



**CITY OF
TALLAHASSEE**

Brand Identity Guidelines
A Guide to a Comprehensive Visual System

UPDATED JAN 2024
DEPARTMENT OF COMMUNICATIONS

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Visit **Talgov.com/Branding** or scan this **QR Code** for our brand package and instructions to approve your design for publication or production.

INTRODUCTION



CITY OF TALLAHASSEE

BRAND IDENTITY GUIDELINES

There are many things that separate the City of Tallahassee from other communities—its balance of urban and rural experiences, its rich educational opportunities, its place as the seat of state government. What truly sets it apart though is the City organization’s unparalleled commitment to exceptional service – from the reliable delivery of electricity and high quality water to world-class parks and innovative resilience efforts. City employees pour their hearts into their work, ensuring the community is clean, safe, connected and enjoyable. The City’s brand identity is the symbol that connects all employees and areas of operation. It represents the City’s mission, vision and values. When residents see it, they know they can expect the best. These guidelines are designed to maintain the integrity of the brand identity, honoring the dedicated work of employees as they help the City of Tallahassee be the national leader in the delivery of public service.



BRAND STYLES

ELEMENTS

The City of Tallahassee brand styles consist of a “COIN” (a solid colored circle with a white star in the center) and the wording “CITY OF TALLAHASSEE” in all capital letters.

These elements are in the **Primary** and **Secondary Brands**. The **Sub-Brand** just contains the coin.

CONCEPT

The stylized star coin represents the role of the City of Tallahassee as the capital of the State of Florida and the modern sans-serif typeface represents the contemporary characteristics of this community.

The City of Tallahassee **Primary Brand** must never be altered or modified in any way or be represented in a manner not in compliance with guidelines contained in this manual. The **Primary Brand** should be used almost exclusively on any City of Tallahassee or partner/sponsorship digital or print designs. On rare exceptions, the **Secondary Brand** and **Sub-Brand** may be used to fit a design space where the **Primary Brand** would not. All attempts should be made to use the **Primary Brand** for every design produced by or representing the City of Tallahassee. The above brand identity guidelines are detailed in the following pages.

All uses and applications of the City of Tallahassee Primary, Secondary Sub-Brand and elements thereof are subject to prior approval of the City of Tallahassee Department of Communications.

PRIMARY BRAND



SECONDARY BRAND



SUB-BRAND



PRIMARY BRAND COLOR

FULL COLOR

The full color version of the **Primary Brand**, when applied to a **white or light** background, uses three colors.

1. The star is always **white**.
2. The text is always **black**.
3. The coin can be **any solid color** as long as the star is visible and contrasted.



The full color version of the **Primary Brand**, when applied to a **black or dark** background, uses two colors.

1. The star and text are always **white**.
2. The coin can be **any solid color** as long as the star and text are visible and contrasted.



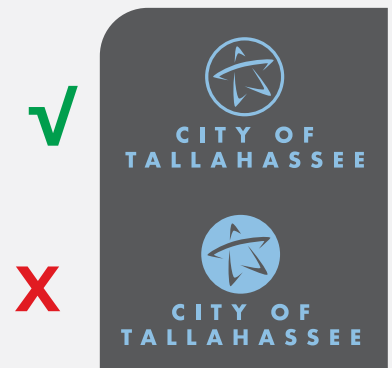
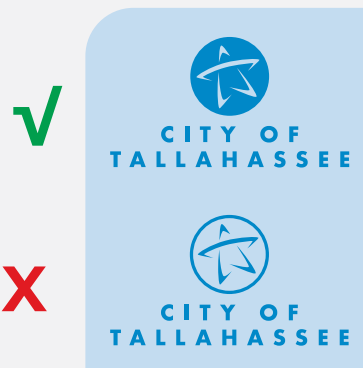
GRAYSCALE

A solid black and white version of the **Primary Brand** is preferred, however a grayscale version is allowed down to 40% tint. Any tinting below this does not provide enough contrast and is not allowed for publication or production.



SINGLE COLOR

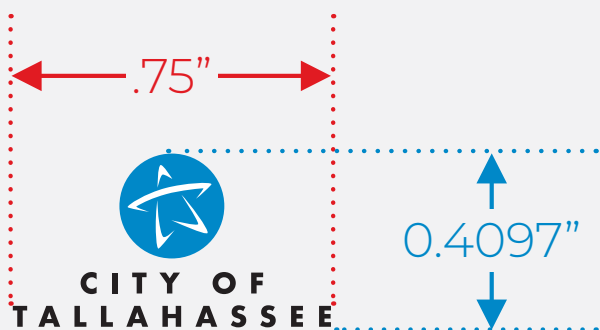
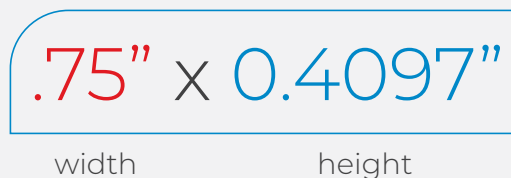
If there is ever a choice to have the star be white, that is the preference. However, rare instances call for a single color version. In these instances, the star should always be the lightest and brightest part of the **Primary Brand**. Use the outlined version on black or dark backgrounds. Please contact Branding@Talgov.com for this version.



PRIMARY BRAND MINIMUM SIZES

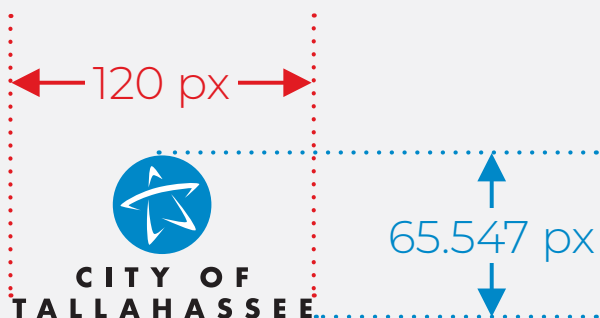
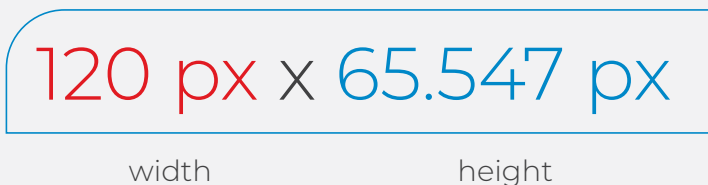
PRINTED SIZE MINIMUM

In order to maintain readability of the text and clarity of the star, the minimum printed size of the **Primary Brand** should always be equal to or larger than:



DIGITAL SIZE MINIMUM

In order to maintain readability of the text and clarity of the star, the minimum digital size of the **Primary Brand** should always be displayed at or larger than:





PRIMARY BRAND UNACCEPTABLE USAGE



1. Do not alter proportions.



4. Do not rotate the brand.



7. Do not blur the brand.



10. Do not alter layout.

CITY OF
TALLAHASSEE

2. Do not remove elements.



5. Do not invade clear space.



8. Do not skew the brand.



11. Do not crop the brand.



3. Do not add gradients.



6. Do not add drop shadows.



9. Do not alter fonts.



12. Do not add elements.

SECONDARY BRAND



CITY OF TALLAHASSEE

The **Secondary Brand** may ONLY TO BE USED if the available space for placement would not accommodate the **Primary Brand** without violating the guidelines listed on pages seven through eight. Every effort must be made to use the **Primary Brand** in every possible situation.

COLOR, GRAYSCALE, SINGLE COLOR & UNACCEPTABLE USES

The **Secondary Brand** follows all **Primary Brand** guidelines for color, grayscale, single color and unacceptable uses.



CITY OF TALLAHASSEE



CITY OF TALLAHASSEE



CITY OF TALLAHASSEE

MINIMUM SIZES

In order to maintain readability of the text and clarity of the star, the minimum printed or digital size of the **Secondary Brand** should always be equal to or larger than:





Printed: 1.5" x 0.1311"
Digital: 228 px x 19.931 px

CLEAR SPACE

Clear space must be applied between the surrounding text or artwork that is equal to the **height** of the wording "CITY OF TALLAHASSEE" inside the **Secondary Brand**.



CITY OF TALLAHASSEE

Dlore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo Lorem ipsum dolor sit amet, conse et do  CITY OF TALLAHASSEE  bore m ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



SUB-BRAND



The **Sub-Brand** is for artistic or accompaniment purposes only. It may only be used if the wording “City of Tallahassee” or the **Primary Brand** is prominently placed somewhere in print or digital design. In rare instances, the **Sub-Brand** may be placed without the required wording. The City of Tallahassee Department of Communications (DOC) must be approve this exception each time. As a general rule, if the **Sub-Brand** can be removed from the overall design and the design still makes sense, then there is a higher probability of the artwork getting approved by the City of Tallahassee DOC.

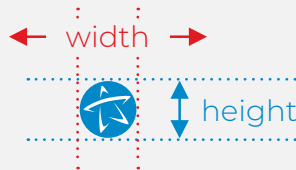
COLOR, GRAYSCALE, SINGLE COLOR & UNACCEPTABLE USES

The **Sub-Brand** follows all **Primary Brand** guidelines for color, grayscale, single color and unacceptable uses.



MINIMUM SIZES

In order to maintain clarity of the star, the minimum printed or digital size of the **Sub-Brand** should always be equal to or larger than:

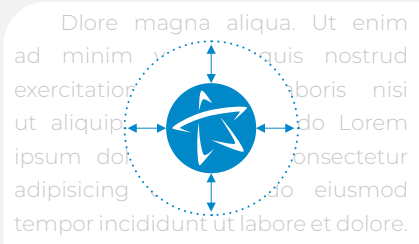


Printed: 0.15" x 0.15"
Digital: 20 px x 20 px

CLEAR SPACE

Clear space must be applied between the surrounding text that is equal to the **half (1/2) the height** of the inside the **Sub-Brand**.

Surrounding artwork may come close to the **Sub-Brand** as long as there is some visible separation between the two.



TYPOGRAPHY STYLE

AP STYLE

AP Style is used in all copywriting except under rare circumstances approved by City of Tallahassee Department of Communications. Certain styles the City of Tallahassee ought to use that may or may not align to AP Style are listed in the sections below. If you have any questions about what is approved, please send them to Branding@Talgov.com.

WEBSITE ADDRESSES

Websites should never be displayed on **Talgov.com** or in print using "www." **Talgov.com** should always be written in bold and capitalizing the "T". The full website address should never be written out on City of Tallahassee produced items, but instead a Short URL ought to be used, if possible. Short URL's should always have the first letter of the word capitalized, if possible.

EMAIL ADDRESSES

Email - first letter of the first and last name and Talgov.com should be capitalized. (Example - First.Last@Talgov.com)

PHONE NUMBERS

Phone numbers - always use dashes, not periods or parenthesis. Always include the area code ex: 850-891-4968
- if an alpha phone number is used - the numeric version of the letters must follow in parenthesis always
850-891-FUNN (3866)

STATIONERY

ENVELOPE

The only City of Tallahassee envelope design approved for use in official business is shown below. This design is used for window and windowless envelopes. The department ordering may choose the color of the coin in the Primary Brand. Artwork must be either created or approved by the Department of Communications.

HOW TO ORDER

Email Branding@talgov.com to request your order or art files to take to your vendor of preference. Please provide your department name, street address and zip code if you would like the Department of Communications team to place the order on your behalf. If you would like to order the envelopes you see below, please indicate that as well.



Department Name

Street Address

Tallahassee FL, 323XX

STATIONERY CONTINUED

LETTERHEAD

The only approved City of Tallahassee letterhead is shown below.

HOW TO ORDER

The only approved City of Tallahassee letterhead may be downloaded from SharePoint and printed from any color printer.





STATIONERY CONTINUED

BUSINESS CARD

Any City of Tallahassee employee may choose from one of the six different designs below.

HOW TO ORDER

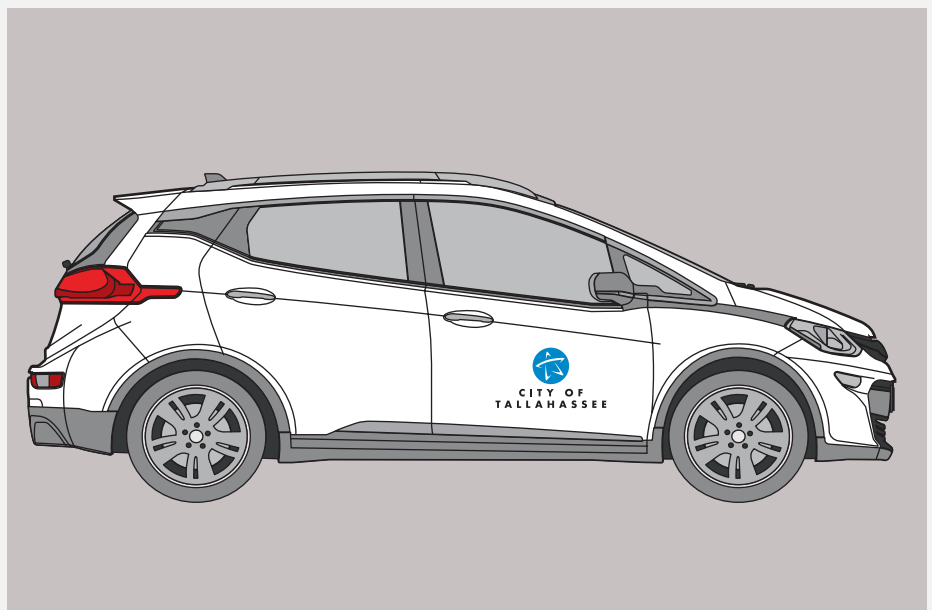
Fill out the order form out on SharePoint.



VEHICLES

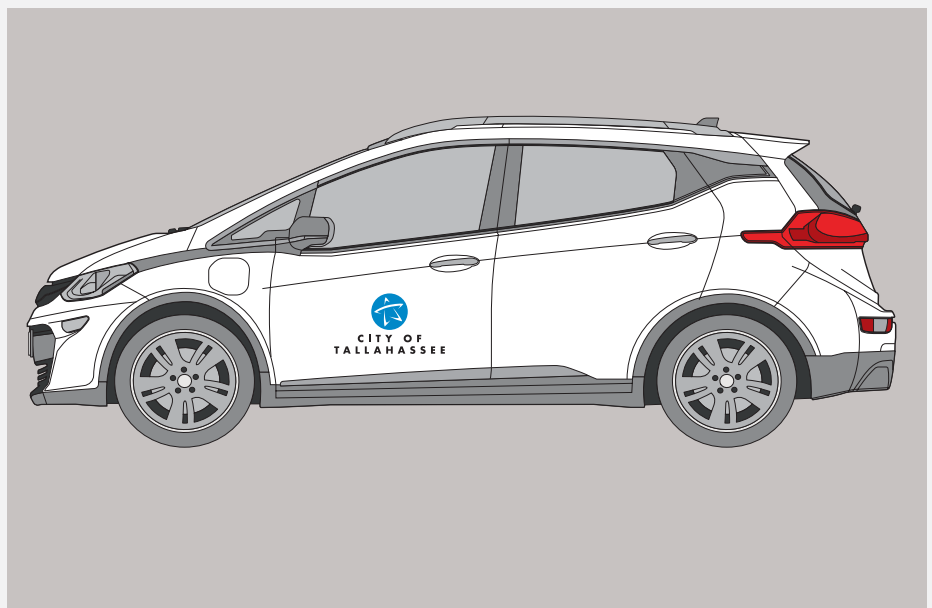
DESCRIPTION

The City of Tallahassee fleet should always only contain solid white vehicles. The **Primary Brand** is the only version allowed on a City of Tallahassee vehicle. **Primary Brand** must be 25 inches wide.



WHERE TO PLACE?

It must be on the driver's side and passenger's side front doors.





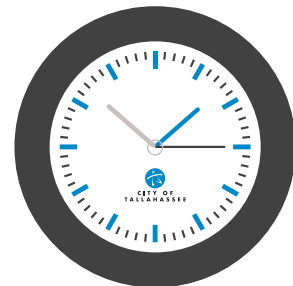
EMBROIDERED SHIRTS



OPTIONS

Only three layout options of the **Primary Brand** are available for embroidering. The **Secondary Brand** and **Sub-Brand** are **NOT AVAILABLE** for embroidering. The **Primary Brand** must always be on the left chest. The department name can either be **(1)** underneath the **Primary Brand**, **(2)** on the right chest, or **(3)** on the left sleeve. The department name must use ARIAL BLACK, be CAPITALIZED and match the color of the wording "CITY OF TALLAHASSEE" in the **Primary Brand**. The color of the shirt is optional as long as the **Primary Brand** follows the color guidelines laid out on page six of this document.

CLOTHING & PROMOTIONAL ITEMS





LEGAL REQUIREMENTS

AGREEMENT FOR USE OF BRAND/NAME

1. Parties

This Agreement contains the terms and conditions by which THE CITY OF TALLAHASSEE—with a principal place of business at 300 S. Adams St., Tallahassee, Florida, 32301—is willing to grant you a license to use one of the CITY OF TALLAHASSEE brands and/or name.

2. Definitions

“The Brands” are the THE CITY OF TALLAHASSEE brands as specified by THE CITY OF TALLAHASSEE from time to time, a current version of which is set forth on [Talgov.com/Branding](https://talgov.com/branding) and made part of this Agreement.

3. Grant of License

We grant You a non-exclusive, royalty free, license to use The Brands in your company’s advertising, literature and websites solely in connection with the marketing with the marketing and affiliation with the THE CITY OF TALLAHASSEE.

4. Term of License

The license granted by this Agreement shall commence on date clicked/submitted (the “Effective Date”), and continue until terminated as provided below.

5. Limitations on License

You agree to comply with the following, which are conditions of the license granted by this Agreement:

- A. You may only use The Brands and THE CITY OF TALLAHASSEE name in strict conformity

with the standards as provided by THE CITY OF TALLAHASSEE or as set forth on the following web page: [Talgov.com/Branding](https://talgov.com/branding) or at such other Internet location on the World Wide Web as we may notify You. You acknowledge and agree that it is your responsibility to remain informed about, and to immediately comply with, any changes we may make in the THE CITY OF TALLAHASSEE Identity Standards that affect your use of The Brands.

- B. You may not assign the license granted by this Agreement without our prior written consent.
- C. The license granted by this Agreement is non-sublicensable. Nothing in this Agreement grants You, or authorizes You to grant to any other person, firm or corporation, any right to use The Brands in any way or by any means or manner.

6. Trademarks and Copyrights

- A. As between THE CITY OF TALLAHASSEE and You, You acknowledge THE CITY OF TALLAHASSEE’s exclusive right, title, and interest in and to the trademark rights in The Brands. You agree that You shall not acquire any right of any kind in The Brands as a result of your use of it, and You agree that all such uses shall inure to the benefit of THE CITY OF TALLAHASSEE.

- B. You agree that You shall not: (i) use The Brands in any manner likely to diminish its commercial

LEGAL REQUIREMENTS CONTINUED

value; (ii) knowingly use any name, brand or icon likely to cause confusion with The Brands; (iii) make any representation to the effect that The Brands is owned by You rather than by THE CITY OF TALLAHASSEE; (iv) challenge either the validity or THE CITY OF TALLAHASSEE's ownership of any trademark rights which incorporate The Brands; or (v) attempt to register, register or own in any country: a) The Brands; b) any domain name incorporating in whole or in part The Brands or c) any name, domain name, keyword or mark confusingly similar to The Brands.

- C.** As between THE CITY OF TALLAHASSEE and You, You acknowledge THE CITY OF TALLAHASSEE's exclusive right, title and interest in and to the copyright in The Brands, and You agree that You will not contest or assist another in contesting that copyright or THE CITY OF TALLAHASSEE's ownership of it.
- D.** All materials, if any, provided by THE CITY OF TALLAHASSEE to You under this Agreement, and all proprietary rights in and to all such materials shall remain the sole and exclusive property of THE CITY OF TALLAHASSEE, subject only to the non-exclusive rights granted to You under this Agreement.
- E.** Upon request, You shall furnish to THE CITY OF TALLAHASSEE, without charge, samples of materials which feature The Brands or the THE CITY OF TALLAHASSEE name. THE CITY OF TALLAHASSEE shall have the right of approval

over such items by giving written notice to You, within twenty (20) days of receipt of the samples, of such reasonable changes or corrections as may be necessary to comply with THE CITY OF TALLAHASSEE's reasonable quality concerns. You shall make and incorporate said changes or corrections. THE CITY OF TALLAHASSEE's failure, following receipt of samples, to give notice of any such changes or corrections shall be deemed by You to constitute approval by THE CITY OF TALLAHASSEE.

- F.** If THE CITY OF TALLAHASSEE, in its sole discretion, determines that any materials used, sold, distributed or offered for sale or distribution by You under this Agreement are unsatisfactory to THE CITY OF TALLAHASSEE, either based on the quality of the materials themselves or the depiction of The Brands on the materials, then THE CITY OF TALLAHASSEE shall so notify You in writing. Upon receipt of such notification, You shall have thirty (30) days to implement such reasonable changes, as THE CITY OF TALLAHASSEE shall suggest, ensuring that the materials are satisfactory to THE CITY OF TALLAHASSEE.

7. Representations and Warranties

You hereby represent and warrant to THE CITY OF TALLAHASSEE that You (a) have the right, power and authority to enter into this Agreement and to perform Your obligations as set forth herein; (b) are under no obligation or restriction that does or would interfere or conflict with your obligations under this Agreement, nor will You assume any such obligations



LEGAL REQUIREMENTS CONTINUED

or restrictions during the term hereof; and (c) the information provided by You in connection with this Agreement is true, correct and complete.

8. Disclaimer and Warranties

THE CITY OF TALLAHASSEE DISCLAIMS ANY AND ALL WARRANTIES THAT MAY BE EXPRESS, IMPLIED OR STATUTORY WITH RESPECT TO THE BRANDS OR OTHERWISE, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES AGAINST INFRINGEMENT, TITLE, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, AND AGAINST ALL CLAIMS AND LIABILITIES ARISING OUT OF YOUR USE OF THE BRANDS.

9. Limitation of Liability

IN NO EVENT SHALL THE CITY OF TALLAHASSEE BE LIABLE FOR ANY DAMAGES OF ANY KIND, INCLUDING WITHOUT LIMITATION ANY DIRECT, INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL OR PUNITIVE DAMAGES, OR FOR ANY LOST PROFITS, SAVINGS, DATA OR USE, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY (INCLUDING NEGLIGENCE OR STRICT LIABILITY), ARISING OUT OF THIS AGREEMENT. BOTH PARTIES ACKNOWLEDGE AND AGREE THAT THE LACK OF A REQUIREMENT OF ANY MONETARY PAYMENT HEREUNDER IS BASED IN PART UPON THESE LIMITATIONS, AND FURTHER AGREE THAT THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. Without limiting the foregoing, THE CITY OF TALLAHASSEE shall have no responsibility for any monetary damages under any contract, tort or other legal or equitable theory, regardless of the form of the

action. Such limit shall apply whether or not THE CITY OF TALLAHASSEE has been advised of the possibility of such damages.

10. Indemnity

You shall indemnify, defend and hold harmless THE CITY OF TALLAHASSEE, its affiliates, and their respective officers, directors, members, employees and agents from and against any claims, actions, suits or proceedings, as well as any and all claims, actions, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any misrepresentation or breach of your representations and warranties set forth in this Agreement; and (b) any non-compliance by You with any agreements or undertakings contained in or made pursuant to this Agreement.

11. Termination

- A.** THE CITY OF TALLAHASSEE may, in its sole discretion, terminate this Agreement or modify your license to use The Brands at any time upon written notice to You. Upon termination of this Agreement, You shall immediately cease any and all use of The Brands or any trademarks confusingly similar to The Brands.
- B.** You may terminate this Agreement at any time upon thirty (30) days prior written notice to THE CITY OF TALLAHASSEE.
- C.** Unless renewed by mutual agreement of the Parties, this Agreement shall expire three (3) years from the Effective Date.

LEGAL REQUIREMENTS CONTINUED

- D. The provisions of Paragraphs 6, 7, 8, 9, 10, 12, 13, and 15 hereof shall survive termination of this Agreement.

12. Notices

Any notice required or permitted by this Agreement shall be in writing and shall be deemed sufficient upon receipt by the other party, when delivered by certified or registered mail, return receipt requested, by commercial overnight delivery service, or by personal delivery to the address of such party as set forth above or to any subsequent address designated by either party, on notice to the other pursuant hereto, for the purpose of receiving notices under this Agreement.

13. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of FLORIDA, without regard to the conflicts of laws provisions thereof. The parties hereby submit to the exclusive jurisdiction of the federal and state courts located in Tallahassee, Florida, and any action or suit under this Agreement shall only be brought by the parties in any federal or state court in Tallahassee, Florida with appropriate jurisdiction over the subject matter.

14. Amendment

THE CITY OF TALLAHASSEE reserves the right in its sole discretion to amend this Agreement by providing You with prior written notice thereof.

15. Miscellaneous

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all oral or written agreements and understandings made and entered into by the parties prior to the Effective Date hereof. You may not assign this Agreement in whole or in part without the prior written consent of THE CITY OF TALLAHASSEE, and any purported assignment in violation of these provisions shall be null and void. Subject to the foregoing limitation, this Agreement shall be binding upon and inure to the benefit of the parties hereto, their respective heirs, personal representatives, successors and assigns. If any provision of this Agreement shall be held by a court of competent jurisdiction to be void or unenforceable, the remaining provisions shall remain in full force and effect. No waiver by either party of any breach of any provision of this Agreement shall constitute a waiver of any concurrent or subsequent breach of the same or any other provisions hereof, and no waiver shall be effective unless made in writing and signed by the waiving party. This Agreement shall not be construed or deemed to create any partnership, joint venture, agency, franchise or other form of agreement or relationship between the parties other than as expressly set forth herein.

DOWNLOAD. CREATE. SHARE.

TALGOV.COM/BRANDING



Great job on reaching the end of this booklet and officially becoming a City of Tallahassee brand wiz!

Visit **Talgov.com/Branding** or scan the QR Code above to receive our brand package. Remember to enter in your email address when prompted, so we know where to send the information.

Now, here's the deal: After you create your draft item with our brand on it, send a screenshot or proof/draft of everywhere our brand is used to **Branding@Talgov.com**. Our branding team needs to give it the thumbs up before anything gets printed or published. Within 24 hours of sending it over, you'll get the green light or some tweaks to make.

Thanks a bunch for playing by the rules and keeping the City of Tallahassee brand looking sharp!



**CITY OF
TALLAHASSEE**

Department of Communications

City Hall, 300 S. Adams St. Tallahassee, FL 32301

850-891-8533 | Branding@Talgov.com | Talgov.com