PARK CITY
1884

BRANDING
STYLE SPECIFICATIONS



PARK CITY MUNICIPAL BRAND GUIDELINES

STYLE GUIDE - A LIVING DOCUMENT

A Style Guide is a set of standards to ensure a consistent design and identity. Additionally, from a production point of view it serves to improve the speed and ease of creating and distributing materials. A good Style Guide will comprehensively document the visual language, such as color palettes and fonts, while allowing the brand to evolve and respond as appropriate across a variety of applications and mediums.

A "Living" Style Guide should accomplish all of the above. While guidelines should be adhered to, it is important to note that there may be instances when straying from guidelines may be necessary and/or appropriate. However, in doing so, the results should prove methodical and intentional. As the Park City Municipal brand will surely change over time, so should this style guide. Consistency is valued over hard and fast declarations.

The goals for us in creating this type of Living Style Guide are simple:

- Streamline the workflow for design, sales, marketing, and dev teams.
- Maintain consistency across visual identity, voice, and tone.
- Create a unified brand that is recognizable and engaging.
- Create a central repository for managing brand and marketing assets.

Vision

Going forward, we want to make our Style Guide a living, breathing resource. Any templates or useful assets that we use repeatedly will be published and available to download for our team. This includes Styles, Layout/template files, Imagery, Social Media Assets, Print Collateral, Icons and much more.

The Style Guide should serve as the first stop and primary resource for any brand materials.

PARK CITY MUNICIPAL LOGO

The Park City Municipal logo is equipped for variations for full-color, one-color, positive, and negative applications. Download files here - LINK

Print File Formats

EPS & AI – Editable, Transparent Background, Vector file

PDF – Print Quality, Solid Background, made of pixels

Digital File Format

PNG – Transparent Background, made of pixels

JPG – Solid Background, made of pixels

Primary Logo



Primary Logo - Full Color



Primary Logo - Full White



Primary Logo - Full Blue



Primary Logo - Full Black

Isolation Area

The Park City Municipal logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach upon or diminish the logo.

The area is defined by using the height of the Park City Municipal typeface, x-height. A margin of clear space based on this x-height is drawn around the logo to create the invisible boundary of the area of isolation.

Logo Clear Space:

Always ensure proper negative space is kept around the logo for maximum impact. Never alter the spacing between elements and letters as well as change or distort proportions.



PARK CITY MUNICIPAL COLORS

Primary Color Palette

The Primary Palette should be applied in all of Park City Municipal's marketing communications. The palette has been designed to offer flexibility in conception – online and in print. Percentage tints can be used in any of these colors.

PCMC Russet

HEX #d9531e
CMYK 10, 81, 100, 2
RGB 217, 83, 30

PCMC Navy

HEX #1d3160
CMYK 100, 89, 34, 25
RGB 29, 49, 96

PCMC Grey

HEX #b3b2b1
CMYK 31, 25, 26, 0
RBG 179, 178, 177

Secondary Color Palette

The Secondary Palette should be applied as an accent in some of Park City Municipal's marketing communications. To be used as a pop of color.

PCMC Olive

HEX #8d813b
CMYK 43, 39, 92, 13
RGB 141, 129, 59

PCMC Sage

HEX #94a496
CMYK 44, 27, 42, 1
RGB 148, 164, 150

PCMC Blue

HEX #7f9aab
CMYK 53, 31, 25, 0
RGB 127, 154, 171

PCMC Light Blue

HEX #bbd9ea
CMYK 25, 5, 4, 0
RGB 187, 217, 234

PCMC Yellow

HEX #f3a71f
CMYK 3, 38, 99, 0
RGB 243, 167, 31

Font Color Palette

Color usage should be both bold and restrained. In this case, less is more.
Emphasis should be on cool, deep tones, with strong contrast between light and dark.

Headings

HEX #1d3160
CMYK 100, 89, 34, 25
RGB 29, 49, 96

Body/Paragraph

HEX #585858
CMYK 63, 55, 54, 29
RBG 88, 88, 88

TYPOGRAPHY

Our font families should be used for all communications, ensuring a consistent look and feel in all online and print literature. To ensure a consistent look, make sure fonts are used in a consistent manner and the weights of the font have been considered, using heavier weights for headers and to highlight key messages.

Professional Use

These fonts should be used on all public facing print collateral.

Professional designers will use the below fonts to keep brand consistency.

Century Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

CENTURY GOTHIC
Style: Bold
Use: Header

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

CENTURY GOTHIC
Style: Regular
Use: Subheader

Century

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

CENTURY
Style: Regular
Use: Secondary

Roboto

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

ROBOTO
Style: Bold - All Caps
Use: Header

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

ROBOTO
Style: Regular - All Caps
Use: Subheader

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

ROBOTO
Style: Regular
Use: Body

Internal Use

These fonts should be used on all internal facing print collateral when unable to use the full set of brand fonts. These fonts should not be used on any public facing collateral.

Arial

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

ARIAL
Style: Bold - All Caps
Use: Header

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

ARIAL
Style: Regular - All Caps
Use: Subheader

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

ARIAL
Style: Regular
Use: Body

Web Styles

Roboto should be used across web applications. The styles outlined below are recommended as a starting point for establishing a typographic system throughout communications in an effort to establish consistent hierarchy and visual patterns, while working within the PCMC brand guidelines. These fonts are for desktop. Please use Responsive Font Size (RFS) when developing for tablet, mobile, etc.

It is important to never change the auto font color on web pages.

PAGE TITLE

Font: Roboto
Style: Bold - All Caps
Size: 40pt
Color: #020b1d

PARK CITY MUNICIPAL

HEADING 1

Font: Roboto
Style: Bold - All Caps
Size: 28pt
Color: #020b1d

PARK CITY MUNICIPAL

HEADING 2

Font: Roboto
Style: Regular - All Caps
Size: 28pt
Color: #020b1d

PARK CITY MUNICIPAL

BODY TEXT

Font: Roboto
Style: Regular
Size: 20pt
Color: #767676

Park City is now home to two world-class ski resorts, Deer Valley and Park City Mountain, and draws visitors from across the globe year-round.

SOCIAL MEDIA GUIDELINES

Brand Name

Always spelled out first, and can include the acronym in parenthesis after and then used after that. Park City Municipal Corporation (PCMC). May be referred to as Park City Muni or PCMC as long as it is consistent throughout the document.

SOCIAL CHANNELS

Facebook

@ParkCityGovt

https://www.facebook.com/ParkCityGovt

Instagram

@ParkCityGovt

https://www.instagram.com/parkcitygovt/

Twitter

@ParkCityGovt

https://twitter.com/parkcitygovt

LinkedIn

https://www.linkedin.com/company/park-city-municipal-corporation/

Youtube

www.youtube.com/channel/UCY4xcig8QxEpMDqQYK-4kdQ

Group Email Address

For questions or infomation please email our communications team at - Communications_Mail@parkcity.org