

**RESOLUTION NO. 21-32**

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF MARICOPA, ARIZONA, CONDENSING AND UPDATING THE PREVIOUSLY ADOPTED CITY LOGO AND BRAND STANDARDS MANUAL BY APPROVING AND ADOPTING A REVISED STREAMLINED CITY OF MARICOPA BRANDING GUIDELINES MANUAL, AND AUTHORIZING THE CITY MANAGER TO MAKE FUTURE REVISIONS TO THE GUIDELINES AS NECESSARY.**

**WHEREAS**, on February 5, 2008, the Mayor and Council of the City of Maricopa, Arizona, approved Resolution No. 08-07 approving and adopting a new official City Logo and Brand Standards Manual; and

**WHEREAS**, on February 3, 2009, the Mayor and City Council amended the branding guidelines to include logo usage rules and guidelines; and

**WHEREAS**, the Mayor and Council of the City of Maricopa have reviewed the City Logo and Brand Standards Manual, as amended from time to time, and have determined that the manual should be condensed and updated by approving and adopting a revised streamlined City of Maricopa Branding Guidelines Manual.

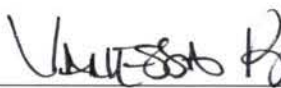
**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and City Council of the City of Maricopa, Arizona, that the City Logo Brand Standards Manual, as adopted on February 5, 2008 and amended on February 3, 2009, is hereby condensed and updated by approving and adopting a revised streamlined City of Maricopa Branding Guidelines Manual in the form attached to and made a part of this Resolution and the City Manager is hereby authorized to make future revisions to the Guidelines as necessary.

**PASSED AND ADOPTED** by the Mayor and Council of the City of Maricopa, Arizona, this 15<sup>th</sup> day of June, 2021.

APPROVED:

  
\_\_\_\_\_  
Christian Price  
Mayor

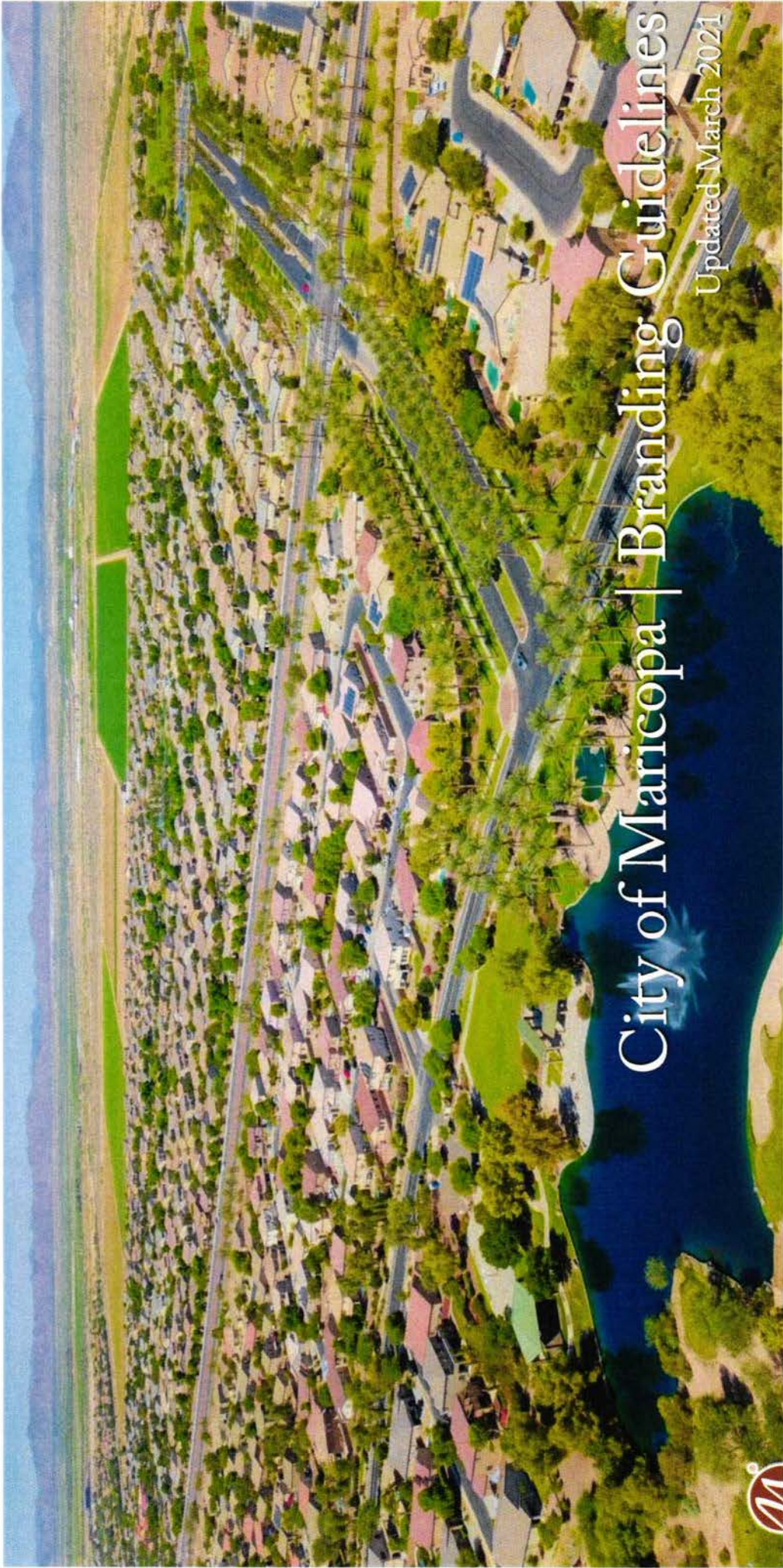
ATTEST:

  
\_\_\_\_\_  
Vanessa Bueras, CMC  
City Clerk



APPROVED AS TO FORM:

  
\_\_\_\_\_  
Denis Fitzgibbons  
City Attorney



# City of Maricopa | Branding Guidelines

Updated March 2021



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# OBJECTIVE AND USE OF GUIDELINES

The purpose of this document is to:

- a) Provide a straightforward, easy-to-understand guide to branding for the City of Maricopa that offers greater flexibility in design standards
- b) Establish a standard operating document for branding and marketing the City of Maricopa
- c) Provide instruction and direction on if and when design reviews are necessary prior to publication
- d) Promote imagery that is compatible with and complements the City of Maricopa
- e) Foster a sense of place and pride in visiting, working and living in the city of Maricopa

# LOGOS



## Do

- Utilize the logo in any official internal and/or external document
- Ensure the logo can be easily read and identified
- Create a clear zone around logo to avoid potential visual distractions when attempting to read the logo
- Allow for some artistic creativity to complement the color palate with the document

## Don't

- Stretch, condense, skew or otherwise distort the logo or symbol
- Change any of the fonts within the logo without prior approval
- Place the logos on colors that do not display sufficient contrast
- Crop the logo for any reason



# BRAND COLORS



# EXTENDED COLOR PALETTE



## Do

- Ensure the colors are consistent in any internal or external facing document
- Keep a consistent log of any colors utilized outside of this document for future reference
- Utilize the color palette from popular holidays and events
- Allow for a variation in the tinting of approved colors depending on the utilization required
- Use unique colors to highlight, emphasize and/or promote specific celebrations, events or programs
- Submit any desired additions or changes to [communications@Maricopa-az.gov](mailto:communications@Maricopa-az.gov) for approval

## Don't

- Use any color combinations that are specifically utilized by a copyrighted/trademarked brand
- Utilize any colors not specifically listed in this document without prior approval from the Communications Department
- Use any more than five (5) basic colors in any individual image/document
- Mix and match individual colors from other City of Maricopa brands into a current brand
- City of Maricopa Police and Fire/Medical Department logos may not be changed or modified for any reason

# APPROVED FONTS



Adobe Caslon Pro Regular  
 AvenirLTStd 65 Medium  
 Georgia  
 Century Gothic  
 Trebuchet MS



Adobe Caslon Pro Regular  
 AvenirLTStd 65 Medium  
 Georgia  
 Papyrus



Adobe Caslon Pro Regular  
 AvenirLTStd 65 Medium  
 Georgia  
 Montserrat



Adobe Caslon Pro Regular  
 AvenirLTStd 65 Medium  
 Georgia



Adobe Caslon Pro Regular  
 AvenirLTStd 65 Medium  
 Georgia

The fonts listed above are pre-approved for use in any official document. Additional fonts may be considered and reviewed on a case-by-case basis depending on event and intended use. Ensure that any intended font considered is royalty-free and does not require a license to use. Submit requests to [communications@Maricopa-az.gov](mailto:communications@Maricopa-az.gov).



# SOCIAL MEDIA FORMATTING GUIDES

## facebook

Cover Photo  
851 x 310 px

Event Photo  
500 x 262 px

Image Photo  
1200 x 630 px

Profile  
Photo  
180 x 180 px



Square  
Photo  
1080 x  
1080 px

Vertical  
Photo  
1080 x  
1350 px

Horizontal  
Photo  
1080 x 1350 px

## LinkedIn

Cover Photo  
1584 x 396 px

Image Photo  
520 x 320 px

Link Photo  
520 x 272 px

Profile  
Photo  
400 x 400 px



Cover Photo  
1500 x 500 px

Image Photo  
1024 x 512 px

Link Photo  
520 x 254 px

Profile  
Photo  
200 x 200 px

## YouTube

Channel Banner  
2560 x 1440 px

Desktop Display  
2560 x 423 px

Mobile Display  
1546 x 423px

# ADDITIONAL BRANDING GUIDES

## Email Signature

- Signatures must be in size ten (10) Georgia font
- Only the name and hyperlinks may be in a different color
- Include all contact information
  - Employees with a company-issued cellular phone or stipend must include their mobile number
  - Include the official City of Maricopa/iSTAR logo
- Include all relevant links to City of Maricopa homepage and social media sites

First Last  
Job Title  
Department

p: 123-456-7890  
m: 098-765-4321  
f: 102-938-4756  
email@maricopa-az.gov



[Maricopa-AZ.gov](http://Maricopa-AZ.gov) | [eNewsletter](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Flickr](#) | [Text Alerts](#)

## Business Cards

- All employees will utilize the same style and design of business card
- Include all contact information
  - Any employees with a company-issued cellular phone must include their mobile number
- Additional color palettes for the back of the business card may be considered for specific departments and divisions under the City of Maricopa brand with prior approval from the Communications Department



# ADDITIONAL BRANDING GUIDES

## Marketing & Advertising

- Any city-sponsored event or program should attempt to brand itself in a manner that clearly demonstrates it belongs to the City of Maricopa
- Always include the City of Maricopa logo in any document.
  - When possible, use the complete horizontal logo.
- To distinguish ourselves and promote our brand, include one or more of these elements when developing or updating new programs or events:
  - Utilize at least one (1) color from our established color palette
  - Include 'City of Maricopa', 'Maricopa', or 'Copa' in the title
  - Include the standalone "M" as an element of the logo



## Street Signs & Kiosks

- Street signs are to be produced utilizing the City of Maricopa standalone "M"
- Street signs will follow City rules and regulations
- Kiosks must feature the City of Maricopa logo and utilize only two (2) colors from the primary color palette
- All new signs are brown



# BRANDING CONSIDERATIONS

- Integrate our brand into every aspect of our marketing
  - Maricopa is a unique entity, unlike any other, and should serve as the focal point
  - Ensure that our audience can easily identify City organized and sponsored events/programs.
- Determine your target audience
  - Each social media site caters to a specific demographic and ensure your marketing materials are prepared with your audience in mind
- Stay consistent with brand messaging
  - Apply all of the established guidelines and principles
  - Do not confuse consistency with rigidity

# BRANDING TEMPLATES

[Letterhead](#)

[Fax Cover Sheet](#)

[Email Signature](#)

[Business Card](#)

[PowerPoint Presentation](#)

These templates have been designed to follow current branding guidelines. Users may copy these files and make any changes that have been outlined within this document. Any changes that occur outside of these parameters must be submitted to [communications@Maricopa-az.gov](mailto:communications@Maricopa-az.gov) for approval.

**DO NOT** make any changes to the original documents.