



City OF Stow
Tradition Centered. Future Focused.

**Brand
Standards**
Guide

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Introduction

The following Brand Standards Guide outlines the correct use of the City of Stow's brand elements, including the logo, colors and fonts. All those associated with the city are required to follow this guide when using any element of the city's brand.

Logos

The following are the logos for the City of Stow. No other variations of these logos should be created or used for official City of Stow purposes.

The following image is the official logo for the City of Stow. This logo should be used on all official documents and electronic communication, such as stationary, forms, promotional materials, website, etc.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



STACKED LOGO WITH TAGLINE



STACKED LOGO WITH TAGLINE_REVERSED



0.2

Electronic Files of Logos

Electronic files in the following formats are available.

Contact website@stow.oh.us for all logos.

Original art should always be used when possible.

The files are also available on the employee intranet:
www.stowohio.org/72

.JPEG *(Used on white backgrounds)*



.PNG *(Used on colored backgrounds)*



.EPS *(Used for printing on clothing, large banners and signage, etc. Vector art is usually used for professional printing.)*



Logos

Logos need to be large enough to be legible, and they should not be squashed or stretched. Use the white version of the City of Stow Logo on dark backgrounds.

Note: To re-size a logo uniformly (in MSWord or Publisher), drag the image's corner "handles" while holding down the "shift" key.

0.3 Colors

PANTONE 1815 C and **PANTONE 130 C** are the colors of the City of Stow and are key elements in supporting the City of Stow's brand.

Adobe no longer supports Pantone colors so other options are listed.

PANTONE: 1815 C

HEX: 7F2629

RGB: 127, 38, 41

CMYK: 31, 92, 81, 36

PANTONE: 130 C

HEX: F5A800

RGB: 245, 168, 0

CMYK: 2, 38, 100, 0

PANTONE: 446 C

HEX: 66686A

RGB: 103, 104, 107

CMYK: 0, 0, 0, 73

PANTONE: 7476 C

HEX: 005661

RGB: 0, 86, 97

CMYK: 93, 52, 50, 27

0.4

Logo Guidelines Against Background Colors

In most cases, the logo should be used against the following background colors: PANTONE: 1815 C, white or neutral light colors such as gray.

If used against black or dark colors, the white version of the logo should be used.



0.5 Fonts

The official fonts used in the City of Stow logos are **Mrs Eaves XL Serif Nar OT - Bold** and **Open Sans - Semibold**. When applicable, these fonts should be used on official documents.

There are cases, especially when creating promotional materials for the city, that other fonts can and should be used. It is recommended that Arial Regular is used as a compliment to the official fonts.

When **Mrs Eaves XL Serif Nar OT - Bold** is not available use Libre Baskerville.

Mrs Eaves XL Serif Nar OT - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()

Open Sans - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()

0.6

Language

Consistent Language is a part of our style too.

Please Use:	Instead of:
(330) 689-2700	330-689-2700
7	7:00
ages 7 -11	7 - 11 years old
canceled (one "L")	cancelled
carry-out	carryout
co-sponsored	cosponsored
ext.	x
grades 7 - 12	7th - 12th grade
gift card	giftcard, gift-card
kickoff	kick-off
life-size	life sized, life size, life-sized, etc.
livestream, livestreaming	live stream or live-stream
pickup (noun & adj.), pick up (verb)	pick-up
PM	p.m.
registration is not required	no registration required
Thurs.	Thu.
website	web site or web-page
Wi-Fi	wifi, wi-fi, wi fi
stowohio.org	www.stowohio.org
Oxford Comma	not using Oxford Comma

Keep dates and times consistent.

**Headlines and subheads:
Tues., January 10, 2023
7 - 8 PM**

**Within paragraphs:
Tues., January 10, 2023, 7 - 8 PM**

- » Abbreviate Mon., Tues., Wed., Thurs., Fri., Sat., Sun.
- » Type the entire month and include the year
- » In the time, put a space before and after the hyphen
- » After the time, "space" AM or "space" PM

Paragraph Styles

Headlines and Subheads

Make your headlines and subheads bold, and a bit larger than paragraph text. Consider using a different color for headlines and subheads too.

Paragraph Text

Make sure your text is large enough to read; at least 10 or 12 points will be the most legible. Anything smaller than 9 points becomes a real challenge.

Line spacing should be consistent; single-spaced (for Microsoft products), with an additional 6 points of padding between paragraphs. Don't indent the first lines if you've used extra padding between paragraphs.

If you're using InDesign, a good rule of thumb is to make your paragraph leading 2 points greater than your point size. Space between paragraphs should be half the leading value.

Text on the Website

When posting an event on the website, do not indent the first lines of paragraphs. Also, make all text flush left/rag right. Be especially careful when copying and pasting text.

0.7

Other Things to Consider

White space - Always a good thing. “Breathing Room” makes flyers and signs easier to read and helps to organize information.

Whole-page borders - It’s usually best to avoid them because they can make trimming the flyers tricky.

Photos - Select professional-quality, colorful, and contemporary images. For a clean and modern-looking layout, extend the photo across the full width of the page.

Clip Art - Tends to be over-used and can add to visual clutter. Insert only if it helps to clarify your message or really enhances the flyer.

Tone - Avoid text formats that can be interpreted as “shouting,” such as ALL CAPS, **Bold**, underlined, **red**, multiple exclamation points, **OR ALL OF THE ABOVE!!!!**

Attention grabbers - Try putting your message:

Bulleted lists -

- Helps you highlight important details
- Helps your readers scan your text and spot the information they were looking for.



In a
box

Or

Or how about a ribbon.

0.8

Email Signature Line

Name

City of Stow | Department Name

Title

(330) Phone | StowOhio.org



Name

Font: Libre Baskerville, Bold Size 11 in maroon RGB: 127, 38, 41

City/Department/Title/Phone/Website

Font: Open Sans Regular Size 10 in black

Hyperlink Website

Add appropriate Logo – copy from email

Need assistance? Contact the Marketing Department by emailing **website@stow.oh.us**.

Linda Nahrstedt, (330) 689-5159

Tracie McNutt, (330) 689-5149

Kristin Spicer, (330) 689-5157

Electronic files of the logos and fonts can be downloaded by logging on to the employee intranet page of the city's website:

<https://stowohio.org/72>



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3760 Darrow Road
Stow, OH 44224

stowohio.org

(330) 689-2700