CITY OF
SARATOGA
SPRINGS

BRANDING, ADVERTISMENT AND WEBSITE STYLE GUIDE

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INTRODUCTION

Brand identity is essential in creating, establishing and communicating a clear and decisive identity for the City of Saratoga Springs and the community. This identity also assists in developing brand recognition, public perceptions and an understanding of goals.

As the City of Saratoga Springs continues to see exponential growth, brand identity will also continue to grow and evolve. Now is the time to ensure that the City's brand identity is squarely established while moving forward.

The City's historical identity was perceived as a small community, away from the business of the larger cities, with scenic views and serene outdoor recreation. Today, a similar perception remains, with one exception of a rapidly growing community. The City logo, with its cool blue tones, bird, mountain landscapes and the flowing water build on this historical identity. However, other elements such as photos, designs and layouts of documents, brochures and the website create new avenues to grow and evolve with the continued growth of the community.

One of the most vital elements of branding is consistency. Without consistency, the most aesthetically pleasing, creative logo and design elements will not help an organization succeed in its effort to communicate a clear and decisive brand identity.

Branding should be communicated in everything from top to bottom. Examples include logos, colors, fonts, designs, layouts, photos, documents, uniforms, vehicles, signage and much more. In using these tools, consistency must always remain the guiding factor for brand implementation.

As such, the City of Saratoga Springs created the following Brand Guide. This Brand Guide serves as the primary reference for using the City logo and implementing the City brand.

Any items not specifically addressed within the Brand Guide should obtain direction and approval from the City's Public Relations Director.

LOGO | VERTICAL

Logo | Color

Logo | Black

Logo | Ratio
Use a 9×18 grid as a guide for proper spacing and size of the logo. The entire logo ratio should be 4:1.75

Allow plenty of white space around the mark. No other additional elements, such as imagery or text, should impede an approximately 0.5" border around the outside of the logo.

~1.75
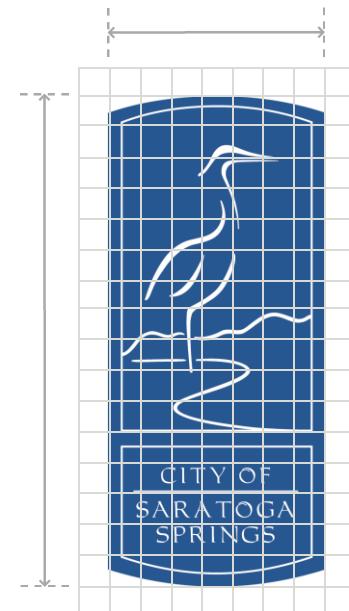
4
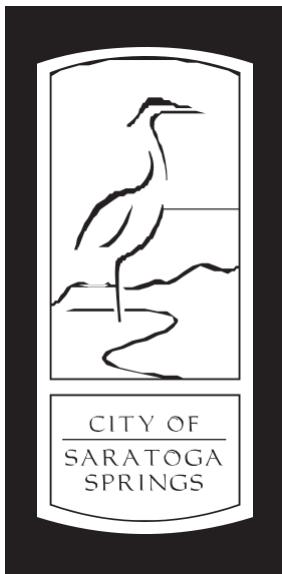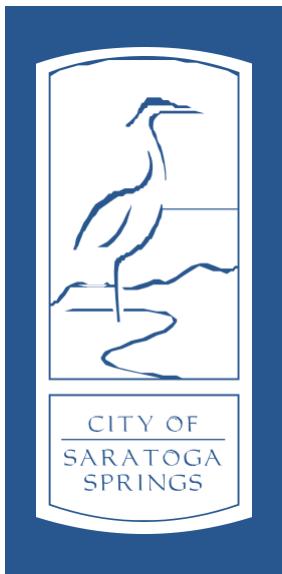
Logo | Reverse
(Background Boxes are **NOT** part of the logo)
(Do **NOT** use White Logo on White Background)

Logo | Vertical Simplified

The simplified logo is only to be used where the full version may not be practical, such as some embroidery or shirt screen printing. It removes the background box behind the bird. Use of the simplified logo requires specific approval.

Logo | Vertical Simplified - Ratio

Use a 9×18 grid as a guide for proper spacing and size of the logo. The entire logo ratio should be 4:1.75

~1.75

4
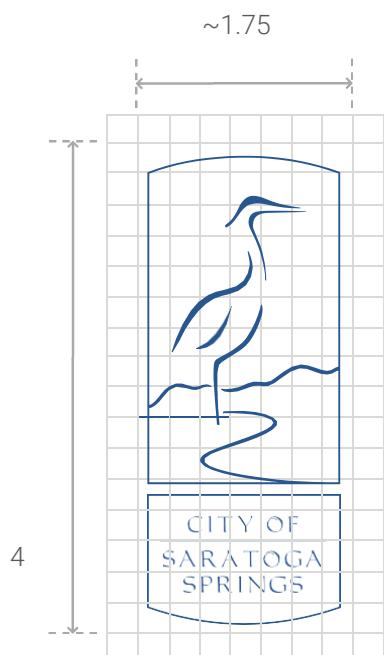
Logo | Saratoga Springs Blue & Gray
The slogan should rest below the City name. Use Calibri Light Italic for the "Life's just better here" slogan.

SARATOGA
SPRINGS

Life's just better here

Logo | Ratio
Use a 16×32 grid as a guide for proper spacing and size of the logo. The entire logo ratio should be 1:2, with the height at 1.

2

1

SARATOGA
SPRINGS

Life's just better here   Bottom line for slogan

Logo | Black

SARATOGA
SPRINGS

Life's just better here

Logo | Reverse
(Background Boxes are **NOT** part of the logo)
(Do **NOT** use White Logo on White Background)

SARATOGA
SPRINGS

*Life's just better here*

Logo | Horizontal Simplified With Slogan

The simplified logo is only to be used where the full version may not be practical, such as some embroidery or shirt screen printing. It removes the background box behind the bird. Use of the simplified logo requires specific approval.

Logo | Simplified - Black

Logo | Simplified - Reverse
(Background Boxes are **NOT** part of the logo)
(Do **NOT** use White Logo on White Background)

Logo | Simplified Ratio

The ratio of the simplified logo should remain the same as the Horizontal Logo. The only difference should be the removal of the background box behind the bird. Use a 16×32 grid as a guide for proper spacing and size of the logo. The entire logo ratio should be 1:2, with the height at 1.

Bottom line for slogan

Department Logo | Saratoga Springs Blue & Gray

The Department title should rest below the City name. Use Century Gothic Regular for Department titles.

Department Logo | Ratio

The ratio should remain the same as the Horizontal Logo. Use a 16×32 grid as a guide for proper spacing and size of the logo. The entire logo ratio should be 1:2, with the height at 1.

Bottom line for Depart.

Department Logo | Black

Department Logo | Reverse
(Background Boxes are **NOT** part of the logo)
(Do **NOT** use White Logo on White Background)

Logo | Horizontal Department Simplified - Saratoga Springs Blue
The simplified logo is only to be used where the full version may not be practical,
such as some embroidery or shirt screen printing. It removes the background box
behind the bird. Use of the simplified logo requires specific approval.

Logo | Black

Logo | Reverse
(Background Boxes are **NOT** part of the logo)
(Do **NOT** use White Logo on White

Logo | Simplified Ratio
The ratio of the simplified logo should remain the same
as the Horizontal Logo. The only difference should be
the removal of the background box behind the bird. Use
a 16×32 grid as a guide for proper spacing and size of
the logo. The entire logo ratio should be 1:2, with the
height at 1.

Bottom line for Depart.
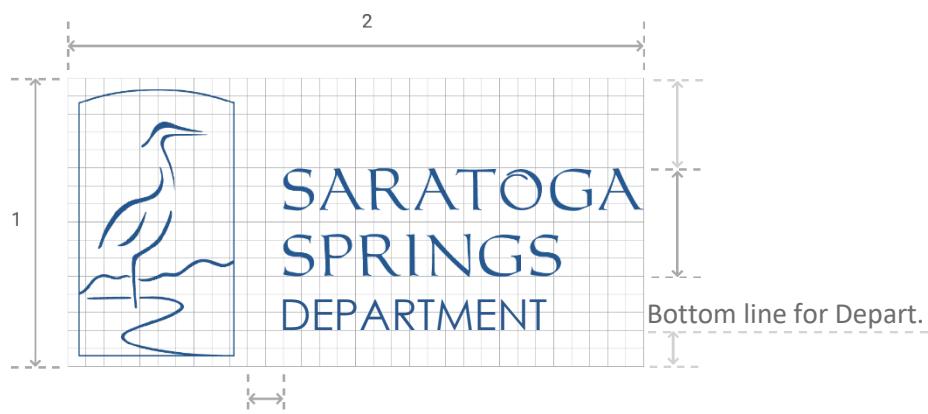
LOGO | DEPARTMENT SPECIFIC

Logo | Library Saratoga Springs Blue, White, and White Simplified
The Library Logo should follow all color, font and ration of the
standard Horizontal Logo and Department Horizontal Logo.

Logo | Police and Fire Departments
The Police Department and Fire Department logos are the
patches for their departments.

Logo | Police

Logo | Fire

Seal | Blue

LOGO | SPLASH DAYS

Logo | Color

Logo | One Color

Logo | Black

Do not condense, extend, skew, distort, manipulate, modify or redraw the logo in any way.

Do not use the Horizontal Logo without the "Life's just better here" text, unless it is smaller than 1/2 inch in height.

Do not place "City of" in the Horizontal Logo.

Do not use other fonts, sizes, colors, or styles for the "Department" text or the "Life's just beter here" text.

Do not place the "Department" text and the "Life's just better" here text in the Horizontal Logo at the same time.

Do not place the any other text inside or next to the Vertical Logo.

Do not remove the Saratoga Springs text next to the Horizontal Logo. The Horizontal Logo must always retain the proper logo text.

Do not use logo with similar color backgrounds or photos. Do not use logo on backgrounds where the white box is present.

Do not use other color variations of the logo.

Do not use the simplified logo in documents or other materials. Use of the simplified logo requires specific approval.

Do not remove the bird out of the box from the Horizontal or Vertical Logo's, unless specific approval is given.

Do not use logos with backgrounds that alter the color of the bird or text, except with photos that do not wash out the logo or a Saratoga Springs Blue background.
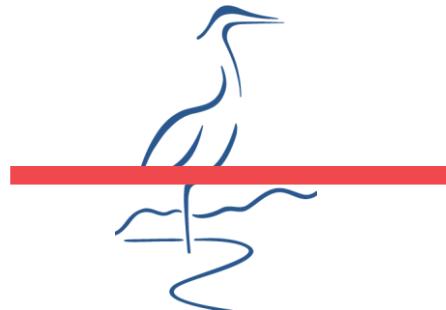
Do not use another color scheme for the logo other than what is clearly defined.

Good Examples
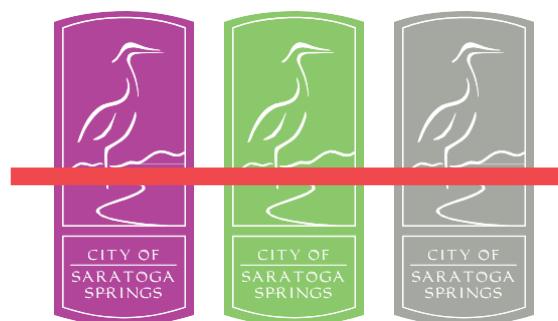
COLOR | PALETTE

Brand Colors

Saratoga Springs Blue
Pantone 288 U
C | 92 M | 71 Y | 18 K | 4
R | 41   G | 87   B | 143
#28568E
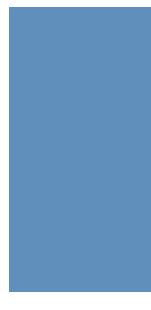
Columbia Blue
Pantone 646 U
C | 65   M | 36   Y | 10   K | 0
R | 96   G | 143   B | 187
#608EBB

Light Blue
Pantone 544C
C | 24 M | 6 Y | 2   K | 0
R | 189   G | 217   B | 236
#BDD9EC

Navy Blue
Pantone 534 C
C | 95 M | 74 Y | 7 K | 44
R | 27   G | 54   B | 93
#1B365D

Gray
Pantone 424C
C | 58 M | 49 Y | 47 K | 15
R | 109 G | 110 B | 112
#6D6E70
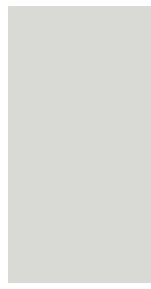
Cool Gray
Pantone Cool Gray 1C
C | 14 M | 10 Y | 13 K | 0
R | 217   G | 217   B | 214
#D9D9D6

Gold
Pantone 7753C
C | 26 M | 33 Y | 100 K | 2
R | 193 G | 160 B | 30
#C1A01E

Yellow
Pantone Yellow 012C
C | 1 M | 13 Y | 100 K | 0
R | 255   G | 215   B | 0
#FFD700

TYPOGRAPHY | PRINT AND WEB-SAFE FONTS

Logo Font | Carleton Regular (For use in Logo only)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ? & # $ % *

Document Header Font | Century Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ? & # $ % *

Serif Document Text Font | Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ? & # $ % *

San Serif Document & Email Text Font | Calibri

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ? & # $ % *

Web-Site Header & Text Font | Muli

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ? & # $ % *

The purpose of this section is to provide writing continuity along city platforms such as the website, newsletter, social media and other advertising methods.

Date

- Dates should be written in the following format: Month Day (Ex: January 1)
    - o The Month should be spelled out and not abbreviated.
    - o The day should be numerical.
    - o In most cases you should not add the year.
    - o Do not add "th" after the numerical day.

Time

- Time should be written in a simplified manner: Hour, Time of Day Designation capitalized without periods. (Ex: 8 AM)
    - o Only use a colon when using quarter past, half past, etc. (Ex: 8:30 AM)
    - o Make sure to place a space between the numerical time and the time of day designation.

Phone Numbers

- Phone numbers should be listed without parenthesis. (Ex: 000-000-0000)
    - o Extensions should be listed after the number with Ext. before the extension. (EX: 801-766-9793 Ext.190)
        - ▪ An x can be used in place of Ext. in rare cases if there is not space for the full abbreviation.

Locations

- Make sure to use the proper name of a location such as a park or other city facility.
    - o List the full proper name of the park or other location as listed on the city website. (Ex. Harvest Park instead of Harvest Hills Park.)
    - o Do not use nicknames or unofficial names.

Address

- First Line: Location number with the direction capitalized without a period, then street name with street type abbreviated without a period (Ex: 1307 N Commerce Dr)
    - o The direction should not be written out in full.
    - o Only capitalize the first letter of a road abbreviation.
    - o See the USPS site for a list of appropriate street type abbreviations: https://pe.usps.com/text/pub28/28apc_002.htm
- Second Line: City name, State Abbreviation Zip code (Ex: Saratoga Springs, UT 84045)
    - o Both letters should be capitalized in the state abbreviation.
    - o Only include the first four numbers in the zip code.
    - o Do not include the city, name, state or zip code in advertising on the website or city social media pages.

Web Address

- A web address should be displayed in print in a simplified manner.
    - Do not include http:// or https://
- Use redirects when possible to simplify a web address for our site.
    - PR can create a redirect if needed for any webpages on the city site.
- If using a web address for a 3rd party that is long, use bitly to shorten the address.
    - (Ex: coronavirus.utah.gov - does not need a shortened address
    - (Ex: https://coronavirus.utah.gov/vaccine/?gclid=Cj0KCQiAnuGNBhCPARIsACbnLzo7VHlqUCM3ncP-0iXR7Gsvm-o3qbBEkUBeBayNa57O8qwR1nYYTNAaAtBYEALw_wcB would need a shortened address)

Punctuation Etc.

- Always use proper punctuation to keep messages clear.
    - Here is a link to a resource if you have a question on when to use punctuation. https://www.thepunctuationguide.com/top-ten.html
- Ampersand (&)
    - An ampersand should not be used unless to fit a title into a website menu or other smaller space.

Third Party Links

- No links to third party pages or websites should be added to the city website or city social media platforms, pages or posts unless they have been approved by public relations and/or city management.

MEDIA | SOCIAL MEDIA GUIDELINES

The purpose of this section is to provide continuity along the various social media pages and platforms the city may choose to use.

Images
- All images should adhere to the Graphic Elements section of the Branding, Advertisement and Website Style Guide.
    - Photos should contain warm, friendly and inviting images of people enjoying time in the community.
    - Photos may also display calm, relaxing and aesthetically pleasing images of landscapes in Saratoga Springs. Photos should never be pixelated or distorted.
    - Photos taken at events and shared on social media should adhere to the Graphic Elements Section of the guide.

Infographics & Advertisements
- All infographics and advertisements should adhere to the Graphic Elements section of the Branding, Advertisement and Website Style Guide.
    - The city logo should be on any infographic or advertisement created by city staff that is posted to social media. This ensures credit will be given to the city for all downloaded content.

Post Content
- Content in posts should follow the Advertisement and Website Style Guide.
- When possible, posts should not require viewers to click see more to see all of the content of the post.
    - Post content should be minimal with a link to a webpage with details.
- Only post city planned or sponsored events.
- Do not share any content, fundraisers, activities or events that are being hosted or sponsored by professional organizations that staff might be a member of on city social media accounts. This includes any professional associations, groups or fraternal orders that staff might have membership in.
- Do not share any 3rd party content or advertising on city social media pages, unless it is for an event or program that is sponsored by the city.
    - Any content for sponsored events and programs must show the city as a sponsor and have the city logo on it.
    - All city sponsored events and programs must be approved by city management.
    - All advertising for sponsored events must be approved by the PR & Community Outreach Department.
- The city "voice" needs to be consistent throughout the page and various social media platforms.
    - The "voice" should be professional
    - Adhere to the city Social Media Agreement www.saratogaspringscity.com/SocialMediaAgreement
    - Content should be written in the 3rd person.
    - When responding to a comment or private message, always thank the resident for sharing their concern or asking their question.
    - All Replies on behalf of the city should show the city entity of that social media page as being the one to reply, not a personal social media page.

Active links in other media

- Copy and paste the website exactly when it is small - sometimes Facebook or other social media platforms have restrictions that won't allow the link to work correctly on all devices if it has redirects etc. Use full web address in such an instance.
- Use Bitly to shorten a long web address
- Refer to Advertisement and Website portion of the style guide in regards to web addresses

GRAPHIC ELEMENTS | PATTERNS

The patterns below require specific approval for use in marketing and advertising materials.
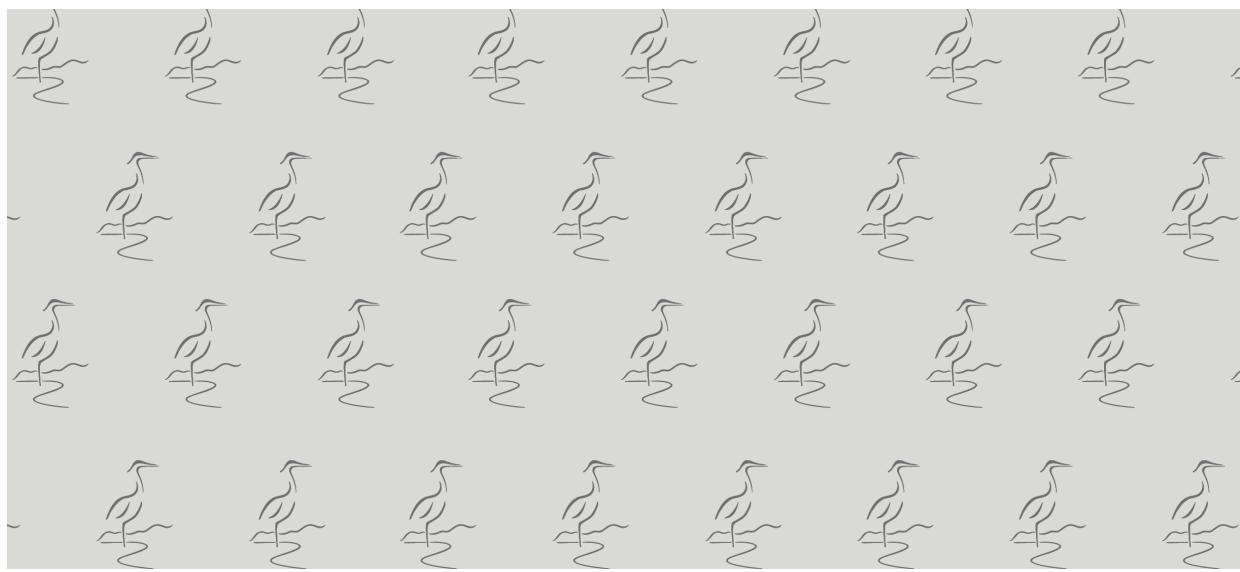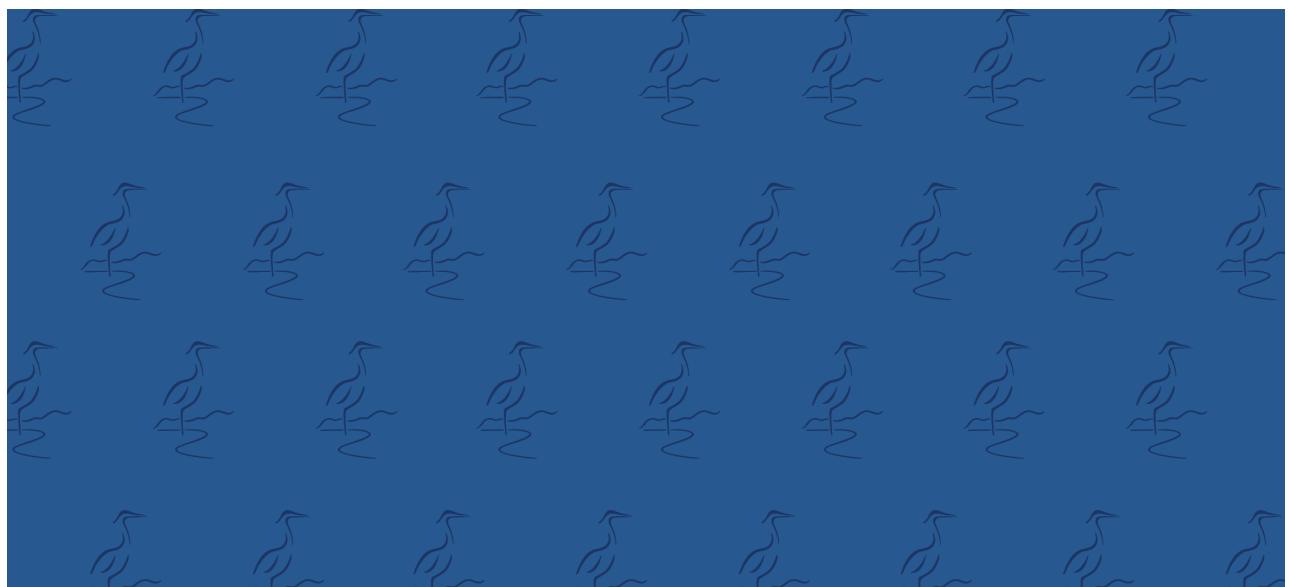
GRAPHIC ELEMENTS | PHOTOGRAPHY EXAMPLES

Photos should contain warm, friendly and inviting images of people enjoying time in the community. Photos may also display calm, relaxing and aesthetically pleasing images of landscapes in Saratoga Springs. Photos should never be pixelated or distorted.
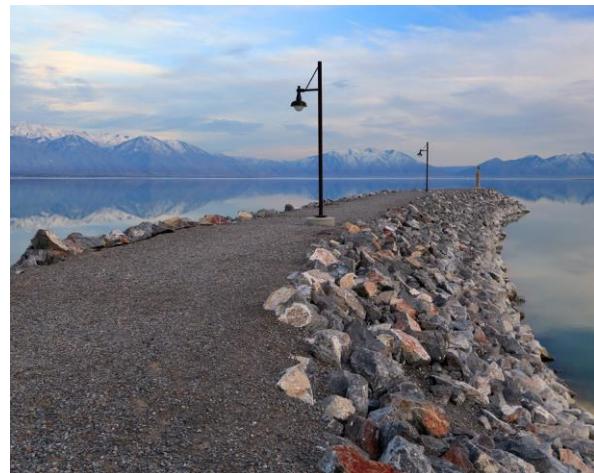
Email Signature
Below is the template for the approved City email signature for all City Departments and employees. Email signatures and emails should **NOT** contain any additional content including, but not limited to: quotes, links, photos, images, email backgrounds, other fonts, other colors, other sizes, etc.

John Smith
City Staff Title
Administration |Saratoga Springs

Office: 801.766.9793 x 555
Cell: 801.766.9793
Fax: 801.766.9793
1307 N. Commerce Dr. #200
Saratoga Springs, UT 84045
www.saratogaspringscity.com

Staff Name | Garamond Bold, 16pt font

Staff Title & Information | Century Gothic Bold/ Regular, 11pt font

Business Card

John Smith
City Staff Title | Administration

Email: jsmith@saratogaspringscity.com
Office: 801.766.9793 x 555
Cell: 801.766.9793
Fax: 801.766.9793

1307 N. Commerce Dr. #200
Saratoga Springs, UT 84045
www.saratogaspringscity.com

Staff Name | Garamond

Staff Title & Information | Century Gothic
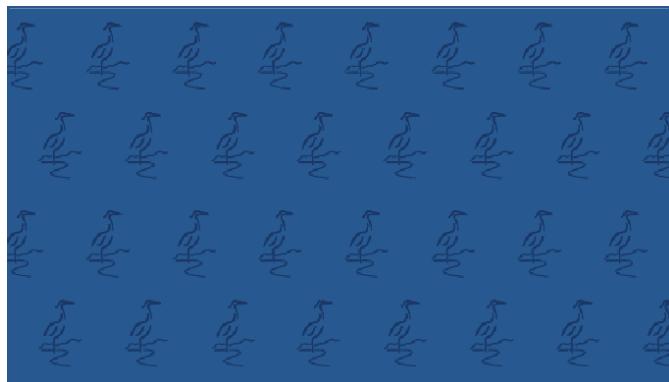
The letterhead should use the 1.5-inch Vertical Logo in the top left- hand corner, within a one-inch left margin and a .5-inch top margin frame. The City contact information should rest at the .5-inch bottom margin, use the Saratoga Springs Blue with the Century Gothic, 9 pt font. The envelope should use the 1.5-inch Vertical Logo in the top left-hand corner with the Saratoga Springs Blue and the Century Gothic, 9 pt font.

September 18, 2017

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla.

Emma Doe, City Manager | City of Saratoga Springs

City of Saratoga Springs
1307 N. Commerce Dr. #200
Saratoga Springs, UT 84045

www.saratogaspringscity.com | 1307 N. Commerce Dr. #200, Saratoga Springs, UT 84045 | 801.766.9793

Interoffice memos, agendas and minutes should use the 1.5-inch Vertical Logo in the top left-hand corner, within a one-inch left margin and a .5-inch top margin frame. The document header information should be in century Gothic and the document should be in Garamond or Calibri.

MEMO - Department

To: XXXXXXX
From: XXXXXXX
Date: XXXXXXX
Subject: XXXXXXX

AGENDA - Department

Meeting: XXXXXXX
Location: XXXXXXX
Date: XXXXXXX
Time: XXXXXXX
Attendees: XXXXXXX

MINUTES - Department

Meeting: XXXXXXX
Location: XXXXXXX
Date: XXXXXXX
Time: XXXXXXX
Attendees: XXXXXXX

Interoffice memos, agendas and minutes should use the 1.5-inch Vertical Logo in the top left-hand corner, within a one-inch left margin and a .5-inch top margin frame. The document header information should be in century Gothic and the document should be in Garamond or Calibri.

AGENDA - City Council Meeting
Mayor Name
Mayor Pro Tem Name
Council Member Name
Council Member Name
Council Member Name
Council Member Name

CITY OF SARATOGA SPRINGS
Tuesday, September 19, 2021 @ 6:00 pm
City of Saratoga Springs Council Chambers
1307 North Commerce Drive, Suite 201, Saratoga Springs, UT 84045

AGENDA - Planning Commission Meeting
Planning Commissioner Name, Chair
Planning Commissioner Name
Planning Commissioner Name
Planning Commissioner Name
Planning Commissioner Name
Planning Commissioner Name
Planning Commissioner Name

CITY OF SARATOGA SPRINGS
Thursday, September 14, 2021 @ 6:30 pm
City of Saratoga Springs Council Chambers
1307 North Commerce Drive, Suite 201, Saratoga Springs, UT 84045

In compliance with
accommodations (in
should notify the City

PowerPoint presentations should use the following template. The presentation title should be in Century Gothic and all other text should be in Garamond or Calibri.

All vehicles should use the full-color Horizontal Logo on front vehicle doors. Department specific vehicles may use the full-color Department Horizontal Logos.

All logos must maintain proper ratio, but may be scaled to fit properly on vehicle doors. The back of vehicles should also display the city website where possible, using the Saratoga Springs Blue in the Century Gothic font.

City shirts should use the simplified Horizontal Logo or Horizontal Department Logo. City shirts should look professional. Avoid using shirts with other designs or large/prominent logos. City shirts can be any color with approval of the department head. The City logo should only be printed in white, navy blue, black or silver.

City hats should use the simplified Horizontal Logo or Horizontal Department Logo. Hats should look professional. Avoid using trendy styles or colors. Avoid using hats with other designs or large/prominent logos. City hats can be any color with approval of the department head. The city logo should only be printed in white, navy blue, black or silver.

City jackets should use the simplified Horizontal Logo or Horizontal Department Logo. City jackets should look professional. Avoid using jackets with other designs or large/prominent logos. City jackets can be any color with approval of the department head. The City logo should only be printed in white, navy blue, black or silver.

Recreation jerseys should use the simplified Vertical Logo.