



Arkadelphia
A R K A N S A S

**CITY OF ARKADELPHIA
BRANDING STYLE GUIDE**

Style Guide Usage

This style guide is a resource for all members of the City of Arkadelphia and the vendors who work with the city and applies to any and all graphic representation of the City of Arkadelphia. It should be followed to ensure consistent use of city logos as depicted in this guide, as correct application of the artwork is a critical step in the branding process. While this style guide provides guidelines for correct usage, final designs of all applications must be approved by the Office of the City Manager.

ARKADELPHIA BRANDING

Logo Options



The Arkadelphia logo was created with vertical and horizontal combination mark options as well as an icon that can be used by itself. This versatility allows it to work in a variety of contexts such as signage, websites, apps, T-shirts and embroidery.

Key Elements of the Icon



ARKADELPHIA BRANDING

Logo with Sub-Branding Options



ARKANSAS SUB-BRANDING

Options with “Arkansas” are available for the vertical and horizontal combination marks to provide further specification in certain contexts and settings.



DEPARTMENT SUB-BRANDING

Additional options for the city departments are available **for only the vertical combination mark option.**

The following options are available for sub-branding:

ANIMAL CONTROL
AQUATIC PARK
BUILDING DEPT.
CODE ENFORCEMENT
AIRPORT
FIRE DEPT.

PARKS & REC
POLICE DEPT.
SANITATION DEPT.
STREET DEPT.
GROUNDS DEPT.
WATER UTILITY

DRAINAGE DEPT.
COMMUNITY SERVICES
MAYOR
CITY DIRECTOR
CITY MANAGER

ARKADELPHIA BRANDING

Color Variations

For one color use, the logo can be set in navy or black only, but not in green or light blue. For dark or color backgrounds the logo is to be set only in white. This will ensure for continued clarity and readability for various contexts and applications.



Official Typefaces

Typography is another important element in the branding system as it further sets the tone for the brand. Prospectus Pro and Gotham are both available for extensive use. However, Gotham is preferred for most applications and Prospective Pro is to be reserved for larger text and short lines of text.

GOTHAM - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.@%&

PROSPECTUS PRO L - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.@%&

GOTHAM - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.@%&

MONTSEERRAT - LIGHT
The typeface Montserrat can be used in place Gotham for certain applications like letters, emails, etc. However, Gotham should be used whenever possible.

ARKADELPHIA BRANDING

Official Colors



NAVY

PMS: 2767

CMYK: C99 / M87 / Y42 / K41

RGB: R21 / G40 / B75

HEX: 15284b

MADEIRA (Emroidery): 1966

SHERWIN-WILLIAMS: SW 9178
(In the Navy)



GREEN

PMS: 3288

CMYK: C100 / M23 / Y73 / K9

RGB: R0 / G128 / B101

HEX: 008065

MADEIRA (Emroidery): 1750

SHERWIN-WILLIAMS: SW 6755
(Starboard)



LIGHT BLUE

PMS: 7688

CMYK: C70 / M28 / Y4 / K0

RGB: R69 / G151 / B203

HEX: 4597cb

MADEIRA (Emroidery): 1827

SHERWIN-WILLIAMS: SW 6795
(Major Blue)

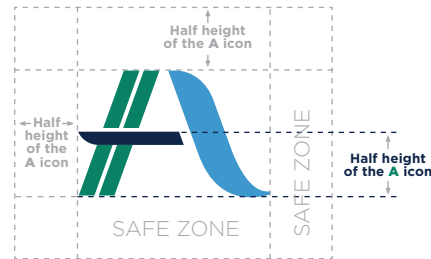
Ink colors are specified according to the Pantone Matching System (PMS). In addition to the Pantone number, a process-color equivalent (CMYK), screen colors (RGB), web colors (HEX), embroidery thread colors and approved swatches from Sherwin-Williams are available.

ARKADELPHIA BRANDING

Logo Minimum Sizes & Safe Zones



Each logo in the branding system has a minimum allowable size to ensure clear reproduction and legibility. It is preferred that the logos be used larger than their minimum size whenever possible.



The safe zones around the combination mark and icon ensure that no other graphic elements interfere with its clarity and integrity. The safe zone should always be scaled proportionally with the logo.

Improper Usage of Logo

Correct usage of all logos in the City of Arkadelphia branding system is critical to brand recognition for the city and various departments. Below are examples of mistakes to avoid.



DO NOT set the logo in one color except for navy, black or white



DO NOT change the colors or color combinations of the logo



DO NOT add a stroke or other embellishments to the logo



DO NOT rotate, angle or shear the logo



DO NOT change the size of the logo elements



DO NOT add other wording or fonts to the logo



DO NOT stretch the logo (Hold shift when scaling to maintain proportion)



DO NOT present a multi-color logo on dark backgrounds.



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arkadelphia.gov/branding