



# BRAND GUIDELINES

# INTRODUCTION

These are comprehensive brand guidelines for City of Lone Tree.

As with any good brand, adherence to graphic standards is a sure way to preserve the original intent and create thoughtful and informed visual solutions moving forward. These pages contain all of the tools and rules that you need to create consistent and compelling materials that are unique to City of Lone Tree.

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## BRAND POSITIONING

We will achieve The City of Lone Tree's community vision by doing things the best way, not just the expected way.

## BRAND PERSONALITY

**One-of-a-kind, desirable, proud, innovative, leader, highly-educated, popular, neighborly, collaborative, small but powerful.**

## BRAND PROMISE

The City of Lone Tree is a vibrant Colorado community that represents a national model for urban innovation through a best-of-the-best approach to all aspects of future development. With an appreciation that successful community building also requires a people-first approach to every city staff interaction and the consistent engagement of our current residents in every aspect of our continued growth.

Appropriate use of the City of Lone Tree identity is imperative to establish recognition and preserve the integrity of the brand. The guidelines are intended to unify all applications to promote consistency and memorability of the identity to your audience. Please adhere to these rules.

### PRIMARY

The primary City of Lone Tree logo is the horizontal version with the word-mark left justified and stacked to the right of the icon. The primary logo colors are Lone Tree Green and Lone Tree Gold as specified on page 9 of the guidelines. This version is to be used with white or light colored backgrounds.

When the logo is used on a dark colored background or overlaid on an image, it is used in its reversed form, specified at right.

The grayscale identity should be reserved for use on materials where black and white reproduction is the only option.

### POSITIVE



### REVERSE



### GRAYSCALE



### CLEAR SPACE

No object should ever intrude upon the clear space that surrounds the logo. The clear space is determined by the height of the letter "O", specified at right.



CLEAR SPACE

### ICON

The Tree icon can be used without the primary identity to reinforce brand recognition and promote a sense of welcoming and confidence. It should always be used in close proximity to the primary identity.



### Minimum Size

The identity has a minimum permitted size in order to maintain legibility and graphic integrity. The primary identity should never be used smaller than .75" in width, specified at right.

TOTAL WIDTH NO LESS THAN .75"



Secondary logo formats are profiled below. Use these versions only when the primary logo version can not be used.

WITH COLORADO TAGLINE



STACKED PRIMARY COLORS



SINGLE COLOR BLACK



STACKED SINGLE COLOR BLACK



TWO COLOR GOLD AND BLACK



STACKED TWO COLOR GOLD AND BLACK



Do not stretch or skew logo



Do not rotate logo in any way



Do not use colors other than Lone Tree Green or Lone Tree Gold



Do not use smaller than minimum size



Do not change the size or relationship of the elements of the identity



Do not redraw or retype any elements of the identity



The City of Lone Tree typography palette captures a unique balance between precision, innovation and sophistication. The appropriate use of complementary fonts adds another level of visual sophistication and recognition to a brand. It provides visual hierarchy to enable ease of navigation as well as directed messaging.

### HEADLINE, DISPLAY & BODY COPY

Montserrat is the primary font used for all marketing and communication materials. This versatile font can support a full range of uses from display and headlines to sub-heads, call-outs and body copy. Make sure display type and headlines are greater in size than sub-headlines to establish hierarchy.

## MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR

**BOLD**

! For e-mail and other formats that require use of Microsoft standard typefaces, please use Corbel or Verdana in place of Montserrat.

Licenses may be required for Montserrat. Please purchase if prompted to do so.



Color adds another level of visual consistency and recognition to the brand that eases navigation and encourages clear communication. Below are the color breakdowns for each color, tuned to provide the best match across a variety of mediums: Pantone Matching System (PMS), CMYK (process), and digital RGB and HTML.

### Primary Palette

The primary palette should guide most color choices for the brand, including identity, visual elements, graphics, and type.

<b>PMS</b> LONE TREE GREEN 553 C    LONE TREE GOLD 4495 C    BLACK    WHITE
<b>CMYK</b> 79 0 87 76    0 19 100 43    0 0 0 100    0 0 0 0
<b>RGB</b> 0 70 28    161 131 0    0 0 0    255 255 255
<b>HTML</b> 00461C    A18300    000000    FFFFFFFF

### Secondary Palette

The secondary palette should guide color choices when creating floods, color blocking, grounding, or when other colors are needed to complement the primary palette.

<b>PMS</b> 7731 C    139 C    10% BLACK
<b>CMYK</b> 81 26 84 11    26 65 100 13    0 0 0 10
<b>RGB</b> 51 132 82    173 99 2    230 231 232
<b>HTML</b> 338452    AD6302    E6E7E8



The CMYK and RGB values for the color breakdowns have been modified from the original Pantone numbers. Only use Pantone Spot colors when absolutely necessary.

The colors represented in this guide should not be used as an accurate matching reference.

The photo library includes distinct imagery that represents the vibrant and neighborly attributes of Lone Tree. When building out the library, please reference the styling notes listed here to create brand appropriate imagery.

## OUTDOOR

Outdoor photography should capture the vibrant open spaces that surround Lone Tree. This imagery includes architecture, residential neighborhoods, transit and public parks.

- Capture bright imagery that features Colorado's beautiful blue skies.
- Compositions should maintain a clean aesthetic that reinforces a sense of space.
- Utilize both medium and long-range focal points to build dynamic and expansive compositions.



## PEOPLE

This photography should feature candid members of the community active and enjoying the great outdoors.

- From individuals to group shots, compositions should always be bright and colorful.
- Utilize both close-up and medium range photos to increase compositional diversity.





CONTACT

# ANY QUESTIONS?

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