gallup" text underneath the logo mark, exactly the distance of the height of the "G". A 322C .5 stroke should divide the space by half. Use Rotis II Sans Semi Bold, with color 322C. If the department name is longer than the logo, the name should wrap neatly to two lines. An Illustrator template is provided to maintain these standards.



COLORS

Branding Colors–Pantone

- ▶ The branding colors were chosen to specifically represent the City of Gallup and its community. The two primary colors that are represented are Pantone 322C and 174C.



322C

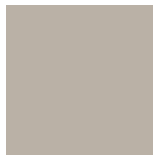


174C

- ▶ Secondary colors were chosen to accent the primary colors as well as compliment any branding pieces. No other colors, or substitutions should be used. The following pages will present the HEX, CMYK and RGB values for each of these colors.



Process Cyan



Warm Gray 6C



249C



1665C




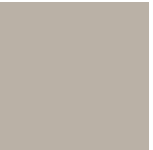





137C

COLORS

Branding Colors–HEX, CMYK, RGB Values

- ▶ The following are the hex, CMYK and RGB values for the City of Gallup color palette.
- ▶ RGB (Red, Green, Blue) and hex values can be used interchangeably for web use only. These colors should not be used for printing purposes.
- ▶ CMYK (Cyan, Magenta, Yellow, Black) values are for printing purposes. These colors are referenced when printing with a four-color process.

322C	174C	Process Cyan	Warm Gray 6C	249C	1665C	137C
						
Hex: #007b85	Hex: #933b15	Hex: #009ce8	Hex: #aba195	Hex: #670059	Hex: #e85f24	Hex: #f4a232
CMYK: 100/0/33/35	CMYK: 0/70/100/36	CMYK: 74/12/0/0	CMYK: 28/27/33/0	CMYK: 57/100/25/10	CMYK: 0/68/98/0	CMYK: 0/35/91/0
RGB: 0/123/133	RGB: 147/59/21	RGB: 0/156/232	RGB: 171/161/149	RGB: 103/0/89	RGB: 232/95/36	RGB: 244/162/50

TYPOGRAPHY

Dispatch and Rotis II Sans

- ▶ Dispatch and Rotis II Sans are the approved typefaces for City branding. These fonts must be used to maintain consistency through all branding materials. Font samples are shown below. Georgia and Arial, available as a standard font on both Windows and Macintosh computer operating systems, are approved for body copy only.

Dispatch and Rotis II Sans fonts for your computer are both available for purchase from [Fonts.com](https://www.fonts.com).

DISPATCH

Dispatch Black should be used for all primary headlines, in all caps and (if necessary) at Pantone 174C. Headings should be at least 19pt to maintain hierarchy.

Dispatch Black Character Set
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*()<>?:"{}|_+==

Dispatch Regular Character Set
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%-&*()<>?:"{}|_+==

Dispatch Light Character Set
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%-&*()<>?:"{}|_+==

Rotis II Sans

Rotis should be used for all secondary headlines and the department name for all department logos. The size should appear half of the size of "Gallup" in the department logos and the secondary headings for all other instances much be at least 2 point sizes smaller than the primary headline.

Rotis should also be used for body copy where possible.

Rotis Regular Character Set
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*()<>?:"{}|_+==

Rotis Bold Character Set
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*()<>?:"{}|_+==

Georgia

Georgia is an approved secondary font for print. It is suggested that Georgia be set in 11 pt type.

Arial

Arial is an approved secondary Font for print. It is suggested Arial be set in 11 pt type.

TYPOGRAPHY

Text Examples

- ▶ The following is an approved text example for a print piece.

MAIN HEADING

This is the second heading of the body of copy. It is set at 16pt and the color is 322C. The Main Heading is 19pt and the color is 174C.

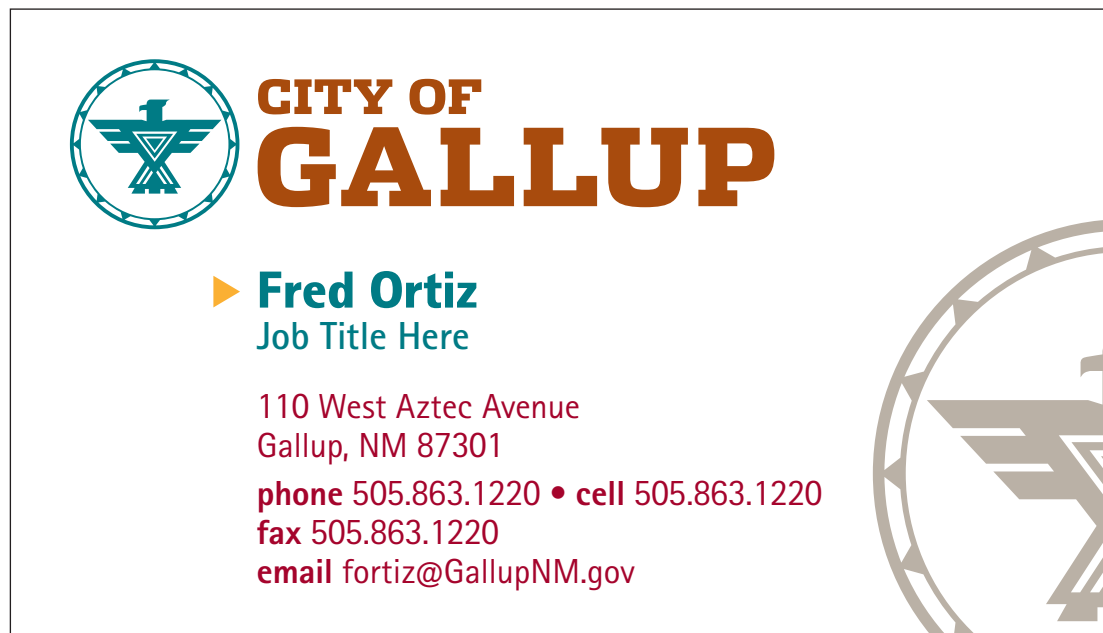
The following body copy is 11 pt. Nullam dolor augue, sollicitudin ut mollis sollicitudin, iaculis a eros. Integer sit amet dolor ac metus pellentesque consequat. Duis aliquet diam at sapien porta a tempus orci suscipit. Vivamus dui felis, suscipit in vehicula varius, interdum eu augue. Praesent ultricies, enim vel commodo lobortis, neque metus molestie nunc, in lacinia risus ipsum sed erat. Etiam sed est in augue pulvinar dictum. In tempus magna eget felis venenatis volutpat.

COLLATERAL

Business Cards

- ▶ The following is an example of a business card. All cards shall be printed using the same format. Only the name, title, address, phone numbers and e-mail address may be changed.

Butler's Printing and Office Supply in Gallup currently has the official template for creating cards. However, other vendors may be selected provided that they comply with the official template, available for download from the city website.



COLLATERAL

Letterhead and Envelopes

- ▶ This is the standard layout for city stationery. Letterhead and envelopes may be ordered as a stock requisition from the Municipal Warehouse.


All external communications (i.e. communications sent to entities outside the City government) should be printed on official letterhead. Please do not use electronic versions of the letterhead for external communications.



COLLATERAL

Interoffice Memorandums ("Memos")

- ▶ This is the standard layout for interoffice memorandums.
This form may be used for internal communications (printed and electronic). We have created templates in Microsoft Word format for each department to use.
Note: when using a Word template, you should use either Georgia or Arial fonts. These are the two approved fonts for use in general communications.
If you need a custom template, please contact General Services for assistance.

**CITY OF
GALLUP**Interoffice Memorandum

Date: December 20, 2012

From:

To:

Subject:

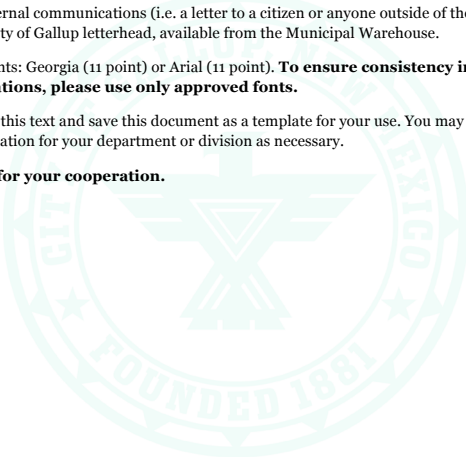
This template is intended for use for city internal communications only.

For print external communications (i.e. a letter to a citizen or anyone outside of the city) please use official City of Gallup letterhead, available from the Municipal Warehouse.

Approved Fonts: Georgia (11 point) or Arial (11 point). **To ensure consistency in city communications, please use only approved fonts.**

Please delete this text and save this document as a template for your use. You may change the footer information for your department or division as necessary.

Thank you for your cooperation.



110 West Aztec Avenue • Gallup, New Mexico 87301 • phone (505) 863-1220 • fax (505) 726-5134

COLLATERAL

Letterhead and Envelopes

- ▶ Standard #10 envelope layout



CITY OF
GALLUP

110 West Aztec Avenue
Gallup, NM 87301

CO-BRANDING

Complementary Logo Applications

- ▶ Sample use of a City logo. Sufficient white space is required to separate the logo from other artwork and we recommend use of a vertical bar that is at least the height of the logo as a separator.



- ▶ City programs that require branding should utilize a logo that is complementary to the existing branding. The logo should be used as a "badge" when placed on photographic artwork or other non-uniform backgrounds to avoid problems with artwork integrity.

CO-BRANDING

Other City Logos

- ▶ Selected departments are authorized to use a variant of the "City of Gallup" logotype. These are to be substituted in collateral designs where the logotype is already used (business cards, stationery, etc.). NO OTHER DEPARTMENTS ARE AUTHORIZED TO USE THESE FORMATS.



GALLUP
POLICE DEPARTMENT



GALLUP
FIRE DEPARTMENT

CO-BRANDING

City Seal

- ▶ The official seal of the City of Gallup. Only the City Clerk is authorized to affix the seal to any document. NO OTHER DEPARTMENTS MAY USE THIS LOGO WITHOUT THE CITY CLERK'S PERMISSION.



CO-BRANDING

Lodgers Tax

- ▶ Grant recipients are required to display the Lodgers Tax logo on advertisements, signage, booklets, and all other collateral that is funded by a Lodgers Tax grant. The following rules shall apply:
 1. The logo shall appear at a size appropriate for the application. The following guidelines should be used:
 - Items shorter 11" in vertical height:** Logo minimum height shall be 0.75"
 - Items between 11" and 17" inclusive:** Logo minimum height shall be 1.0"
 - Items taller than 17" in height:** Logo minimum height shall be 7% of the vertical height
 2. Logo colors may be black, white, PMS 322C (teal) or 174C (saddle brown). See below for sample applications.



QUESTIONS?

Where to Get Help

- ▶ If you have questions regarding usage of any logos, colors or other concerns about the information in this guide, please contact the General Services Department at (505) 863-1292.