BRAND *STYLE* GUIDE

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2019
EDITION

HOW TO USE THIS GUIDE

The City of Beaumont updated its logo in 2018 and created this document to ensure all other design styles integrate with the logo for a unified appearance.

This style guide offers best practices to facilitate brand integrity and ensure consistent communication when representing the City across all media platforms and audiences. The rules in this document are not meant to limit creativity. This is an evolving document intended to adapt to the growing needs of Beaumont's diverse and industrious community.

ABOUT BEAUMONT

Beaumont proudly offers a rich history and rural charm. Originally settled in the mid-1800s as a stop along the Southern Pacific Railroad, people drawn to the beautiful mountain views, crisp air and abundance of apple orchards remained in the area and the City of Beaumont was incorporated on November 18, 1912.

Beaumont is a vibrant City whose charm is exceeded only by the remarkable people who call it home. While times have changed, the friendliness and hospitality that recall a simpler era have not. In Beaumont, residents enjoy a way of life that includes not only the charming characteristics of a small town, but all of the amenities of a dynamic suburban environment.

Beaumont's continued growth can be attributed to a dedicated and visionary City government and staff, coupled with involved community members and vibrant businesses working together to prepare Beaumont for the future. The City's exceptional services and public safety, excellent school system, and 16 scenic parks and recreation areas ensure that Beaumont is a great place to live, work and explore.

Strategically located at the intersection of Interstate 10, Highway 60 and Highway 79, Beaumont provides access to all of Southern California. The convenient location draws a growing number of people excited to call Beaumont home, along with businesses seeking to capitalize on new opportunities.

CORE VALUES

1. Treat everyone right
2. Keep a customer service focus
3. Effective communication
4. Present opportunity
5. Operate like a great business
6. Eliminate bureaucratic solutions
7. Embrace positive change

TABLE OF CONTENTS

LOGO STANDARDS 5
- *About the logo* 6
- *Fundamentals* 7
- *How to scale* 8
- *Utilizing clear space* 8

TYPE STANDARDS 9
- *Font selections* 10
- *Brand typography & hierarchy* 11

COLOR STANDARDS 13
- *Color palette* 14
- *Color hierarchy* 15
- *Logo color options* 16

FILE FORMATTING 17

TONE & VOICE 19
- *Overview* 20
- *Communications styles* 21

GRAPHIC STANDARDS 23
- *Branded Collateral* 24
- *Reports/ Press releases/ Flyers* 25
- *Website & Digital Tools* 26
- *Presentation Examples* 26
- *Graphic Element Options* 27

LOGO STANDARDS

LOGO

The Beaumont logo is a primary component of the City's brand identity. It is often the first point of contact and must be used consistently to maximize its recognition within the community. Each use of the logo should be carefully controlled and must be cleared by communications personnel.

For inquiries regarding the appropriate display of the City's logo, please contact the Public Information Officer at (951) 572.3207.

TAGLINE

A City Elevated

ABOUT THE LOGO

The Beaumont logo includes **two distinct elements**: mountain and sky. The mountain represents the peak on nearby Mount San Gorgonio, which inspired the name Beaumont, French for "beautiful mountain." The blue of the sky represents the City's clean air and symbolizes trustworthiness.

Logo Evolution – Below is a brief look at how the Beaumont logo has evolved.

BLACK BORDER

CENTENNIAL

2017

Logo Anatomy – The logo includes a combination of a logomark and logotype.

FULL COLOR

ONE COLOR

FUNDAMENTALS

- The logo includes two basic elements: a logomark and logotype.
- Both elements should always appear together.
- The shape, arrangement and proportions of the logo must **NEVER** be altered.
- The logotype has a specific typeface.
- **DO NOT** attempt to recreate this logotype with standard fonts.
- **NEVER** redraw or reconstruct the logo from hardcopy or a raster-based image.
- **NEVER** translate the logotype into another language.
- When choosing a background color, **MAXIMIZE** the contrast against the logo color to maintain legibility.
- **NEVER** use a patterned background behind the logo.

Examples of incorrect/correct usage

***DO NOT** stretch or alter the logomark.*

***DO NOT** change the colors of the logo.*

***DO NOT** add new gradients to the logo.*

***DO NOT** add patterns to the logo.*

***DO NOT** replace any elements of the logo with other objects.*

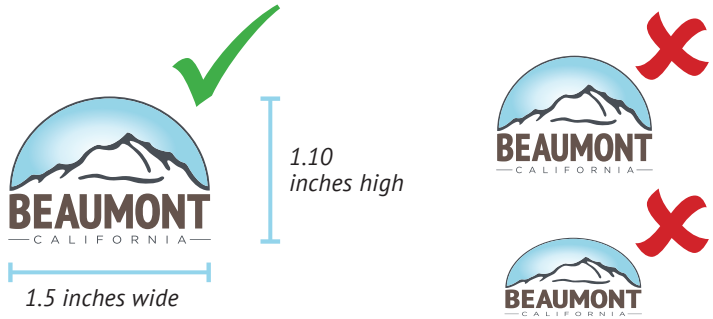
***DO NOT** separate or animate parts of the logo in any way.*

***ALWAYS** maintain the logo proportions.*

HOW TO SCALE

- Scale the logo large enough to ensure visual prominence.
- Always scale the logo proportionally.
- A minimum of ***1.5 inches wide*** and ***1.10 inches high*** should be used for collateral materials to ensure legibility in all print applications.
- For digital purposes, the logo may not be smaller than ***108 pixels in width*** and ***100 pixels in height***.

Examples of correct/incorrect scaling

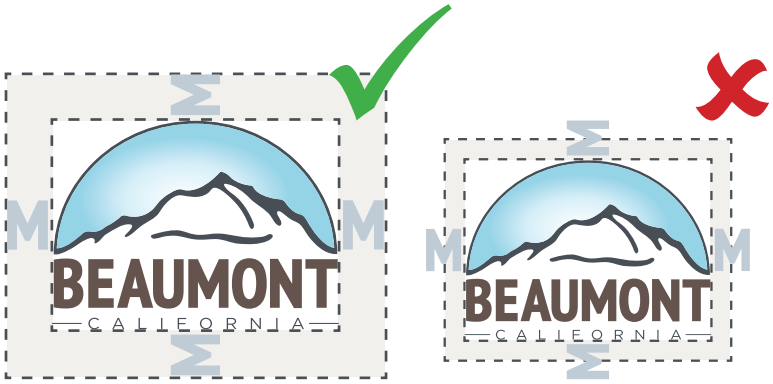


NOTE: Presenting the logomark and logotype in a clear, readable size ensures that the City of Beaumont is represented and understood accurately and effectively.

UTILIZING CLEAR SPACE

- Maintain **clear space*** around the logo to protect the logo from distracting graphics or typography and preserve its integrity and legibility.
- Measure clear space by the height of the “M” in Beaumont for vertical space and the width of ”M” horizontally.
- Never allow typography or other elements to “invade” the logo.
- The logo proportions should always be maintained, and never stretched or compressed to fill a space.

Examples of correct/incorrect usage



Clear space refers to empty areas between the logo and any other elements in design.

TYPE STANDARDS

TYPE

PT Sans is the primary typeface, with crisp edges and evenly spaced letters. This font family is available in a number of weights and styles. It provides many design options, while body copy remains legible and consistent throughout documents. Pt Sans accommodates most typographic needs, including correspondence, outreach collateral, technical documentation, and even road signage.

A secondary font, Gotham, is available for subhead content and captions. Gotham is a strong, clear typeface and may be used in all caps to bring attention to important details.

The Open Sans type family may be used as a substitute if PT Sans or Gotham is unavailable.

BOLD

Bold Italic

REGULAR

Italic

***PRIMARY TYPEFACE:* PT Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pt Sans comes in **4 classic weights** and may be used across all documents, including technical data.

BOLD

Bold Italic

BOOK

Book Italic

***SECONDARY TYPEFACE:* Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham comes in **7 classic weights** and may be used across all documents as display type.

BOLD

Bold Italic

REGULAR

Italic

***SUBSTITUTE TYPEFACE:* Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans comes in **10 weights** and may be used across all documents as body copy or display type.

BRAND TYPOGRAPHY & HIERARCHY

Establishing a clear typographic hierarchy is one of the most important practices when creating a document. Implementing this rule into documents or designed graphics enhances visual impact and simplifies complex documents.

The following tips will help accomplish this breakdown of information:

THIS IS A HEADER.

THIS IS A SUBHEAD.

This is what **body copy** may look like.

Non cus. Il et **highlighted text** aecatest, quaepudiorum harciis imoloris am ra doloriaspit quae comnis etur? Natio. Qui nihil inctum laudae lanimpernat. Ecum quam fugit exeritatium volorup tasimus harciis imoloris.

Comnis etur? Natio. Qui nihil inctum laudae lanimpernat. Ecum quam fugit exeritatium volorup tasimus harciis imoloris. Quae comnis etur? Natio. Qui nihil inctum laudae lanimpernat. Ecum quam fugit exeritatium volorup tasimus harciis imoloris.

- **Create a header.** The header is the most important message or information and should be immediately visible to the reader. Recommended text styles include bold and thin weights or all caps.
- **Create subheads.** Using these elements will organize body copy into sections and group related information. They should not stand out as much as the header. Subheads clearly direct readers to different areas within a document and make navigation easier. Changing text color is an effective way to bring attention to multiple sections.
- **Organize body copy.** Copywriting for a document could be full of heavy text, an entire article, a short note, or a brief description for a presentation. The key concept behind these various modes of writing is to keep the content easy to read.
- **Body copy fonts.** Standard fonts should be in a medium or regular weight. Font size should typically be an 11 point but no smaller than 8 point. Any font weight thinner than medium or regular will be difficult to read at a smaller size and should be avoided or used at a 12 point font minimum.

COLOR STANDARDS

COLOR

Consistent use of the approved color palette in all communications strengthens the association with those colors and, by extension, brand awareness as a whole.

The primary light blue color signifies tranquility, trust, openness; brown is associated with earthiness; and gray is a timeless neutral color symbolizing professionalism, intelligence and authority.

Beaumont's color palette should be used consistently on all materials and communications, including the website, logo and print materials.

COLOR PALETTE

- Always use the primary colors for the Beaumont logomark.
- Brand colors have been selected to complement the logo and website.
- Always refer to the color palette to ensure consistency with every application.
- Color specifications are available for both print and digital use.
- Do not rely on values from files that have been converted automatically between color modes as they may not be accurate.
- No other colors have been approved for use.

PRIMARY COLORS

Smokey Gray:
PANTONE 7540 C
PRINT–C-69, M-59, Y-52, K-33
DIGITAL–R-74, G-79, B-84
WEB–HEX# 4A4F54

Brown:
PANTONE Warm Gray 10 CP
PRINT–C-56, M-58, Y-60, K-31
DIGITAL–R-99, G-85, B-79
WEB–HEX# 63554F

Sky Blue:
PANTONE 2975 C
PRINT–C-39, M-2, Y-6, K-0
DIGITAL–R-149, G-212, B-233
WEB–HEX# 95D4E9

SECONDARY COLORS

Deep Blue:
PANTONE 2965 U
PRINT–C-80, M-62, Y-43, K-26
DIGITAL–R-60, G-81, B-100
WEB–HEX# 3C5164

Tan:
PANTONE 7528 CP
PRINT–C-20, M-20, Y-27, K-0
DIGITAL–R-206, G-194, B-180
WEB–HEX# 63554F

Light Blue:
PANTONE P 118-1 U
PRINT–C-16, M-0, Y-2, K-0
DIGITAL–R-208, G-236, B-246
WEB–HEX# D0ECF6

COLOR HIERARCHY

- Think of the **PRIMARY COLOR** palette as the fundamental colors, anchoring the design in a general color scheme that will maintain brand consistency.
- The **SECONDARY COLOR** palette should be used to add contrast to a document and may be used for base and background elements.
- The **TERTIARY COLOR** palette consists of colors that complement the primary palette and act as a highlight on a document.
- The **SUPPLEMENTAL COLOR** palette provides emphasis and variety that support the primary, secondary and tertiary palettes, especially when darker colors are used. This palette may be used for drawing attention to extremely important information.

TERTIARY COLORS

Gray Teal:
PANTONE 5405 UP
PRINT–C-71, M-45, Y-36, K-8
DIGITAL–R-84, G-119, B-137
WEB–HEX# 547789

Gray Tan:
PANTONE 7529 U
PRINT–C-28, M-28, Y-30, K-0
DIGITAL–R-188, G-175, B-168
WEB–HEX# BCAFA8

Deep Green:
PANTONE P 162-15 U
PRINT–C-62, M-35, Y-100, K-19
DIGITAL–R-99, G-119, B-36
WEB–HEX# 637724

SUPPLEMENTAL COLORS

Sunset Orange:
PANTONE P 37-8 C
PRINT–C-0, M-79, Y-94, K-0
DIGITAL–R-241, G-93, B-42
WEB–HEX# F15D2A

Light Orange:
PANTONE P 17-7 C
PRINT–C-0, M-36, Y-84, K-0
DIGITAL–R-251, G-174, B-66
WEB–HEX# FBAE42

Apple Green:
PANTONE P 160-8 C
PRINT–C-35, M-0, Y-100, K-0
DIGITAL–R-178, G-210, B-53
WEB–HEX# B2D235

LOGO COLOR OPTIONS

QUICK TIP: Contrast is one of the key principles of design and the main focus when choosing the correct logo to use. Allowing enough light contrast between background elements and the logo will ensure visibility and impact of the brand.

Sky Blue: PANTONE 2975 C

Smokey Gray: PANTONE 7540 C

Brown: PANTONE Warm Gray 10 CP

Smokey Gray: PANTONE 7540 C

FILE FORMATTING

Proper use of file formatting

To maintain the City's brand identity across all platforms, the following digital tools are provided to avoid reproduction of any unapproved brand elements.

These files include:

- The original, editable file (i.e. Adobe Illustrator .AI)
- A vectorized EPS file in CMYK (print) format
- A vectorized EPS file in RGB (digital) format
- Web and digital preview files: PNG, JPEG and PDF

What is a vector-based EPS file?

An EPS file (short for Encapsulated PostScript) is a vector format designed for printing to PostScript printers and imagesetters. It is considered the best choice of graphics format for high-resolution printing of illustrations. EPS files can be easily imported into vector-based editing programs like Adobe Illustrator. To ensure that the logo is not compromised, the EPS files contain outlined fonts and stores the lines, shapes and colors that make up an image. These file types can be scaled up almost infinitely and still maintain clarity. We recommend designers use Adobe Illustrator and do not use CorelDRAW.

TONE & VOICE

VOICE

The City of Beaumont uses many forms of communication to reach a variety of audiences. To maximize effectiveness, all written communications must satisfy the following key requirements:

- Match the message of each communication vehicle with the needs of each audience to increase understanding and maximize reach.
- Determine the proper style, tone and voice to best convey the desired message to the intended audience.
- Craft each communication to convey the values that best exemplify Beaumont and the vision of its leadership.

While government documents such as grant applications require a much more formal structure than social media messages, all forms of written communication must adhere to the overall guidelines established within this document. This Brand Style Guide offers specific direction regarding the appropriate tone and style for general messages and a variety of frequently utilized media.

OVERVIEW

The ELEVATE method provides a general style of written communications to best represent the City's mission, vision and brand. Using a uniform voice delivers consistency across all media platforms to maximize effectiveness. The general style will ELEVATE Beaumont's message using the method identified below:

- **EARNEST:** Demonstrate the City's sincere efforts to create a better community.
- **LASTING:** Create messages that not only convey information but leave a positive impression of the City.
- **EDUCATIONAL:** Offer timely and relevant information that is genuinely beneficial to the receiving audience.
- **VITAL:** Present energetic messages expressing the excitement of Beaumont in an active voice while stressing a clear call to action.
- **ACCOUNTABLE:** Treat audiences respectfully through proactive communications and responses by utilizing the proper tone, validating concerns, operating transparently and offering a means for recipients to receive additional information when desired.
- **THOUGHTFUL:** Capture interest and engagement by providing helpful and valuable information in a manner that respects the audience's time and attention.
- **EFFECTIVE:** Ensure key messages are understood through clear content and dynamic visuals, creating an experience for the audience and engaging targeted stakeholders.

All written communication should ELEVATE its message through this method. For instances where designated, communications will slightly alter this style to best match the medium being used; specific guidance is provided on the next page.

COMMUNICATIONS STYLES

PRINTED COMMUNICATIONS
All printed communications should generally follow Beaumont's ELEVATE method as described on the previous page.

DIGITAL COMMUNICATIONS
Digital newsletters, e-blasts and other content distributed electronically should follow the general guidance of the Beaumont's ELEVATE method. To better match the feel of these media forms, digital messages should be shorter and contain more section breaks, while emphasizing interactivity and content connectivity. The copy should express a sense of immediacy and encourage conversation between the City and stakeholders.

SOCIAL MEDIA
While following Beaumont's ELEVATE method, social media communications will be written in first person. These messages should be engaging, approachable and solicit engagement with the audience.

WEB
Similar to traditional written communications, all website messages will be written from the third-person perspective. These web messages should utilize Beaumont's ELEVATE method to provide and explain necessary information.

PRESENTATIONS
The content for presentations should be tailored to the audience. Time and effort should be taken to establish the audience's general knowledge and level of sophistication to deliver information that is relevant and beneficial.

LEGISLATIVE AFFAIRS
These communications should follow Beaumont's ELEVATE method. Content should match the typical formality of government communications, and tone will need to be adjusted accordingly to differentiate Beaumont from other cities.

GRANT DOCUMENTS
Grant-related documents should follow Beaumont's ELEVATE method. The writing needs to reflect the formality of government communications, while communicating a persuasive call to action.

LEGAL
Due to its very nature, legal communication will deviate from Beaumont's ELEVATE method. Copy should be primarily guided and reviewed by legal counsel. The tone of these messages is driven by the need to maintain compliance while also meeting City communication objectives.

ADVERTISEMENTS
Any advertising will need to fully utilize the benefits of Beaumont's ELEVATE method. Messaging should reflect Beaumont's heritage mixed with a modern approach to community, cornerstones of the City's brand.

GRAPHIC STANDARDS

DESIGN

When creating any document, it is important to follow the theories of cohesive design to tell the story.

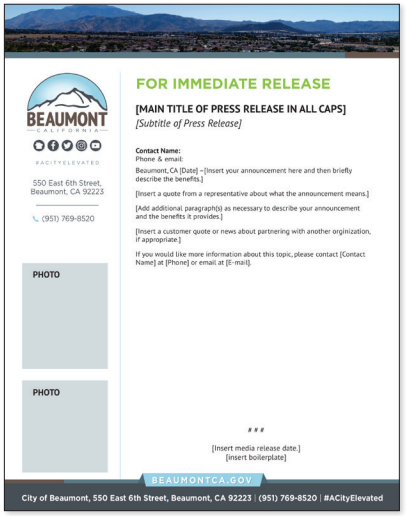
Maintain unity in outreach and educational materials to enhance comprehension and usability throughout all documents.

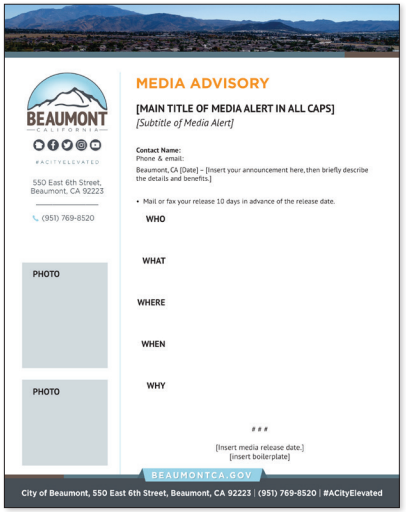
The use of uniform styled elements with an emphasis on hierarchy improves legibility and creates a consistent and balanced layout to help promote the integrity of the brand.

BRANDED COLLATERAL

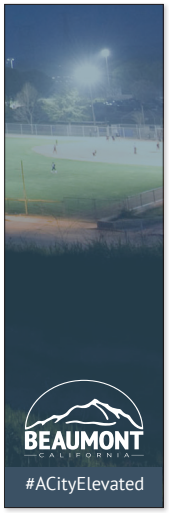
REPORTS

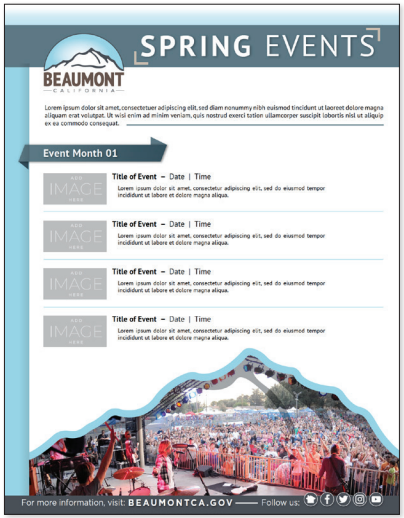
PRESS RELEASES





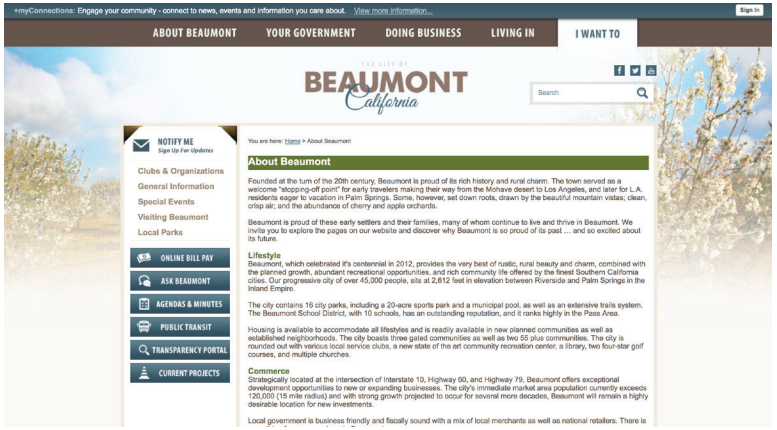
FLYERS





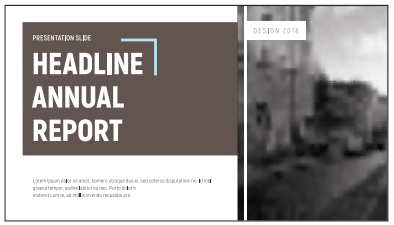
WEBSITE & DIGITAL TOOLS

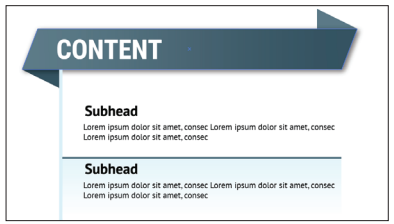
- The website must reflect the recommended color palette, display approved logos, and employ a clear layout design.
- Utilize the rule of thirds for text box and photo placement, and purposefully select focal points on web pages to create aesthetically pleasing page designs.

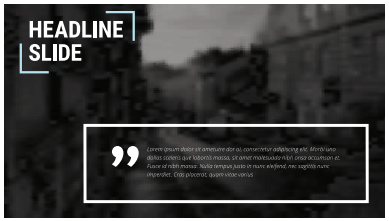


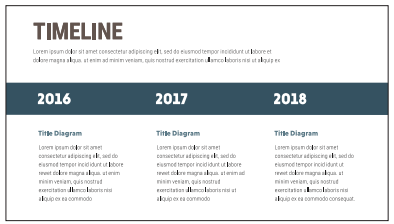
PRESENTATION EXAMPLES

- Presentation layouts should be free of clutter and long paragraphs.
- Content should be displayed in a short, bulleted form and include photography throughout.



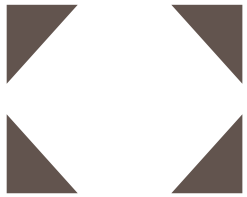






GRAPHIC ELEMENT OPTIONS – ICONS

TEXT DIVIDERS & ENHANCERS



FOLLOW US

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