



Brand Style Guide

cityweb/communications





Brand Style Guide

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Tips for Using this Brand Style Guide:

1. Use this guide as a reference and an example of how to use brand elements.
2. Contact Communications if you have any questions about using the brand elements or have questions about an upcoming project.

ACCESSIBILITY:

The brand elements can be used to help increase accessibility of information and clear messaging to the public. See accessibility tips on color, images, and font use in this guide.

For more information on web accessibility go to:
redmond.gov/873/Web-Accessibility

The City brand is first about people and the stories that connect and inspire us in relation to a **Sustainable Environment, Enhanced Livability,** and a **Connected Community.** The brand celebrates our individuality, uniqueness, and helps us discover the common threads we share in our community and across the world.

City Vision

To create a city with two vibrant urban centers in Downtown and Overlake, to enhance the livability and connections between our neighborhoods, and to deliver high-quality services in partnership with our community.

Mission

To collectively deliver our community's priorities in support of a dynamic community where we can all live, work, play, and invest.

.....
Values

Commitment to Service

We are dedicated to seeking solutions for our community.

Integrity

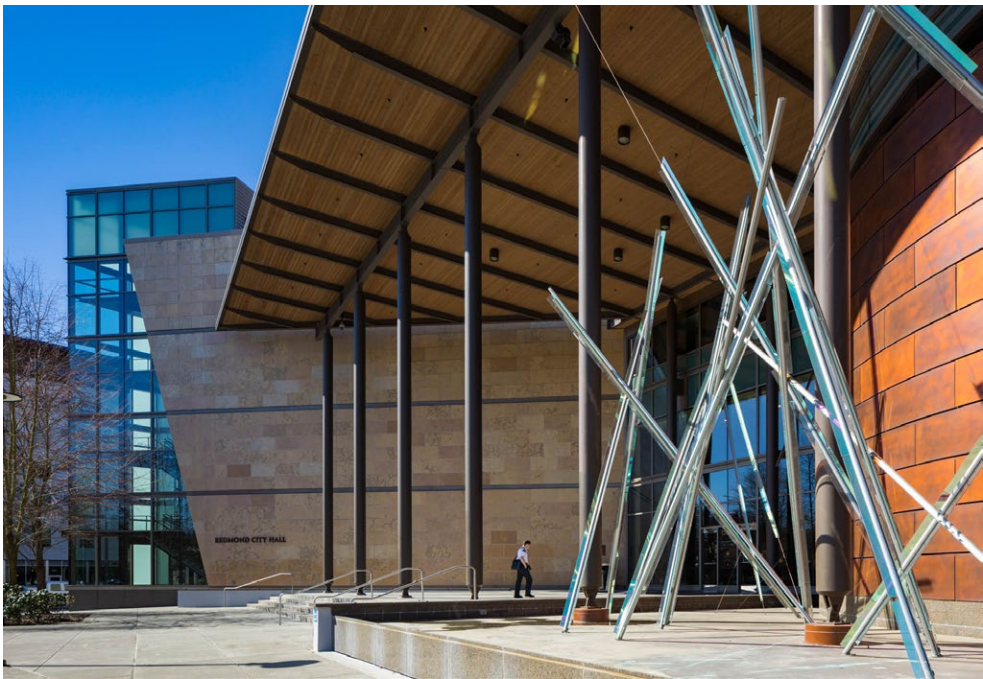
We demonstrate sound, honest, truthful, and consistent actions.

Accountability

We take ownership of our actions and responsibilities.

Welcoming

All residents are able to fully and effectively access city services, influence city policy and direction, and feel a sense of belonging in Redmond.



Brand Strategy

Simple

Concise

Clear

Easy to

Understand and

Translate

Image Focused

A brand is an interconnected collection of visual elements that communicates our Vision, Mission and Values to our audience.

Sustainable Environment

Highlighting the personal responsibility we feel towards the environment

Enhanced Livability

The opportunity and enjoyment of urban city life

Connected Community

Connections and getting involved in our community, events, and City government



Tips on applying the Brand Strategy:

1. Make it about people; their lives and what matters most to them
2. Tell a story that connects and inspires
 - Photos of people that tells a story
 - Headlines grab attention and support the story being told in the image
 - Story lines about people and their lives
3. Write the City into the story to show how our work, services, role, etc connects and supports the lives of people and the future of our city.



Photography

Photography is an essential part of the City's brand. Effective imagery connects on a deeper level and aligns with who our audience is, what they value, and what they aspire to. Whether used for print publicity or web-driven content, photographs should be thoughtfully composed and selected to tell a story to the viewer.





Candid people photography

Images of community members and City employees working, playing, and connecting with their community. These photos should take a candid and up-close look at the people of Redmond as they go about their daily lives or even just imply a human presence in an image.

Skylines

Images of skylines hold potential, hope, and stories yet to be told. Shots should showcase Redmond through unusual perspectives.

Landscapes

These are photos that show Redmond in an iconic light. Find unexpected perspectives to shoot familiar landmarks. Shoot from the human perspective, whenever possible.

Functional/Topical (supports important messaging)

Some important messaging needs to be clear and concise with specific supporting imagery. However, when possible, think about the people impacted and how to connect with their experience.

ACCESSIBILITY TIP:

Add 'Alt Text' when adding images to describe and provide context when a screen reader is being used.

Tips for selecting or taking good images:

- Choose images that communicate one or more of the themes: Environment, Connected Community and Livability.
- Be authentic: Avoid models or stock photos if possible.
- Be candid: Capture real people doing real things but don't stage or pose people.
- Show people or imply a human presence in the image. Try a wide lens and lower shot angle for a heroic spin on a person going about their work or life.
- Zoom in and crop to create a bold statement. Don't try to show the whole scene but tell part of the story and leave the rest to the imagination.

Resources:

[Photo Library](#)
[Shutterstock](#) (send link to your communications liaison to request images)
[Photo/Video Equipment Checkout](#)

Logo

The logo provides a way to identify our brand to our audience.



Tips for Using the City Logo:

- Use the solid black logo on white or lighter backgrounds and the white logo on darker colors and images
- Place the logo where it has space and balanced negative space
- Contact Communications if you have any questions or issues using the logo

Resources:

[Download Logos](#)

Design Elements

These elements can be used to create hierarchy and order in a layout.



DOTTED HORIZONTAL LINE

~3 pt, Dotted, Any gray color swatch from palette

Use to break up content and make it more manageable for the eye to scan and take in as blocks of info

NEGATIVE SPACE

- Helps provide balance, simplicity, and can improve hierarchy in a layout.
- Negative space around elements or text will elevate that content visually as the negative space can provide eye relief.

SOLID VERTICAL LINE

~7pt, Canary or any color color swatch from the palette

Use alongside pull quotes or to bring attention to call-outs and statements

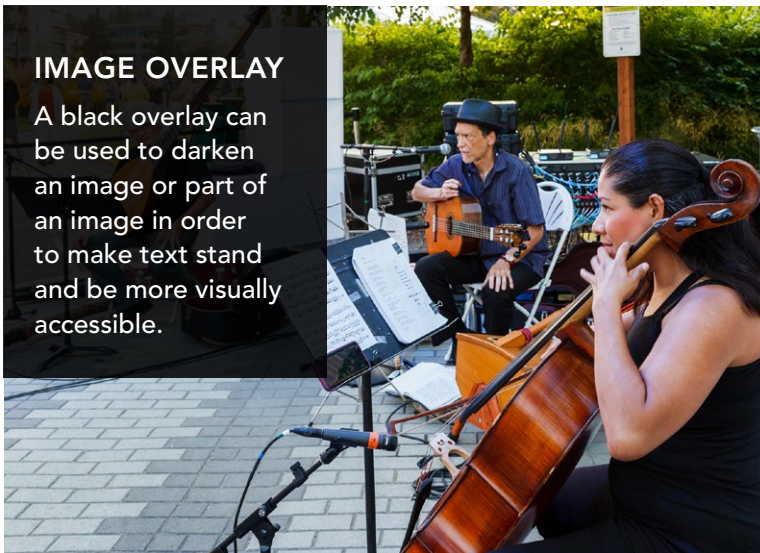
HEXAGON

Gray, white, 15-20% Opacity

The hexagon represents an interconnected element which celebrates the combination of technology and the natural world.

IMAGE OVERLAY

A black overlay can be used to darken an image or part of an image in order to make text stand and be more visually accessible.



Messaging

Audiences will connect with our organization if messaging is clear, concise, consistent – and delivered with a conversational tone.

Tips for Writing in the Brand Voice:

- Think about your topic from the audience's perspective and how it affects their daily lives
- Tell a story with an impactful headline and related image
- Be clear and concise
- Use an active voice
- Avoid sounding overly formal
- Utilize a first-person perspective as often as possible
- Avoid slang, jargon or figures of speech which may not translate or be understood

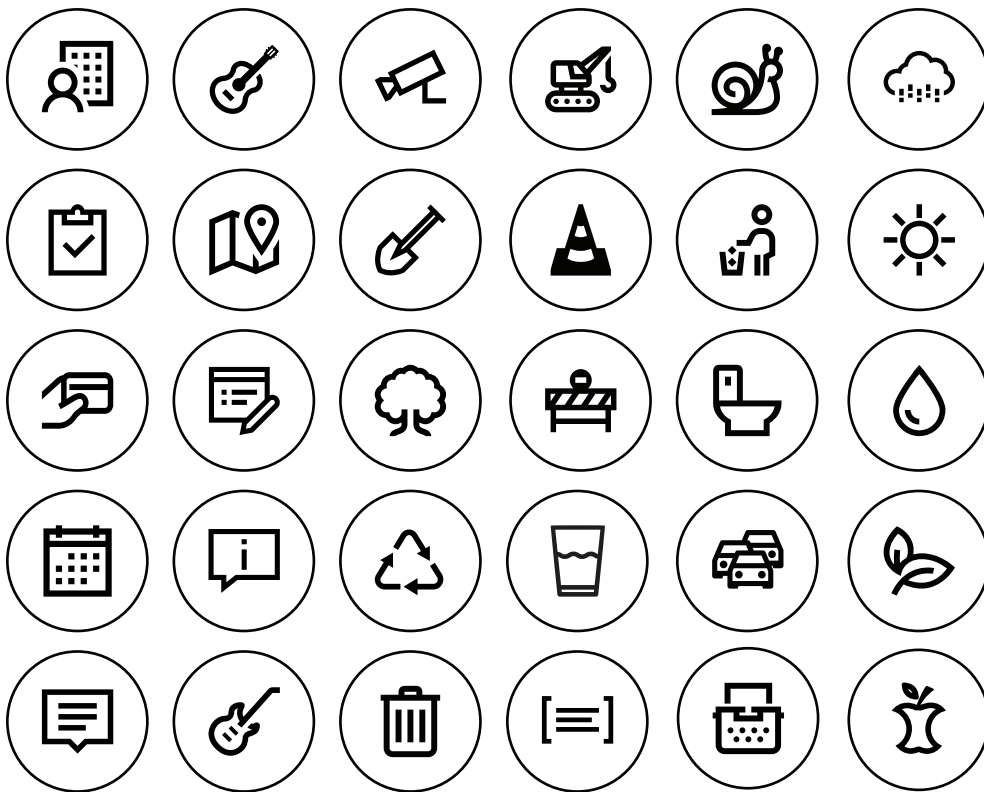
Resources:

[Web Writing 101](#)
[Writing Standards](#)
[Press Release Template](#)



Icons and Infographics

Icons are used in many instances to convey a visual message. They appear on the website, presentations, and in many documents that benefit from another layer of visual messaging.



Tips for Using Icons:

- Select the icon that supports your message or topic
- Use icons sparingly and as a supporting design element not a large visual
- Ensure you are communicating the visual message clearly by getting feedback and collaborating on your work

Resources:

[Icon Library](#)

Typography

To encourage consistency in the presentation of our messaging, the City of Redmond uses these font styles.



Tips for using Typography:

- Use template styles for styling text and if needed adjust sizes to best fit the application.
- Brand colors can be applied to headings sparingly to create visual interest, but use darker swatches to keep enough contrast
- Avoid using color on paragraph text, stick to black or dark gray

ACCESSIBILITY TIP:

Use at least a 10 point font for text sizing. Smaller text can be difficult to read without a screen reader or text enlarging software.

Primary Brand Fonts

Avenir Next LT Pro

Avenir Next LT Pro Light

Available on all City computers working with Microsoft 365 applications.

Alternate Brand Fonts

Arial Bold

Arial Regular

If Avenir isn't available, use Arial as an alternate.

Screenshot of the Report template below

Section Title

Subtitle

Sub-Heading 1

Sub-Heading 2

Sub-Heading 3

Sub-Heading 4

Normal

Bullets

Bullets

Bullets

Quote block

TABLE 1 - EXAMPLE TABLE, ADD A CAPTION ABOVE AS A TITLE

Table Header	Column 1	Column 2	Column 3
Row 1	Sample text	Sample text	Sample text
Row 2	Sample text	Sample text	Sample text
Row 3	Sample text	Sample text	Sample text
Row 4	Sample text	Sample text	Sample text
Row 5	Sample text	Sample text	Sample text
Row 6	Sample text	Sample text	Sample text

Font styles have been pre-loaded into all the templates to help organize and style text.

COLOR

Not only is a picture worth a thousand words, but also contains millions of colors visible to the human eye. Photography is the main delivery mechanism of color in the new brand.

ACCESSIBILITY TIP:

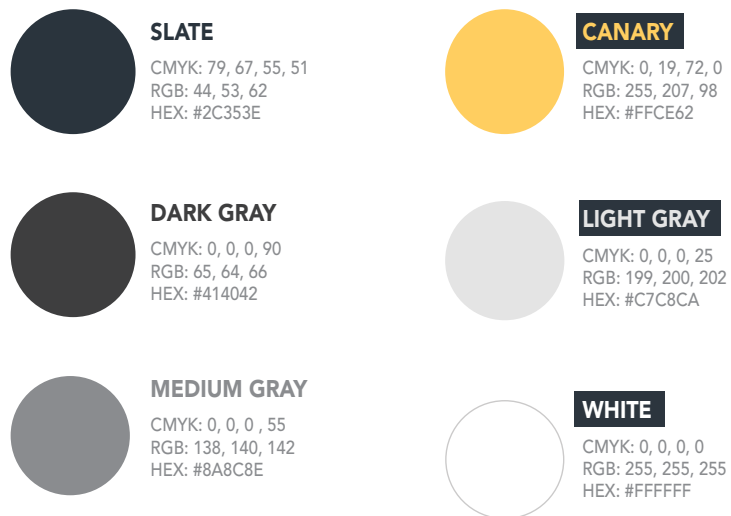
If applying the lighter colors to text, ensure enough contrast by using on a darker color background or over an image with a darker overlay.



Color Strategy

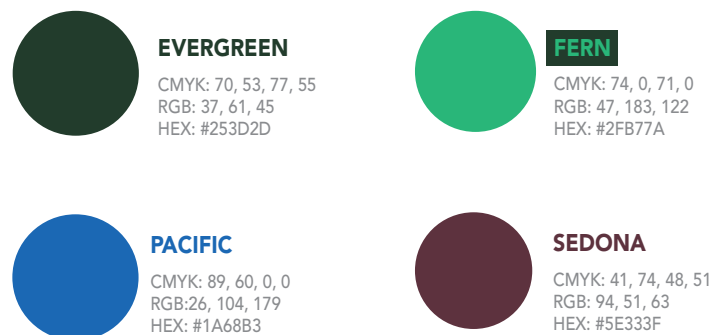
Images are used as the primary color delivery method and other colors are used more sparingly. Use Slate and the grays of the primary palette with highlights of the Canary to add visual interest and a warm and inviting tone.

Primary Color Palette



Supporting Color Palette

Adding in a supporting color helps add variety and works in combination with the primary palette. One color from this palette is usually enough.



ASK About OUR CSA Program!

- Turnips - \$3.00
- Kohlrabi - \$1.00/each or 3 for \$2.50
- CHARD - \$2.50
- BASIL - \$2.50
- Parsley - \$2.50
- BEANS - \$3.25/lb
- Siletz Tomatoes - \$3.00/lb
- SUNGOLDS - \$4.50
- Lettuce - ALL KINDS - \$2.75 or 2 for \$5.00
- ONIONS - ALL kinds - \$1.00/lb
- Summer Squash - \$2.00/lb
- DILL - \$3.25/bunch



EMAIL

Email is one of the City's largest internal and external communication platforms.

Outlook Emails

Email Signature

The purpose of the email signature is to provide information about you and the organization. The email signature is not a place for creativity or personalization. It essentially serves the same purpose as a business card; it includes your name, title, how and where to get a hold of you, website and social media links, and a notice of public disclosure.

- [Update your signature now](#)

Tips for Using Email

- Keep message brief
- When sending to multiple external email addresses, place addressees in the Bcc line to protect privacy
- Keep subject lines brief

GovDelivery Emails

The City uses GovDelivery (a product of Granicus) to send external messages to the community such as City newsletters, traffic alerts, project updates and activity announcements, etc. If you would like to learn more about this product and to find out who in your department are trained editors, please inquire with your Communications Liaison.

Staff Email Templates

We also provide a collection of branded email templates that staff can use to send out messages on behalf of a particular department, service, or project. More often than not, these are used for internal messaging and we encourage staff to use these sparingly. We would first ask that you consider sharing your message/update through the Mayor's Weekly "Our Redmond Stories" emails that go out on Wednesdays.

[Make a request to include your message in the Mayor's Weekly](#)

[Use a branded staff email template](#)



Human Resources - Message (HTML)

Insert Options Format Text Review Help Acrobat Tell me what you want to do
Follow Up High Importance Dictate
Low Importance Tags Voice

To
Cc
Subject Human Resources

HUMAN RESOURCES



Heading

Subheading

Type message here...

Follow these best practices:

- Keep heading as short as possible
- Only Copy & Paste plain text into this email template
- Formatting has already been set (don't change fonts or colors)
- Scale images down to 600 pixels wide or less (image should not extend width of email)



Name and/or Department
Phone: 425-556-2900
Email: [email@redmond.gov](\"mailto:email@redmond.gov\")
Website: [www.redmond.gov](\"http://www.redmond.gov\")

TEMPLATES

These template resources help us produce work that looks cohesive and communicates a unified visual message.

Tips for Using Templates

- Please be sure to review the [Template Use-Guidelines](#) within these templates to ensure proper use.
- Include [Title VI](#) message on all printed external materials (included on all Word templates)
- Collaborate on writing and editing content and get help proofing
- Keep it simple and stick to the template format and design

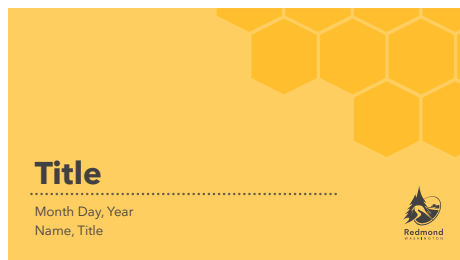
Resources:

[Powerpoint Presentation Templates](#)

[Word Templates](#)

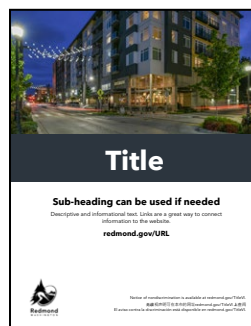
[Sign Templates](#)

[Title VI Text](#)



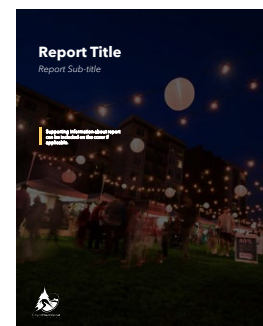
Presentation Templates

Several PowerPoint templates are available for developing presentations for Council, internal meetings, and other purposes.



Flyers, Posters, and Signs

Informational flyer and poster templates to promote important messaging to your audience and other templates are available.



Reports and Informational Documents

Create departmental reports using this template.





The City of Redmond assures that no person shall, on the grounds of race, color, national origin, or gender, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. For more information about Title VI, please visit redmond.gov/TitleVI.

无歧视声明可在本市的网址 redmond.gov/TitleVI 上查阅 | El aviso contra la discriminación está disponible en redmond.gov/TitleVI.