

City of Fort Worth Branding & Style Guide

January 2017



FORT WORTH®


Branding and design elements

While the City of Fort Worth is made up of many different departments and divisions, we are all a part of the same organization. Every city employee in every department is on the same team.

One of the best ways to show that we're on the same team is to use a shared set of branding elements – a specific combination of colors, fonts, symbols and design shapes, unique to our organization.

Over time, the use of organizational branding elements creates a team uniform, of sorts, for the city's marketing and communications. Residents and employees alike begin to associate a specific "look" with the City of Fort Worth, making our services, events and programs instantaneously recognizable as coming from a single organization.

Branding makes the city communications more efficient and distinguishable from other local organizations, but more importantly, it will visually convey to everyone – residents and employees alike – that in spite of the city's many services, programs, events and initiatives, all of us are working together toward the common cause of making Fort Worth better.

The city logo

The most prominent identifying mark of the City of Fort Worth is its Molly logo, which was adopted as the official city logo on July 18, 2000, by the City Council.

In Jan. 2002, the city entered into an agreement with the University of Texas System further describing Molly's use and appearance. In Aug. 2003, the city manager issued a revised administrative regulation on the use of Molly the Cow (A.R.D-4).

The Molly logo is easily recognizable, and is a valuable asset in communicating with the public. The logo helps residents identify personnel, property, printed materials and other forms of communication as originating from the official channels of the City of Fort Worth. The logo also reflects our city's Western heritage and promotes a sense of unity and community pride.

Here is the official City of Fort Worth logo:



Note the registered trademark symbol in by the "H." The Molly logo is registered with the federal copyright office, and the "Circle R" (®) should always be included when using the logo. Any City of Fort Worth logo that does not have the registered trademark symbol is not the official city logo, and is not to be used on any city marketing materials.

Logo specifications

The Molly logo must be printed and displayed as outlined in this guide, in the appropriate proportions and colors. Due to its registered trademark, no variations of the logo are permitted.

To ensure that the logo's coloring remains consistent on printed pieces, use the Pantone Matching System, or PMS information:

- The words "Fort Worth" must be printed in PMS 288 blue ink in Cheltenham font.
- The steer head must be printed in PMS 725 brown ink.
- Printers must use these colors. Vendors unable to use the PMS system must match the PMS colors as closely as possible and receive approval before going to press.

A single-color printing of the logo, in either solid black or solid white, is permitted on single-color publications. If the logo is printed on a non-white or multi-colored background, the logo must appear in single color format, in either solid black or white.

If someone would like to print the logo in another color, they must submit the request to the CPE office for approval.

Under no circumstances should the logo be printed in orange. The logo should also not be printed with a stroke or outline, where possible.

No employee, vendor or user is allowed to redraw, PhotoShop, typeset or otherwise electronically alter the logo in any way. Enlarging or reducing the logo size must be done proportionally.

Logo use for partner organizations

Employees may use the Molly logo for work-related communications consistent with their official capacity as an employee of the City of Fort Worth. In these instances, permission is not required.

However, if an outside or partner organization requests to use the Molly logo on their marketing materials, permission must be requested from the CPE Office. Contact the CPE Office and explain in a few sentences what the logo will be used for (whether an event, initiative or other cause), how the logo will be used (in what medium – printed communications, T-shirts, online promotion, etc.), and explicitly state how the City of Fort Worth is involved.

Logo display and permissions

Follow these guidelines to appropriately display the City of Fort Worth's Molly logo:

- The city logo must appear on all materials produced by the City of Fort Worth.
- All city departments, city-sanctioned programs and activities are required to use the logo as prescribed. Any other logos will be used in a secondary relationship to the official Molly logo.
- Department logos, facility-specific logos and logos for specific divisions within the City of Fort Worth, will be phased out in favor of the organization-wide Molly logo. Exceptions can be made for department vehicles or department uniforms.
- If more than one department is collaborating on an event, initiative or program, the single Molly logo should be used on all marketing materials.



Logo should not be stretched or skewed



Logo should not be in non-branding colors



Two color logo should not be on a dark colored background



Logo should not be printed in orange



Two color logo should not be on a colored pattern background



Logo should not have a stroke or outline

- If departments employ their own staff or use outside design and printing firms, it is the department's responsibility to ensure the city's logo rules are strictly followed. If any communication material fails to meet these specifications, the department will be required to reprint it at its own additional expense.
- The city logo must be separable from any program logo. The city logo cannot be used as part of another logo.
- The city logo may be used in conjunction with events and programs that the city is sponsoring or co-sponsoring. The logo may not be used at events that are merely held on city property, or that are produced by outside organizations that are designed to benefit the city.
- If the Molly logo is displayed with other logos (for example, if the city is one of several event sponsors), then the Molly logo should be larger and more prominent than the rest of the logos if the program or event being sponsored is organized by the City of Fort Worth. If the event or program is being organized by a partner or outside organization, then the City of Fort Worth logo may be displayed the same size as the other supporting logos.
- The City of Fort Worth logo cannot be used by an individual or organization without the expressed written consent of the CPE Office.

Need a copy of the Molly logo?

Copies of the city's Molly logo are available in full-color and one-color versions, in two different sizes and image formats, on CFW.net (<http://www.cfw.net.org>).

Other logos

The CPE Office may provide a special logo for a city event, program or marketing campaign.

Any new logos must be designed in a vector format. If the logo incorporates multiple colors, it must also have a single-color black/white alternative to be used on multi-color backgrounds, similar to the Molly logo.

When using the logo of a partner or cosponsoring organization on City of Fort Worth communications, remember to check with the partner or cosponsor to make sure their logo is being appropriately represented.

Email signatures for city employees

In order to project a more professional and consistent image, all City of Fort Worth employees who use email should adjust their email signature to be consistent with the following standards.

- Employees' names should be written in black Times New Roman font, size 14 point and bold. The rest of the signature should be in regular black Times New Roman font, size 11 point.
- The city's mission statement should be included beneath employees' contact information in black Times New Roman, 11 point italic bold: ***City of Fort Worth – Working together to build a strong community.***
- Employees whose department requires them to add additional language – such as a legal disclaimer, or a “How am I doing? Contact my supervisor” line – may include it at the end of their signature.
- Employees may choose to add social media icons, linked to the City of Fort Worth's social media accounts, to their email signatures. If they choose to do so, they should follow the example on CFWnet.
- No other images, wallpaper, backgrounds, clip art, colored text, quotes, or unauthorized content should be included in email signatures beyond the information included in this guide.

Name

Title

Department

Physical address (when applicable)

Office Phone: ###-###-####

Cell Phone: ###-###-#### (optional)

City of Fort Worth – Working together to build a strong community



Example of City of Fort Worth employee email signature.

Branding for specialty items

Some marketing campaigns will require the use of specialty items in addition to print or online materials – things like T-shirts, lanyards, water bottles, or other giveaway / promotional items.

- These specialty items should include the city's main Molly logo, adhering to the logo policy outlined in this section.
- The city's primary web address -- fortworthtexas.gov -- or a program-specific web address should be included on supporting materials where possible.
- Specialty items should be as consistent as possible to the colors used in the overall marketing campaign, including the primary and accent colors listed in the city color palettes. If specialty items do not exist in branding palette colors, use of black, white or clear as the primary color is acceptable. However, specialty items should strive to match the city color palettes as closely as possible.
- Communicators should check with the CPE Office to make sure any sub-branding elements (taglines, program-specific graphics, etc.) are compliant with branding standards prior to the ordering / printing of specialty items.

Color palettes and usage

Presenting a unified visual identity to the city's residents is best accomplished by repeating consistent themes in the layout, color and style of the city's communication materials.

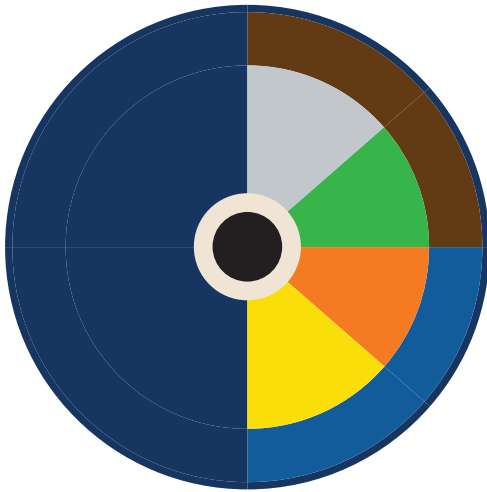
In addition to the city's mission statement of "Working together to build a strong community", the City of Fort Worth color palette is tied to the organization's three key messages:

- Building a safe community.
- Preserving the past, building the future.
- Making Fort Worth a great place to live, work and play.

These color palettes are not defined by department or division – anyone may use whatever palette best fits the city message that their marketing piece is trying to convey. You don't have to include key message text in marketing material. Use these messages as a tool to help identify the appropriate color palette for your message.

If your communication material does not "fit" into one of the key messages listed above, the city's default template – may be used. The final key message, "Making Fort Worth a great place to live, work and play," has been further divided into four sub-palettes, to help communicators narrow the focus of their messaging.

Any communication material should predominantly use the primary color, and may use one of the secondary colors, associated with each palette. Additionally, communication materials may use up to two of the accent colors associated with each template.



Working together to build a strong community.

City of Fort Worth Default

Drinking Water Quality Report **Now Available**

FORT WORTH

Your annual drinking water quality report is now available online at FortWorthTexas.gov/tapwater in PDF format. It contains important information about the source and quality of your drinking water. To request a printed copy, e-mail report@fortworthtexas.gov with your name and mailing address or call 817-392-4477. Copies will be available at all water customer service locations, Fort Worth Libraries and community centers.

FortWorthTexas.gov/tapwater

Volunteer with the City of Fort Worth

Looking to get involved and help make a difference in your community? The City of Fort Worth offers a variety of volunteer opportunities in the following departments:

- Animal Care & Control
- Fire
- Keep Fort Worth Beautiful
- Library
- Neighborhood Services
- Park & Recreation
- Police

...and many more!

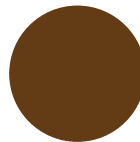
Learn more or register online to be a volunteer by visiting <https://app.betterimpact.com/fortworth> or by calling 817-392-1234.

FORT WORTH

PRIMARY & SECONDARY COLORS



Fort Worth Blue (Primary)
 HEX: #003363
 CMYK: 100,86,34,25
 PMS: 288



Molly Brown
 HEX: #844f20
 CMYK: 34,67,100,30
 PMS: 725



Business Blue
 HEX: #0d5b9a
 CMYK: 96,69,12,1
 PMS: 2935

ACCENT COLORS



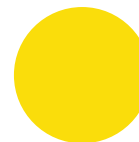
Silver
 HEX: #c3c8cc
 CMYK: 23,16,15,0
 PMS: 428



Grass Green
 HEX: #2db741
 CMYK: 76,0,100,0
 PMS: 361



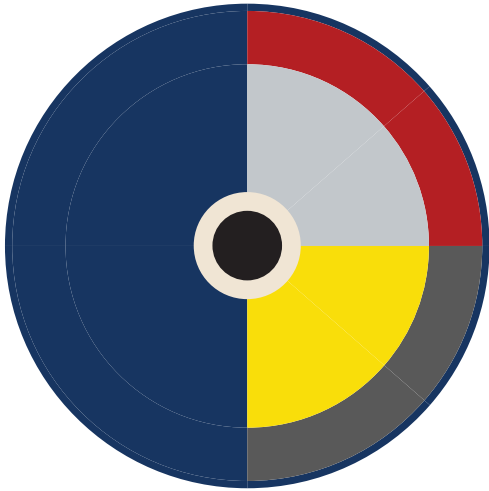
Cone Orange
 HEX: #fd7b07
 CMYK: 0,64,100,0
 PMS: 1575



Goldenrod
 HEX: #fddd07
 CMYK: 2,9,100,0
 PMS: 114




Light Brown
 HEX: #f0e4d4
 CMYK: 5,8,15,0
 PMS: 7500



Building a safe community.

2017 TEXAS STATE WIDE
**WARRANT
 ROUND UP**
 COLLECTION FEE
 WAIVER PROGRAM



For a limited time
 collection and applicable
 warrant fees are being waived.
**TICKETS MUST BE IN COLLECTIONS,
 PAID IN PERSON, AND PAID IN FULL TO QUALIFY.**

For more information call 817-392-6700 or visit
WWW.FORTWORTHTEXAS.GOV/MUNICIPALCOURT

FORT WORTH.

HELP KEEP PETS SAFE

Remember to keep your pets vaccinated
 and licensed with the City of Fort Worth.
 In case they get lost,
 we can bring
 them home!



The City of Fort Worth
 Animal shelter is dedicated
 to caring for dogs and cats
 that come to us and helping
 make adoptions happen for
 "forever Friends."

FORT WORTH.

www.FortWorthTexas.gov/animals/adoption

PRIMARY & SECONDARY COLORS



**Fort Worth Blue
 (Primary)**
 HEX: #003363
 CMYK: 100,86,34,25
 PMS: 288



Safety Red
 HEX: #b60000
 CMYK: 19,100,100,12
 PMS: 187



Slate Gray
 HEX: #595959
 CMYK: 63,55,54,28
 PMS: 425

ACCENT COLORS



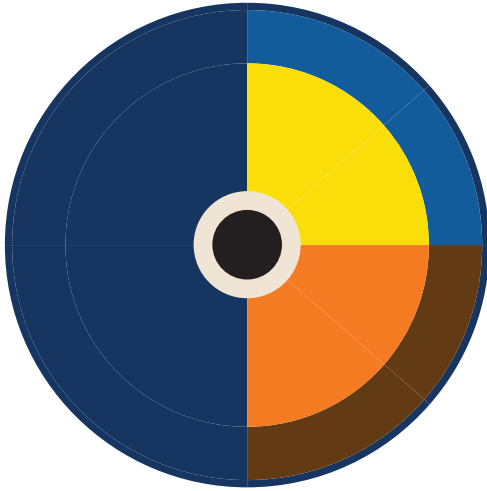
Silver
 HEX: #c3c8cc
 CMYK: 23,16,15,0
 PMS: 428



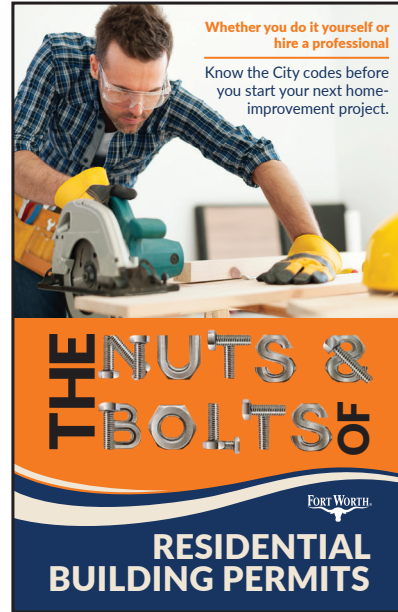
Goldenrod
 HEX: #fddd07
 CMYK: 2,9,100,0
 PMS: 114



Light Brown
 HEX: #f0e4d4
 CMYK: 5,8,15,0
 PMS: 7500



Preserving the past,
building the future.



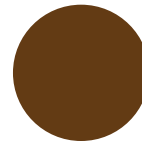
PRIMARY & SECONDARY COLORS



**Fort Worth Blue
(Primary)**
HEX: #003363
CMYK: 100,86,34,25
PMS: 288

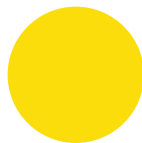


Business Blue
HEX: #0d5b9a
CMYK: 96,69,12,1
PMS: 2935

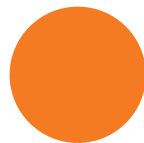


Molly Brown
HEX: #844f20
CMYK: 34,67,100,30
PMS: 725

ACCENT COLORS



Goldenrod
HEX: #fddd07
CMYK: 2,9,100,0
PMS: 114



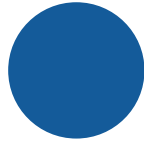
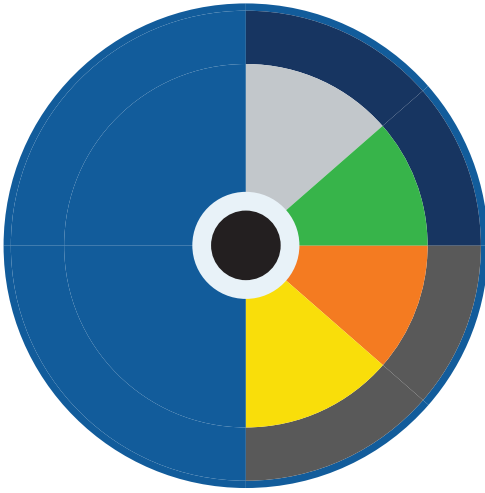
Cone Orange
HEX: #fd7b07
CMYK: 0,64,100,0
PMS: 1575



Light Brown
HEX: #f0e4d4
CMYK: 5,8,15,0
PMS: 7500

Making Fort Worth a great place to live, work and play.

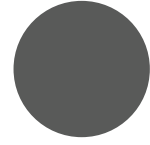
BUSINESS: PRIMARY & SECONDARY COLORS



**Business Blue
(Primary)**
HEX: #0d5b9a
CMYK: 96,69,12,1
PMS: 2935



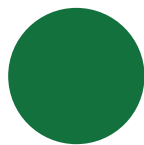
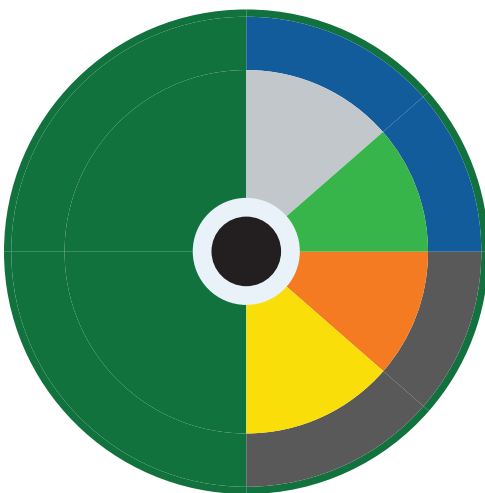
Fort Worth Blue
HEX: #003363
CMYK: 100,86,34,25
PMS: 288



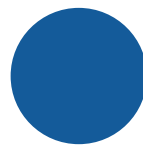
Slate Gray
HEX: #595959
CMYK: 63,55,54,28
PMS: 425



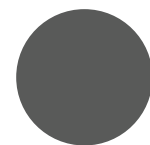
RECREATION: PRIMARY & SECONDARY COLORS



**Recreation Green
(Primary)**
HEX: #08723e
CMYK: 89,31,95,20
PMS: 7733



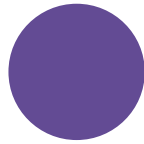
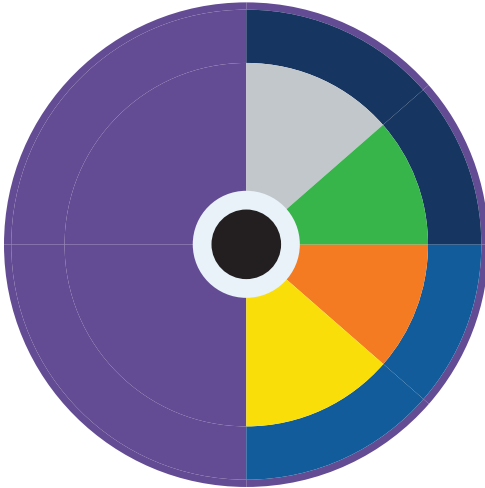
Business Blue
HEX: #0d5b9a
CMYK: 96,69,12,1
PMS: 2935



Slate Gray
HEX: #595959
CMYK: 63,55,54,28
PMS: 425



EDUCATION: PRIMARY & SECONDARY COLORS



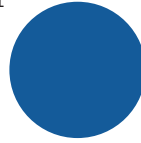
**Education Purple
(Primary)**

HEX: #644c94
CMYK: 73,82,8,1
PMS: 2665



Fort Worth Blue

HEX: #003363
CMYK: 100,86,34,25
PMS: 288

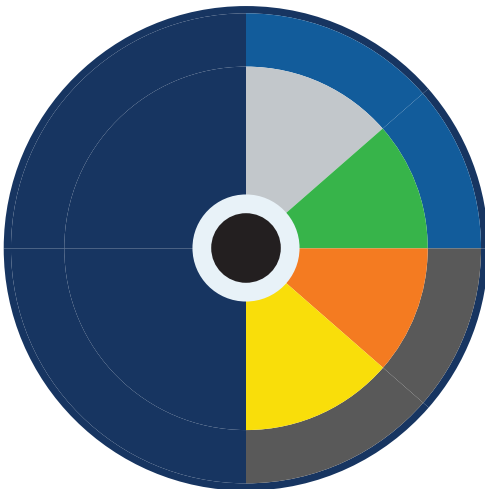


Business Blue

HEX: #0d5b9a
CMYK: 96,69,12,1
PMS: 2935

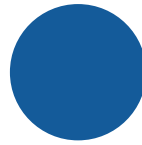


SOCIAL SERVICES: PRIMARY & SECONDARY COLORS



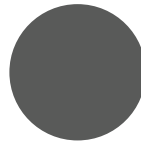
**Fort Worth Blue
(Primary)**

HEX: #003363
CMYK: 100,86,34,25
PMS: 288



Business Blue

HEX: #0d5b9a
CMYK: 96,69,12,1
PMS: 2935



Slate Gray

HEX: #595959
CMYK: 63,55,54,28
PMS: 425



ACCENT COLORS FOR ALL MAKE FORT WORTH A GREAT PLACE TO LIVE, WORK AND PLAY TEMPLATES



Silver

HEX: #c3c8cc
CMYK: 23,16,15,0
PMS: 428



Grass Green

HEX: #2db741
CMYK: 76,0,100,0
PMS: 361



Cone Orange

HEX: #fd7b07
CMYK: 0,64,100,0
PMS: 1575



Goldenrod

HEX: #fddd07
CMYK: 2,9,100,0
PMS: 114



Light Blue

HEX: #e7f0f6
CMYK: 8,2,1,0
PMS: 657

Image use, size and quality

Images used in City of Fort Worth communication materials should be high quality and meet style standards.

No image should be awkwardly cropped, skewed or manipulated to fit a specific design space. Instead, they should be scaled proportionately to accommodate.

Photography

All City of Fort Worth communications that use photography as part of its design should make sure that the photograph is of appropriate size and quality to represent the organization at its best.

- A good rule of thumb is to make sure the resolution of your image is 300 ppi (pixels per inch) at the final size that it will be displayed.
For example, an image that will be printed at 6x4 inches in 300 dpi should be 1800x1200 pixels in size. An image that will be printed at 5x7 inches at 300 dpi should be 2100x1500 pixels in size.
- Shoot photographs with the highest resolution available on a real camera. Watch your framing, use the rule of thirds or other photography techniques to balance the subjects in a frame, and look for angles and viewpoints that hold visual interest.
- Avoid poor quality photographs that are unfocused or poorly framed. Photo collages or manually cut-out images should be avoided unless they are crucial to the design.
- If photographs are needed for a particular project, work with the CPE office so that photographs can be taken. This requires more lead time and could result in extra charges if an outside photographer is used.

Illustrations

If good quality photography is not available for a marketing or promotional campaign, illustrated graphics may be used. The design should be consistent with the City of Fort Worth color palettes.

- Any illustration images or graphics – particularly logos – should be designed in vector format (usually created in Adobe Illustrator and saved as an .eps file.)
- This will ensure that no matter the final size of your graphic – whether it's placed on a T-shirt, a flyer, or something much larger – it will retain its image quality and won't look blurry or pixelated in its final form.

Web Images

Consult “Section 5: The City of Fort Worth Website” in this guide for information about the appropriate sizing and layout of promotional materials for the city website.

Avoid Legal Issues:

- Obtain a photo release. (available from CPE Office)
- Photograph subjects from a distance or from behind.
- Know if materials are copyrighted.

Options:

- Choose free or fair use photographs, illustrations or artwork.
- Purchase copyrighted images.
- Contact the CPE graphics to request original artwork.

Design elements and usage

In addition to the Molly logo, the following design elements distinguish the City of Fort Worth's programs, services and information, and promote immediate identification with the organization.

The swoosh

The City of Fort Worth's "swoosh" is a stylized interpretation of the horn from the city's Molly logo.

The swoosh can be used either curving up to the right, at the bottom of a document; or curving down towards the right, at the top of a document. Like the Molly logo, the swoosh must be enlarged or reduced proportionally.

All external marketing materials from the City of Fort Worth should incorporate the swoosh into their design.

The City of Fort Worth Molly logo may appear inside of the swoosh in either the bottom left or top right corner of the document, in either solid black or solid white. When included inside of the swoosh, the Molly logo must not break the curve of the swoosh.

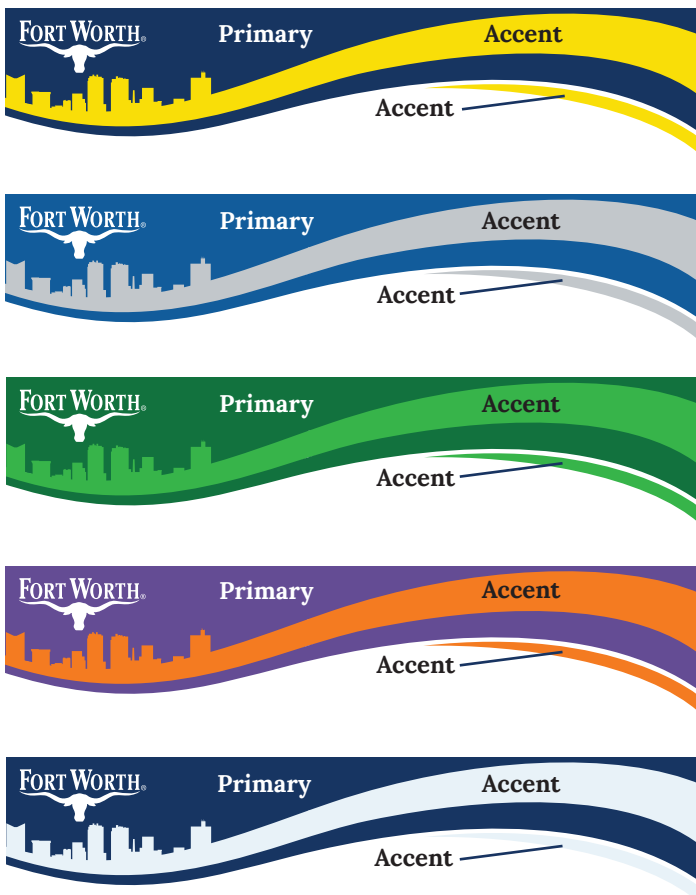
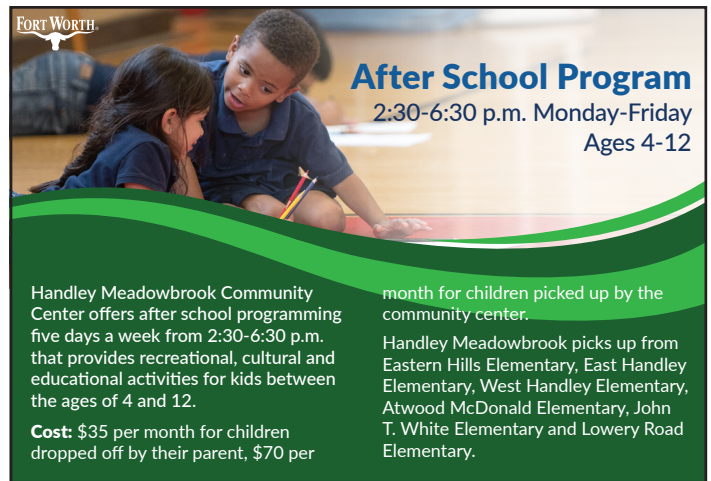
- **Swoosh colors**

The swoosh must use, as its base and largest curve, one of the primary colors indicated in the city's color palette. The middle curve and smaller accents may incorporate one accent color from the city's color palette.

- **Swoosh as a text block**

A more simplified version of the swoosh can be incorporated into roughly one-third of a document's design, which can be filled with text. In this case, the swoosh's base color should coincide with one of the primary colors identified in the city's color palette, and the text inside of the text block should be white. Note that no accent colors should be used as the base color for the swoosh text block.

Text within a swoosh text block should ideally focus on a call-to-action message, reiterating the most important takeaway of the document as well as relevant website or contact information.



Fort Worth skyline and community landmarks

Fort Worth is home to many recognizable buildings, landmarks and works of public art that reflect the city's diversity, cultural heritage and uniqueness as the "city of cowboys and culture." These architectural and sculptural components, which many residents experience as part of their daily lives, are something that our organization celebrates as part of the fabric of Fort Worth's identity.

The downtown skyline is a prominent visual element that distinguishes Fort Worth from other cities. As a result, it is a dominant, recognizable community landmark that associates marketing materials with the City of Fort Worth.

Similar to the Molly logo, the FortWorth skyline should not be disproportionately sized, skewed, or otherwise altered from their original version. It may appear on a marketing document in either solid black, solid white, in one of the city's primary colors, as a watermark, or as a photograph.



Example of Fort Worth skyline

Other design tips:

- **Use negative space appropriately.**

Negative space – or the space around and between the subject of an image helps the viewer focus on the main message quickly.

This doesn't mean your piece needs to "look empty", but it shouldn't overwhelm the viewer with information.

- **Incorporate a visual hierarchy.**

A visual hierarchy arranges design elements in a way that makes it clear, at a glance, which information is most important. It allows your eyes to immediately recognize and read that information first, which helps make your communication more efficient.

One of the best ways to create a visual hierarchy

is through text size. The name of an event or program is often the most important aspect of a communications piece – so it's often displayed in the largest letters. Date and time, followed by location and price, are usually the next most important takeaways, so they're depicted in slightly smaller letters.

Fonts

In keeping with best font practices, the City of Fort Worth currently uses two fonts from Google Web Fonts for branding. (This does not include the Cheltenham font that is used in the city logo only.)

These fonts are Lato (sans-serif) and Lora (serif). The city uses Lobster Two, script font for printed materials.

Lora
Lato
Lobster Two

Examples of the City of Fort Worth branding fonts
Lora (serif), Lato (sans-serif), and Lobster Two (script).

If you are unable to incorporate one of the above fonts into your design, use either Helvetica or Arial.

More about the city's fonts

It's common to incorporate two different fonts into a branding strategy. These fonts usually include one that incorporates *serifs*, or the small lines tailing from the edges of letters and symbols, and a font that does not use serifs, or is *sans serif*.

The sans serif font is usually the more expressive and modern looking of the pair. It's used to grab the reader's attention in headlines and captions to convey the overall "feel" of the marketing material.

The serif font, by contrast is more traditional and is used to display large amounts of body text. The serif helps the reader's eye flow smoothly across the words, enhancing readability.

City voice

The overall tone of city communications should reflect the organization's role and responsibilities as municipal government, while still conveying a sense of transparency, directness and honesty with residents. It should be official, but not stuffy; friendly, but not overly informal.

AP Style

All City of Fort Worth communications and marketing materials should follow AP Style – guidelines from The Associated Press Stylebook – considered the standard reference for news writing. The purpose of the AP stylebook is to promote clear, concise, understandable communication.

City of Fort Worth communicators should consult an AP style guide for appropriate abbreviations, number usage, date format, and capitalization rules for any marketing or communication they produce to ensure consistent language and messaging styles across the organization.

AP Style addendum

From time to time, city communicators will encounter situations where a particular AP style usage is not specifically listed in The Associated Press Stylebook. In these cases, communicators should refer to the following addendum:

- **Ampersands (&)** are used in department names. *Planning & Development*, not *Planning and Development*.
- **Bulleted lists** should end each entry with a period.
- **City** should be uppercased only when used as the full title, City of Fort Worth. *The City of Fort Worth launched a nationwide search for a city manager. Twelve city employees were honored at the banquet.*
- **Councilmember** should be spelled out as a single word, and capitalized when used before a person's name. *The only dissenting vote was cast by Councilmember Ned Stark. Four councilmembers spoke against the proposal.*
- **Datelines** should not be used in news releases, stories, etc.
- **Headlines** should be written down style; that is, don't capitalize every word – just proper nouns. *City manager releases new work plan*
- **Park & Recreation** uses a singular version of "park" in the official department name.
 - *After school programming* should be written out as two words, without a hyphen between them.
 - All centers overseen by the Park & Recreation and Neighborhood Services departments should be referred to as "community centers".

- **®, ™, © and other symbols** should not be used in copy.
- **Stormwater** should be a single word in all uses.
- **Titles** should only be in uppercase when used before a person's name. *Speakers include City Manager Han Solo. Han Solo was named city manager in Fort Worth.*

Keep things short, simple and to the point

According to a 2013 study by the U.S. Department of Education and the National Institute of Literacy, 32 million adults in the United States – or 14 percent of the population – can't read. The same study determined that 21 percent of adults in the United States read below a fifth-grade level.

Communications from the City of Fort Worth reach a diverse group of our city's residents, of many different ages, languages, and education levels.

Writing Tips

Avoid shorthand acronyms, technical jargon or other terminology that city employees use on a daily basis, but residents may not be familiar with.

Write clearly, succinctly and to the point.

Keep paragraphs short to break up large blocks of text.

Don't "bury the lead". Make sure readers can find the core message as quickly as possible.

Not only will this style of writing provide good customer service to residents from all walks of life, but it will also reflect well on the organization, making the City of Fort Worth appear more transparent and relatable to its audience.



FORT WORTH®

The text "FORT WORTH" is written in a white, serif font. Below the text is a white silhouette of a longhorn's head, facing forward, with its characteristic horns.