



# brand guidelines

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CITY OF LAKELAND





## BRAND GUIDELINES

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for questions regarding brand usage, please contact:

**PATRICK PATTERSON**

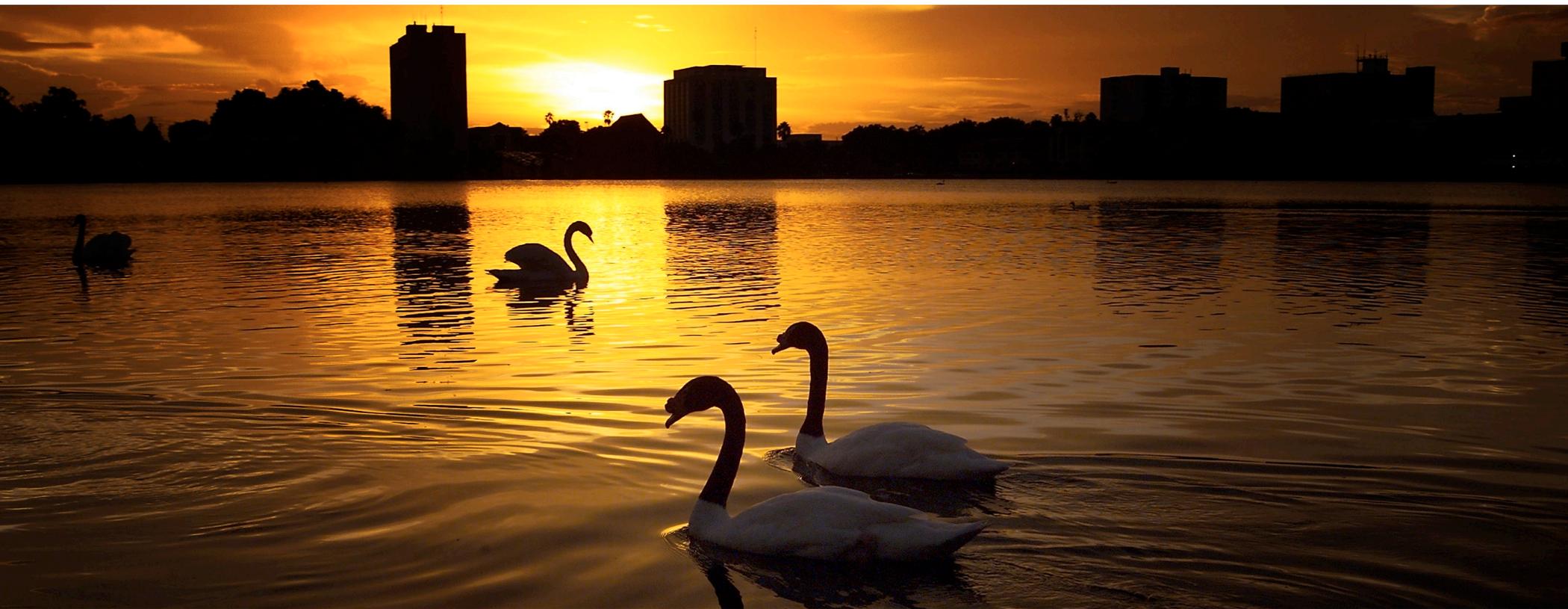
CREATIVE SERVICES MANAGER

COMMUNICATIONS

patrick.patterson@lakelandgov.net

BRAND GUIDELINES UPDATED SEPTEMBER 1, 2018

# INTRODUCTION



# City Team:



It is a privilege to serve the warm-hearted citizens of Lakeland as your Mayor. We have a fantastic community that is only getting better because of how collaborative we are within many partnerships. We stay focused on the vision for the future and we have outstanding employees who work diligently to bring exceptional services to our residents.

As a City of Lakeland Team, we exist to serve and make life easier for our Citizens, as they bask in higher quality of life experiences than are found in most communities. Lakeland has over 100,000 individuals and we are here to enhance life for every single one of them.

It is important that we work together to be a vibrant, innovative, culturally inclusive, world-class community. Part of that working together is a concentrated effort to portray our organization in the absolute best light using the City's brand.

The City's brand outlines the entire customer experience including our logo, website, social media, email signature and even the way you answer your phone and the smile that can be heard in your voice. It is important that City employees follow this guidebook as we work together in creating a brand recognition, a customer experience and corporate identity that is second to none!

Eagerly serving alongside you,



William "Bill" Mutz | MAYOR



The City of Lakeland officially launched our current brand that was inspired by the community's iconic swans. The swans on Lake Morton are synonymous with Lakeland and they are the most recognizable symbols of our City. The swans are loved by our residents and enjoyed by our visitors, so it is very easy to understand how the City adopted a swan image as our brand.

We all have an important role to ensure the success of this new brand. As with all new initiatives, our City team sets the tone for others to follow. Therefore, as brand ambassadors, I encourage you to identify opportunities for our brand to be represented or updated. This is your opportunity to lead the way and be a part of something special.

The City's brand also incorporates the values that we all live by as we deliver exceptional municipal service to our residents. Each color incorporated into the swan logo represents one of our six City values: Social Responsibility, Leadership, Integrity, Commitment to Excellence, Empowered Workforce and Diversity.

With the City's brand, our iconic swans take center stage as our symbol, but always remember that our employees are truly what make Lakeland special. As we continue to move forward, I look to our employees to follow this guidebook for a consistent message on how our brand is portrayed.

Sincerely,



Tony Delgado | CITY MANAGER

## OVERVIEW

This brand guide contains a comprehensive list of standards for the City of Lakeland's visual identity. These guidelines will allow for consistency in communication with residents and visitors by providing one consistent look and voice across all departments and platforms.

The standards outlined were established to ensure messaging from the City of Lakeland is consistent, recognizable and represents the authority of the City. The face of this communication is the logo. The primary logo, shown here, has variations and standards for media, signage, departmental recognition and more.



# HISTORY



- 2001

Harkening back to the once-booming citrus industry, this "Citrus Globe" branded Lakeland beginning in the 1950s. Used as the City's brand until 2001, there are remnants of it still in existence on historical plaques, framed certificates, facility signs and even on some of the oldest vehicles in the City's fleet (the old specialty green ones).

Reminiscent of both a basketball and the Pan Am logo, this relic of City branding history was replaced with a swan as we ushered in a newer, more digital age in the early 2000s.



2001 - 2014

Along with the City's first foray onto the world-wide-web, and a few years before the Communications Department was established, a few members of the Information Technology Department implemented this new brand for the City. Over the course of its 14-year reign, this swan was printed, engraved, embossed and plastered on anything and everything belonging to and put out by the City.

This logo sang its swan song on September 30, 2014, and was replaced with a swan of many colors.



2014 - CURRENT

The current City logo debuted in late August of 2014 before finally being approved, unanimously by the City Commission.

The feathers in this swan symbolize the City's core values: Social Responsibility, Leadership, Integrity, Commitment to Excellence, Empowered Workforce and Diversity.

A more modern take on its predecessor, after four years, it has almost fully replaced the former logo as the only brand recognized by the citizens of Lakeland.

# LOGO



# LOGO VARIATIONS

### MAIN

The main version of the logo is for primary use. When no departmental tag is used, the logo with the website should be used. If more than one department are simultaneously involved, this version should be used instead of crowding multiple logos together.

In certain circumstances, with approval of the Communications Department's Brand Manager, the logo can be used without the website or tag (i.e. shirt embroidery, signage, etc.).

Each department will be provided with access to a full-color logo with their tagline.



### ALTERNATE

The alternate version of the logo should only be used in circumstances when a more horizontal version is needed. Department tags should not be used with this version. The swan should ALWAYS reside to the right of the logo type. This alternate logo should be used in the signature of your City email.



### WORDMARK

On the very rare occasion when a simpler logo is needed (i.e. pens, pencils and various promotional items), a wordmark version of the logo is available for usage with approval of the Communications Department's Brand Manager on a case-by-case basis.



### REVERSE

When using the logo on dark background, the reverse version should be used. In this instance, the head of the swan and all of the text should be in white and all of the feathers should be their original colors. Each department is provided with a reverse version of the logo with their tagline.



### ONE-COLOR

The swan can be used in any single solid color if it is complimenting a background or a shirt color. However, when the color of the swan is changed, all of the text must be the same as the swan. Each department is provided a black version of the logo with their tagline.



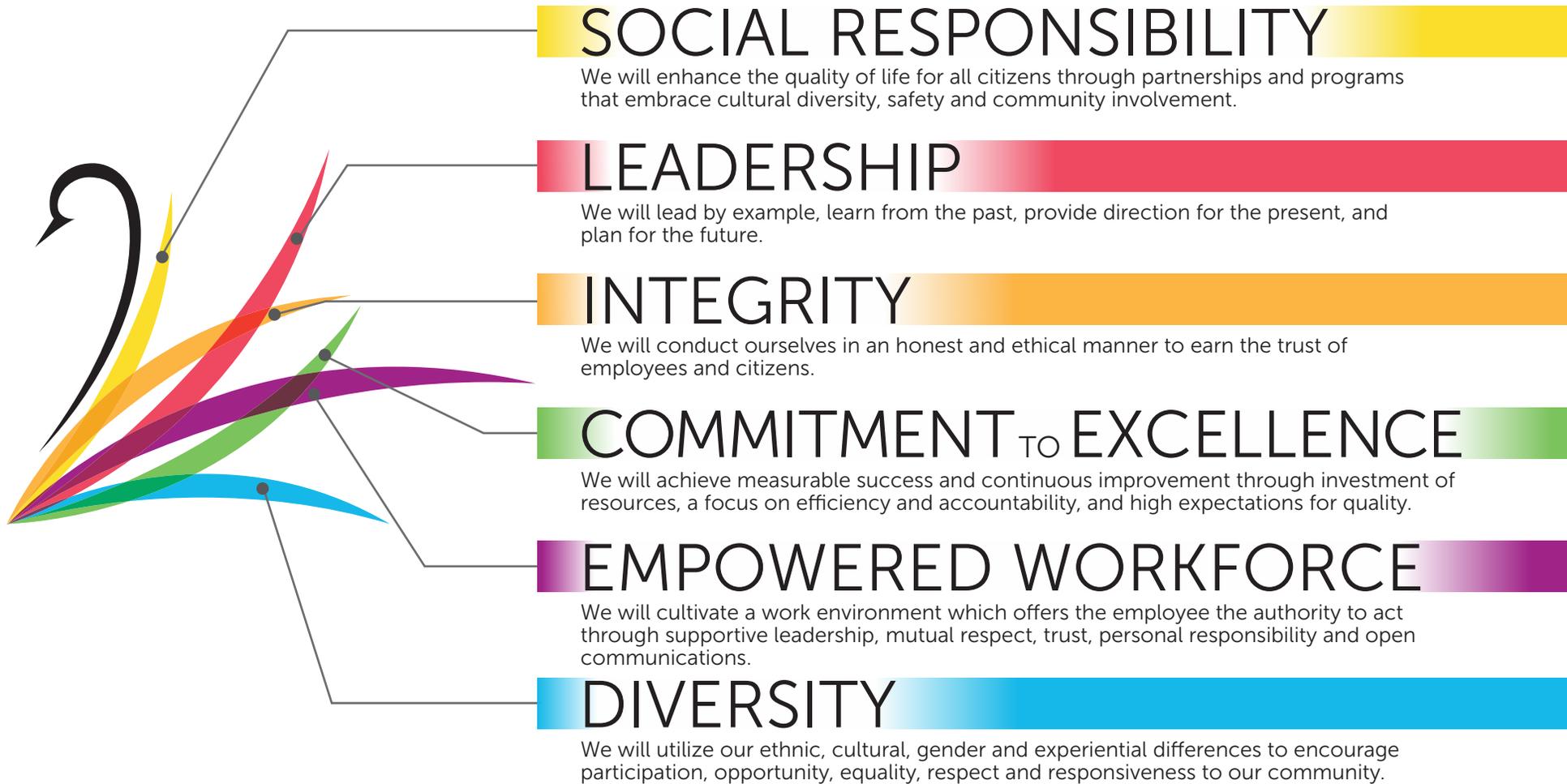
### ONE-COLOR REVERSE

The swan may also be used in a single light color if placed over a dark, solid background. Each department is provided with a white version of the logo with their tagline.



# LOGO SYMBOLISM

# OUR VALUES



# COLORS



C:2 M:9 Y:91 K:0  
PMS: 107 U  
HEX: FFEA64  
R: 253 G:221 B:46



C:0 M:87 Y:51 K:0  
PMS: RED 032 U  
HEX: F35562  
R:239 G:72 B:97



C:0 M:33 Y:83 K:0  
PMS: 129 U  
HEX: F7B446  
R:255 G:199 B:70



C:55 M:0 Y:85 K:0  
PMS: 359 U  
HEX: 81D07A  
R:125 G:195 B:92



C:42 M:100 Y:6 K:0  
PMS: 253 U  
HEX: B455B3  
R:160 G:36 B:135



C:70 M:5 Y:2 K:0  
PMS: 306 U  
HEX: 00B6E3  
R:0 G:183 B:231

The colors used in the brandmark are six classic colors in brighter hues. These colors should be integrated into all publications, both in print and on screen.

When possible, the single color logo should reflect one of these values colors.

# TYPOGRAPHY

In keeping a cohesive brand for the City, Museo Sans will be used as the primary typeface. The logo is to only be paired with Museo Sans.

|            |                         |
|------------|-------------------------|
| 100        | City of Lakeland        |
| 100 Italic | <i>City of Lakeland</i> |
| 300        | City of Lakeland        |
| 300 Italic | <i>City of Lakeland</i> |
| 500        | City of Lakeland        |
| 500 Italic | <i>City of Lakeland</i> |
| 700        | City of Lakeland        |
| 700 Italic | <i>City of Lakeland</i> |
| 900        | City of Lakeland        |
| 900 Italic | <i>City of Lakeland</i> |

logo typeface in all weights: Museo Sans

# CLEARANCE & SIZING

## LOGO CLEARANCE

When using the logo, do not crowd it with text, other logos or margins. As a guide, provide at least twice the height of the letterforms in "Lakeland" between the logo and any other object.



## MINIMUM SIZING

The logo's size should never be resized to less than one inch wide for legibility. When using the reversed logo, it should remain larger than one and a one-half inches wide.



# INCORRECT USAGE

Below are a few examples of what you should not do with the City's logo. It should be kept true to its original design and should only change in certain, unavoidable circumstances. This is the City's calling card. It should look its best! If you have any questions regarding correct vs. incorrect usage, please contact the Communications Department's Brand Manager.



Don't remove elements.



Don't stretch, distort or alter in any way.



Don't change the kerning.



Don't use gradients.



Don't resize or reposition elements.  
The swan should always "swim" towards the left.



Don't change type.



Avoid placing over busy photos or backgrounds.



Don't place over a background in the same color as a logo color.



Don't rotate.



Don't change the color of individual elements.



Don't use drop shadows, bevels or any other effects.



Don't change opacity.

# DEPARTMENT TAGLINES

A department tagged logo has been created for each department that is not a public safety entity or an enterprise fund. Files for departmental usage are available to you. Usage guidelines are below.



## USAGE GUIDELINES:

Logos with departmental tags were developed for single department usage. If more than one department is involved in a project, the main logo (with web tag) should be used.

All standards that apply to the main logo, apply as well to the departmental tags. The color should remain black, unless used on a solid color in which the logotype has been changed to white.

If any changes or additional tags are needed, please contact the Communications Department.

Some divisions have been granted approval to have a division tag created for use instead of their department tag. These are created with the approval of the individual department head and Communications Department.

## INCORRECT USAGE:



Don't use other fonts for departmental tags.



Don't increase the size of the departmental tag so that it is wider than the logo.



Don't add your own departmental tag to the main logo.

TELEPHONE } WHITEHALL 7177  
TELEGRAMS }

When replying or  
telephoning please quote  
this reference

KP/RG



ROYAL SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS  
105 JERMYN STREET, LONDON, S.W.1

PLEASE  
ADDRESS  
LETTERS TO  
SECRETARY

27th July 1956

To Staff Sergeant R. Pickhardt,  
1, The Leys,  
Banbury, Oxon.

Dear Sir,

Further to my letter of the 19th July concerning your wish to obtain a pair of swans for your home town, I have now heard from Sir Terence Nugent, and he has informed me that the Lord Chamberlain is willing to let you have, as a gift, a pair of swans which are surplus to Her Majesty's requirements. The following conditions, however, are imposed:-

- (a) That you should produce a United States Import of Livestock Licence, should such a document be necessary.
- (b) That you should reimburse Her Majesty's Swan Keeper with all his expenses in regard to catching, crating and despatching the birds by air to America.

I have made enquiries of the foremost organisation responsible for the despatch of livestock overseas by air, and I am informed that the approximate cost of the despatch of a pair of swans from London Airport to New York would be approximately £45. I very much regret I cannot give you any idea of the cost of onward routing them from New York to Lakeland as this would be a matter of internal arrangement within the United States, but no doubt your own agents would be able to assist you in this matter. The charges of Her Majesty's Swan Keeper for catching and crating the birds would, of course, be additional to the foregoing.

p.t.o.

Perhaps you will now consider this matter and advise me, in due course, whether you wish to pursue it further. I shall be only too happy to give you any further assistance which the Society may be able to render.

Yours faithfully,

*A.W. Brown*  
Chief Secretary.

## Royal Swans To Leave UK For Lakeland, USA

What could be prettier than a pair of gentle swans moving across a clear blue lake with their heads held proudly erect on delicately curved necks.

After months of determined effort by Upper Heyford's Staff Sergeant and Mrs. Robert Pickhardt, 3918th Operations Squadron, and with the help of the Office of the Lord Chamberlain and the Royal Society for the Prevention of Cruelty to Animals, this beautiful scene will become a reality when the swans depart from London airport on the 22nd of January aboard a commercial airliner for the United States.

The story began some months ago when Mrs. Pickhardt read about the sad plight of their home town in Lakeland, Florida, a sub-tropical city located in the center of the lake region. Lakeland at one time had over 30 beautiful swans on their lakes, which were admired and loved by the town's 30,000 inhabitants. However, over the years these graceful creatures began to disappear, one by one, until in 1953 the last remaining pair died, victims of time and neglect. The Pickhardt's remembered the happiness these noble birds had given and vowed to do something about the situation. Swans are in abundance in the United Kingdom, and it was here that the SAC family began a campaign to obtain a pair for their hometown.

They first wrote to the Royal Society for the Prevention of Cruelty to Animals and then to the Office of the Lord Chamberlain, and it was found that a pair of royal swans were available, but the transportation cost would have to be raised. Mrs. Pickhardt wrote to the Lakeland Chamber of Commerce telling them of the possibility, and this in turn started an almost nation-wide campaign to raise the necessary funds to ship the birds to Lakeland. Mrs. Pomeroy of New York City heard about the efforts to transport the swans from England, and donated the entire amount for that purpose.

When the birds arrive in New York they will stay for a short time in quarantine and then on to Lakeland and a new home. The people of Lakeland have built a small house for the swans to protect them, and from here it looks like these noble birds are in for a king's life — thanks to Sgt. and Mrs. Pickhardt of RAF Station Upper Heyford.



FEBRUARY 9, 1957 • Two Royal Swans arrive at Drane Field airstrip  
City Manager D.O. Payne  
Mayor E.W. Bowen  
Chamber of Commerce President Chester McDonald  
Chamber of Commerce Manager John McBryson



FEBRUARY 9, 1957  
Swans are released into enclosure on Lake Morton

# USAGE & POLICIES



# STATIONERY

## LAYOUT

The logo (main or with department tag) should be in the top left. Division and address should reside in the center, left justified. No other information should be included without approval from the Communications Department.

## TYPOGRAPHY

The body of any letter, due to font restrictions, should be typeset in Arial or Times. This applies to all City business, letters, emails, envelopes, etc.

## ENVELOPE

The logo, in one color, should be set above the return address. For special mailings, this can be changed with the approval of the Communications Department.



228 S MASSACHUSETTS AVE  
LAKELAND, FLORIDA 33801  
863.834.6011



## USAGE & POLICIES

# BUSINESS CARDS

## LAYOUT

On all business cards, the main logo should be used. Please limit "certifications" on your individual business cards.



**CITY OF Lakeland**  
www.lakelandgov.net

**Name, CERTIFICATIONS**  
Title (7pt or less if needed)

**Department Division**  
Address  
Lakeland, FL 3380X

(863) 581-7366<sup>phone</sup>  
(863) 834-6266<sup>fax</sup>

[firstname.lastname@lakelandgov.net](mailto:firstname.lastname@lakelandgov.net)

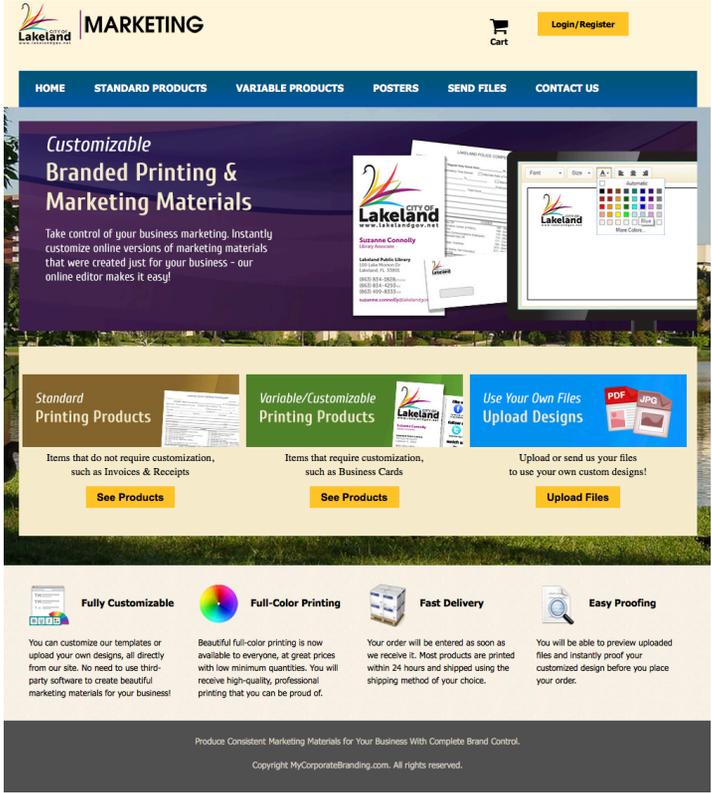
## BUSINESS CARD ORDERING

There is no longer a need to send a form to Communications to acquire new business cards. An online ordering system has been put in place to ensure expediency and accuracy. You can order and pay for business cards through this system. You will have to create a login on your first visit.

### lakeland.mycorporatebranding.com

Business card ordering can be found under "Variable Products" and the system will allow you to enter your own information. If there are issues, please contact the Communications Department Brand Manager.

Business cards will need to be paid for by your department. You will receive an invoice when they are delivered.



The screenshot shows the website's marketing section. At the top, there is a navigation bar with 'MARKETING' and a 'Login/Register' button. Below this is a main menu with 'HOME', 'STANDARD PRODUCTS', 'VARIABLE PRODUCTS', 'POSTERS', 'SEND FILES', and 'CONTACT US'. The main content area features a large banner for 'Customizable Branded Printing & Marketing Materials' with a sub-headline 'Take control of your business marketing. Instantly customize online versions of marketing materials that were created just for your business - our online editor makes it easy!'. Below the banner are three product categories: 'Standard Printing Products' (Items that do not require customization, such as Invoices & Receipts), 'Variable/Customizable Printing Products' (Items that require customization, such as Business Cards), and 'Use Your Own Files Upload Designs' (Upload or send us your files to use your own custom designs!). Each category has a 'See Products' or 'Upload Files' button. At the bottom, there are four service highlights: 'Fully Customizable' (You can customize our templates or upload your own designs...), 'Full-Color Printing' (Beautiful full-color printing is now available to everyone...), 'Fast Delivery' (Your order will be entered as soon as we receive it...), and 'Easy Proofing' (You will be able to preview uploaded files and instantly proof your customized design...).

# APPAREL & UNIFORMS

## FULL-COLOR EMBROIDERY

The Communications Department has worked diligently with local vendors to provide the best uniform embroidery possible. Although the standard (for print) brand has an overlap effect, this is impossible to achieve with thread and still look great. The colors above should be the only brand and colors used when embroidering the brand in color. All of the text should be black for the main logo and all white for the reverse logo. The brand also works well in a single color of your choice. However, please do not mix and match the colors. If the text of the brand is in one color, the swan should be in the same color.

This is the only time when the main logo should be used without the web tag or a department tag.

Use this reference sheet to make sure the colors match each and every time.



embroidery thread color chart:

the color choices below are

**MADEIRA POLYESTER EMBROIDERY THREAD**

|       |   |
|-------|---|
| N1924 |  |
| 1955  |  |
| 1734  |  |
| 1788  |  |
| 1648  |  |
| 1893  |  |



It is up to each department director whether or not to restrict usage of a departmental tags below the brandmark on uniform shirts. If your department allows your division to be placed under the brand instead of the department, please contact the Communications Department for your individual division files ([communications@lakelandgov.net](mailto:communications@lakelandgov.net)). The above illustration shows the preferred method of handling department/division tags on uniform shirts.

## USAGE & POLICIES

## ONE-COLOR EMBROIDERY

For those departments that would rather use a single color brand for their uniform shirts, this is also acceptable. The entire logo should be the same color stitching and should contrast with the shirt.



## REVERSE FULL-COLOR EMBROIDERY

When the logo is stitched on a darker shirt, please use the reverse logo. The head of the swan and ALL of the text should be white. When using the full color logo, all of the text should be black along with the the black head of the swan. NO GRAY THREAD SHOULD BE USED DURING EMBROIDERY.



# PROMOTIONAL ITEMS

Promotional items, at their core, should promote the City in a positive light. Branding plays a large role in that. When ordering promotional items, the core branding should not be altered due to space restraints. Many promotional items have very small imprint areas. This presents challenges when trying to fit all of the information that you want to present on an item. When in doubt, contact the Communications Department's Brand Manager for assistance.

## CITY PROMOTIONAL ITEMS SHOULD:

- **Be useful to the recipient** (i.e. pens, bags, flash drives, water bottles, etc).
  - If the recipient will throw it away when they get home, find another option.
- **Be of good quality** (if it breaks quickly, it's a waste for both your department and City funds).
- **Remain true to the brand** (a promotional item is not an excuse to alter the branding).
- **Have a shelf-life** (avoid purchasing dated materials).
  - Grand opening items are acceptable as long as there is not an over-order.

## CITY PROMOTIONAL ITEMS SHOULD NOT:

- **Be presented as a "package" of promo items.** What one person wants, may not be what another person wants. (i.e. a notebook, pen, sticker, chip clip and waterbottle inside a bag)
- **Alter the brand in any way.**
- **Be in poor taste.** Anything with the City logo should add value to the brand.



# EMAIL SIGNATURE

## TEXT STYLE

Name:

ARIAL BOLD, SIZE 14, BLACK

Title - Social Media:

ARIAL BOLD, SIZE 10, BLACK

(Links will automatically turn blue)

## SIGNATURE FORMAT

**Name**

**Title, Division**

**Department**

**City of Lakeland (website link)**

**p. ###.###.####**

**c. ###.###.####**

**Social media #1**

**Social media #2**

## SOCIAL MEDIA

@lakelandgov

(<https://www.twitter.com/lakelandgov>)

facebook.com/lakelandgov

(<https://www.facebook.com/lakelandgov>)

instagram.com/lakelandgov

(<https://www.instagram.com/lakelandgov>)

## EMAIL BODY

Email text should remain standard throughout.

Arial, Size 10, Black (or the default)

Please refrain from changing font size, style or color in the body of your email unless it is for emphasis (headlines, sub-heads, etc). Please use professional fonts. Refrain from using "artsy" or "child-like" fonts (i.e. Comic Sans or Marker Felt).

Backgrounds, borders, edges, etc. in emails are also unacceptable.

"City of Lakeland" should link to the web.

- You may link to your individual department pages.
- All web pages should be an active link.
- To make an active link, highlight the text, right click and choose "hyperlink".

All phone numbers should use periods in between each set of numbers.

- Only list a cell phone if it is City-issued.

If your department has its own social media accounts, you may use those links.

If not, please choose two of the City accounts listed at left.

- All social media links should be active.
- Do not use social media icons.

**Patrick Patterson**  
Creative Services Manager  
Communications Department

[City of Lakeland](#)

p. 863.834.6391

[facebook.com/lakelandgov](https://www.facebook.com/lakelandgov)

[@lakelandgov](#)



Don't change typeface, size or color.

**PATRICK PATTERSON**

**Creative Services Manager**

**Communications Department**

[City of Lakeland](#)

p. 863.834.6391

[facebook.com/lakelandgov](https://www.facebook.com/lakelandgov)

[@lakelandgov](#)



Don't advertise for upcoming events in footer.

**Patrick Patterson**

**Creative Services Manager**

**Communications Department**

[City of Lakeland](#)

p. 863.834.6391

[facebook.com/lakelandgov](https://www.facebook.com/lakelandgov)

[@lakelandgov](#)



**SIGN UP FOR OUR NEXT CITIZENS  
ACADEMY BY JANUARY 1, 2018**

Don't use personal social media, quotes, verses or images.

**Patrick Patterson**

**Creative Services Manager**

**Communications Department**

[City of Lakeland](#)

p. 863.834.6391

[facebook.com/patrick.patterson](https://www.facebook.com/patrick.patterson)

[@patrickpatterson](#)

*Brand a City, you shall!*

*-YODA*

# PRESENTATIONS

All presentations released by the City (aside from public safety entities and enterprise funds) will use a common, standard presentation template. Please do not deviate from this template for any reason without consulting the Communications Department's Brand Manager.

Below are standard pages from the template. If additional styles of pages are needed, please contact the Communications Department.



**PRESENTATION TITLE  
HELVETICA BOLD 50PT  
GOES HERE**

---

**Subtitle of Presentation  
Helvetica Bold 40PT  
Goes here if needed.**



**SECTION 2 - Helvetica Bold 30PT**

**This is a Title for a Section Page.  
Section Title Goes Here.  
Helvetica 50PT.**

SECTION TITLE HEADER - Helvetica Regular 24PT

---

Page heading level 1 here in  
40pt Helvetica Regular  
Page heading level 2 here in 30pt Helvetica bold

- Body text or numbered lists in 30pt Helvetica Regular. Minimum of one-third extra line space above and below. Align turned lines on text above.
  - Bulleted lists in 24pt Helvetica Regular
  - Minimum of one-third line space above and below
  - Align turned lines on text above
- Body text or numbered lists in 30pt Helvetica Regular.



3



Left justified text against a main-focus image. Do not use images for the sake of doing so.

Bleed large photos off edges when possible and eliminate section headers and logo footer. Keep top and bottom header/footer rule and page number. Body text in 30pt Helvetica Regular. Minimum of one-third extra line space above and below. Align turned lines on text above.

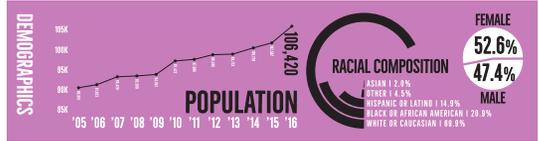
3



If necessary, place caption type for full bleed photos over 'open' areas of photos. Do not use headers or footers for full-bleed photos. Helvetica Bold 34PT. Text must contrast 80%.

SECTION TITLE HEADER - Helvetica Regular 24PT

Use tint backgrounds to set off complex graphics from text descriptions. Keep diagrams simple and to the point. TEXT - Helvetica Regular 30PT



**DEMOGRAPHICS**

**POPULATION** 1,008,420

**RACIAL COMPOSITION**

|                           |       |
|---------------------------|-------|
| ASIAN                     | 1.9%  |
| OTHER                     | 14.5% |
| HISPANIC OR LATINO        | 11.4% |
| BLACK OR AFRICAN AMERICAN | 20.9% |
| WHITE OR CAUCASIAN        | 48.9% |

**FEMALE** 52.6%

**MALE** 47.4%



3

ALL PRESENTATIONS SHOULD BE PRESENTED IN WIDE (16x9) FORMAT.

## FLEET BRANDING AND VEHICLE WRAPS

All City-owned vehicle graphics must be designed by the Communications Department to ensure the City's brand is used correctly. Logos printed on fleet vehicles should be full color, solid black or solid white. The color chosen should provide the most contrast to the vehicle and have the best readability. Since most of the City's fleet is white, the full color brand or the all black version would be most appropriate.

### Examples\*:

- All custom-wrapped vehicles for City programs and initiatives
- Solid Waste trucks

## OUTSIDE SIGNAGE

All place branding must be approved by the Communications Department to ensure the City brand is used correctly. To increase legibility, the logo may be slightly adjusted. This will be on a case-by-case basis.

### Examples\*:

- Park signs and any location marking signs, including signage for free-standing administrative buildings
- Building identification
- Office identification
- Banners

## PUBLICATIONS

All publications using the City logo (any publication that is not released by a enterprise fund or a public safety department), should be designed by the Communications Department to ensure that not only the City's brand is being used correctly, but to also ensure that the quality of design and messaging remain consistent throughout all publications.

### Examples\*:

- Brochures
- Annual Reports
- Economic Development Guides
- Posters

\*Please note these are examples, not a comprehensive list of scenarios.

# BRAND ADHERENCE POLICY

This manual provides specific guidelines and standards for the visual identity system in all forms of City communication. Adherence to these guidelines is vital to ensure that the City is represented in a uniform and consistent fashion. To maximize the benefits of the brand identity, it must be used in a consistent fashion over time. It is the City's policy that the logos, type fonts and marks described in this manual are the only authorized marks to be used in all City communications.

Within the framework of the new system, there is flexibility to accommodate the needs of individual departments throughout the City.

The City's Communications Department, is responsible for the branding system and for ensuring that the visual identity of the City is preserved and enhanced through effective, well-designed communications.

The Communications Department manages and monitors the use of the system and makes system graphics available to the other departments, community and other authorized parties.

If you have questions concerning the brand guidelines or need to obtain logos, contact the City's Communications Department: [communications@lakelandgov.net](mailto:communications@lakelandgov.net)

# EXTERNAL USAGE POLICY

The City of Lakeland holds a federally-registered trademark on all elements that comprise the City logo. Use externally, without permission, is in violation of that trademark. Please obtain permission for use by contacting: [communications@lakelandgov.net](mailto:communications@lakelandgov.net)

When, under certain circumstances, the City's logo is to be used by third-party businesses or groups, all of the enclosed brand guidelines must be followed. If there are questions, please contact [communications@lakelandgov.net](mailto:communications@lakelandgov.net).

## UNACCEPTABLE USAGE (Including but not limited to:)

- Use of the logo on printed materials not directly affiliated with the City or a City sponsorship.
- Apparel printed for personal use.
- The use of the City logo for any type of body art.
- Flags printed and flown on your personal residence containing any part of the City's logo.
- Use of the swan portion of the logo and pairing it with other business or organization's names.
- Printing and selling merchandise with the City logo.

All of the City logo files at right can be found on the City's marketing drive under COL\_BrandPackage. If you do not have access to that drive, please contact the Communications Department and we will send you what you need.

If any other logo/format/size is needed, please contact the Communications Department's Brand Manager.

All of the main files can also be found on the City's website:  
[lakelandgov.net/branding](http://lakelandgov.net/branding)

# NAMING CONVENTION



COLbrand\_Main\_Color.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_Main\_Black.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_Alt\_Color.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_Alt\_Black.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_ParkRec\_Color.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_ParkRec\_Black.[eps](#)/[jpg](#)/[pdf](#)/[png](#)



COLbrand\_Main\_Reverse.[eps](#)/[pdf](#)/[png](#)



COLbrand\_Main\_White.[eps](#)/[pdf](#)/[png](#)



COLbrand\_Alt\_Reverse.[eps](#)/[pdf](#)/[png](#)



COLbrand\_Alt\_White.[eps](#)/[pdf](#)/[png](#)



COLbrand\_ParkRec\_Reverse [eps](#)/[pdf](#)/[png](#)



COLbrand\_ParkRec\_White.[eps](#)/[pdf](#)/[png](#)

