City of Plano
Brand Architecture Guide

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Introduction

What our citizens read, hear about or experience shapes their perception of our City.

Whether you are creating a flier to promote an upcoming event, redesigning a webpage or developing an informational piece about a City program, you are influencing the impression our citizens and community members have about the City of Plano.

This is your guide for representing the City of Plano brand. In this guide, you'll find:

- **a roadmap of our City brand architecture**, an easy-to-understand framework that explains the relationship between your department, service, program, event or offering and our City brand
- **guidance on how to visually** represent your department, initiative and the City

Because all of the work we collectively produce builds the City of Plano brand, you are expected to follow these basic branding guidelines as you develop marketing and communications pieces. Be sure to provide a copy of this guide to any external designers or vendors you may work with.

If you have questions or a special case that is not answered in this guide, our team is always available to help you.

The City of Plano
Department of Communications & Community Outreach

Brand architecture is the visual and verbal framework that guides how we express and organize our brand. It provides clarity about our brand and helps standardize its application.

A strong brand helps us be clear about who we are, what we represent and what our constituents can expect when they encounter our City's people, programs, events or other offerings.

Our City of Plano logo is the single most powerful element of our identity. It succinctly identifies us. It represents our heritage and enduring commitment to our community. It embodies our values and portrays that to our constituents.

What is the City's brand architecture?

Our brand architecture is organized based on a clear hierarchy designed to avoid confusion with our audiences.

One City, one brand.

The City of Plano logo is our main identifying element and represents our master brand. It is the singular and foundational expression of our City's mission, brand positioning, and personality. It represents the face of our City and our brand at the highest level.

Departments are sub-brands.

Each department serves a unique purpose that directly supports and furthers the City's mission and positioning. Because sub-brands would not exist without the City, they must always be deliberately and consistently tied to the City master brand.

Initiatives are programs, events and other offerings the City provides.

Initiatives are specific ways we provide value to and serve our citizens and community. They should bolster the image and reputation of our master and sub-brands. Initiatives always need to be linked to the master and sub-brands to avoid confusion about their purpose and connection to the City.

Plano
City of Excellence

What does brand architecture do for the City of Plano?

The City of Plano is active in many different areas of our community and citizens’ lives. While each of these areas need to be appropriately recognized, it is also important to link each area to the City of Plano master brand. Our brand architecture is designed to:

- Clarify the structure and relationships of the City’s different areas and offerings
- Clearly identify the relationship with the City
- Leverage and connect to the strengths and credibility of the City
- Reinforce a culture of pride in the City
- Create uniformity in how we represent ourselves
- Ensure simplicity and consistency in our communications

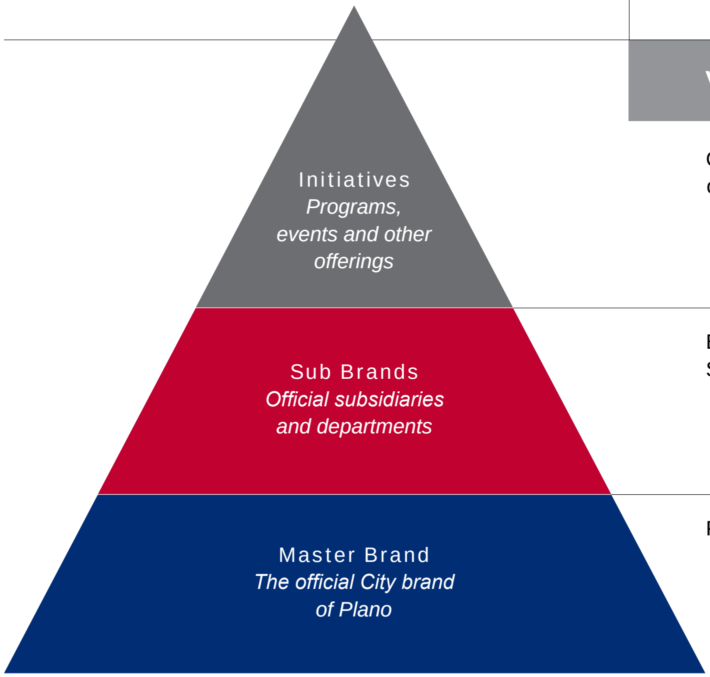
Visual Elements and Structure

Visual Elements Definitions

Graphic Element. A visual representation of a program, event, offering or other initiative used as a design component in materials or communications. Graphic elements should be created only for ongoing initiatives where a graphic element will demonstrably improve readability, enhance visual interest, and/or increase audience recognition.

Emblem. A unique visual identifier for a sub brand that is highly readable and recognizable.

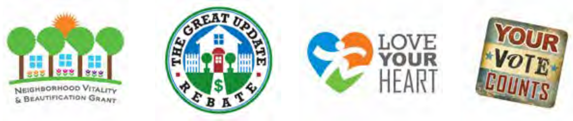
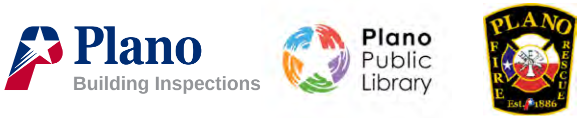
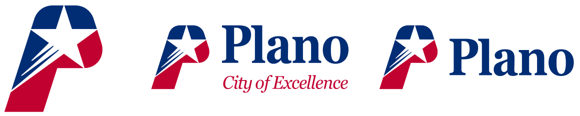
Logo. The singular visual representation of the City and the foundation of the City brand with three versions: the City of Plano logo, the City of Plano "P," and the City of Plano logo with the "City of Excellence" tagline. The logo is not open to interpretation and should never be altered or recreated. Primary logo must appear on all materials and communications.



Initiatives
Programs, events and other offerings

Sub Brands
Official subsidiaries and departments

Master Brand
The official City brand of Plano

Visual Element	Usage	Examples
Graphic Element or Treatment	Discretionary; will vary based on graphic design of materials or communications	
Emblem or Sub Brand Identity	Should be included on all materials and communications to clarify the owner of the communication	
Primary Logo	Must appear on all materials and communications as a standalone or part of a departmental logo*	

*see page 9 for usage guidelines

Logo and Tagline

The City of Plano logo is to be reproduced only in the configurations shown at the right. The City of Plano “P” may be used alone (without type) or with type and is considered the most commonly used version of the logo. When the design calls for it, the logo may also be used with the “City of Excellence” tagline.

See page 7 page for color specifications.

“City of Excellence” is Plano’s official tagline. It may be used with the logo or separately. When used separately it may be reproduced in the colors shown at far right.

When using the tagline with the logo it must be reproduced as shown at right.

Need a logo file?
City of Plano employees can find logo files saved in various formats (eps, ai, jpeg) on the City’s S-Drive. **DO NOT** piece the logo together. Use **ONLY** the provided logo files.

The “P” logo

The “P” logo with type

Plano

The “P” logo with type and tagline

Plano

City of Excellence

PMS 200 | 16C 100M 87Y 6K

City of Excellence

PMS 288 | 100C 88M 27Y 19K

City of Excellence

50% BLACK

City of Excellence

100% BLACK

City of Excellence

REVERSED TO WHITE

City of Excellence

Questions?
Contact *The City of Plano*
Department of Communications
& Community Outreach

Color Palettes

The primary logo colors are PMS 200 and PMS 288 (or the CMYK equivalents). One color applications may use PMS 200, PMS 288, Black, White or 50% Grey. In certain situations it may be acceptable to use different colors than those specified here but we encourage seeking approval from *The City of Plano Department of Communications & Community Outreach*. The secondary color palette is intended only for use in other applications to unify graphic elements and emblems (example: Plano Public Library, page 9).

Primary PMS color palette

PMS 200	PMS 288	50% Black	Black

Primary CMYK color palette

16C 100M 87Y 6K	100C 88M, 27Y 19K	50% Black	Black

Plano	Plano	Plano	Plano

Secondary color palette

PMS 298	PMS 715	PMS 360	PMS 521	PMS 7416	PMS 5483	PMS 7682	PMS 326	PMS 4725	PMS 452
65C 10M 1Y 0K	10C 54M 94Y 0K	16C 100M 87Y 6K	36C 56M 4Y 0K	3C 73M 70Y 0K	C73 M34 Y39 K0	C64 M43 Y8 K0	C86 M0 Y41x K0	C30 M46 Y50 K3	C32 M28 Y56 K1

Typefonts and Usage

Arial is the official City of Plano font and may be used in any communication (brochure, newsletter, postcard, etc.). It is acceptable to use other fonts as appropriate for variety and interest. Arial is not ever to be typeset as part of the logo. Always use the provided logo files. The font Georgia Italic is the official font for the “City of Excellence” tagline. Do not create new art or use the tagline in a different font. For questions or to download files, contact *The City of Plano Department of Communications & Community Outreach*.

Official departmental font

Arial Bold

Plano
Department Name

Never use the Georgia Italic font to recreate the tagline

Georgia Italic

Plano
City of Excellence

Approved fonts

Arial

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Departments and Emblems

Sub Brand Identity These designs should not be created by any department other than *The City of Plano Department of Communications & Community Outreach.* However, with special approval from *The City of Plano Department of Communications & Community Outreach*, departments may choose one of two ways to represent their identity; using the official department format or having an official Emblem created. Contact the City of Plano Department of Communications and Community Outreach for assistance in creating a departmental identity.

Formal department sample presentation

Plano
Building Inspections

Plano
Communications and
Community Outreach

Department emblems may be designed upon special approval

Plano
Public
Library
A Service of the City of Plano

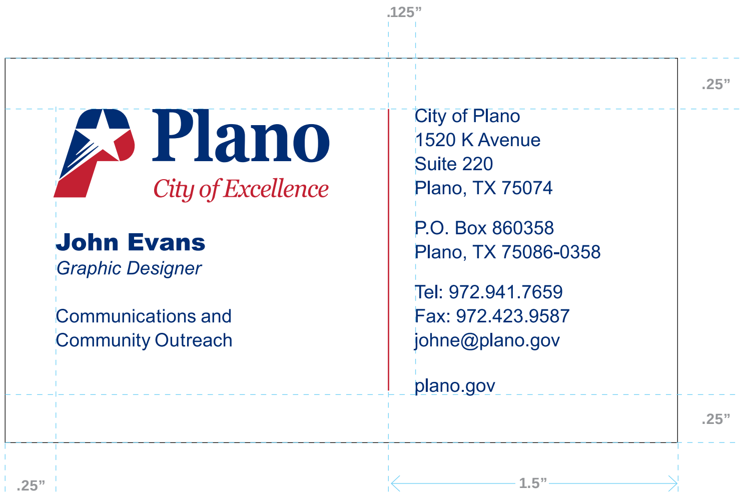
PLANO
FIRE
RESCUE
Est. 1886

POLICE
PLANO
TEXAS

Business Card

This business card is the official design for the City of Plano and should not be substituted for other designs. Contact information is 7 point Arial Regular with 9 point leading to be set flush left .125” to right of .5 red rule. Name is 9 point Arial Black. Title is 7/9 Arial Italic. Department is 7/9 Arial Regular. Nothing should fall within .25” of edge of card. If you need a card, please contact *The City of Plano Department of Communications & Community Outreach.*

Front



Plano
City of Excellence

John Evans
Graphic Designer

Communications and
Community Outreach

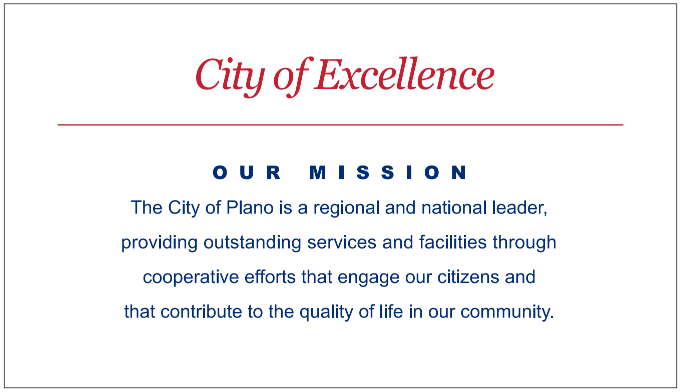
City of Plano
1520 K Avenue
Suite 220
Plano, TX 75074

P.O. Box 860358
Plano, TX 75086-0358

Tel: 972.941.7659
Fax: 972.423.9587
johne@plano.gov

plano.gov

Back



City of Excellence

OUR MISSION

The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

Email Signature

This is the email signature format to be used by all City of Plano employees without exception. The background is white only and should not include a pattern of any kind. All text is black except for the years of service type, which is in PMS 200 or the RGB equivelant. No service medals or social media icons should be used as they often appear as attachments to emails. If you need help setting up your personal signature, please contact *The City of Plano Department of Communications & Community Outreach*.

Approved email signature block

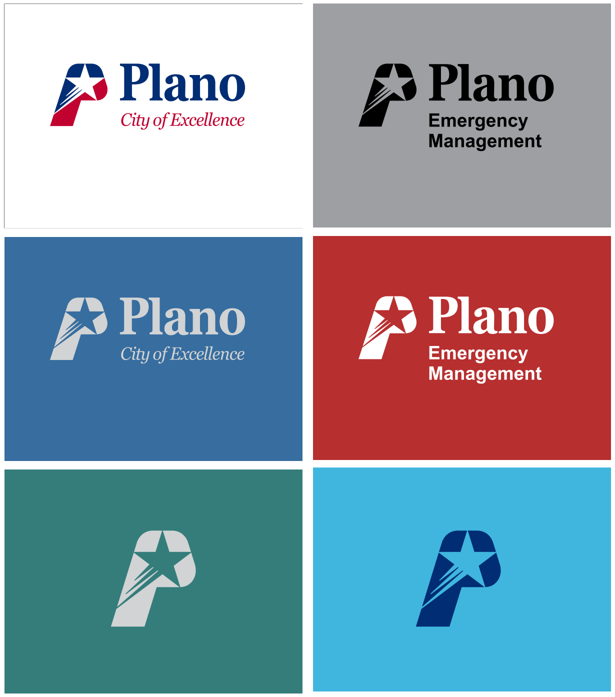
Please take a moment to complete the City of Plano Customer Satisfaction Survey.

	Jane Doe	NAME IN 7 POINT ARIAL BLACK ON 9 POINT LEADING IN BLACK
	Senior Marketing Assistant Communications and Community Outreach	7 POINT ARIAL REGULAR ON 9 POINT LEADING IN BLACK
ONE FULL SPACE →		
	City of Plano	7 POINT ARIAL BOLD ON 9 POINT LEADING IN BLACK
	1520 K Avenue, 3rd Floor Suite 300, Plano, Texas 75074 972.941.0000 janed@plano.gov plano.gov	7 POINT ARIAL REGULAR ON 9 POINT LEADING IN BLACK
ONE FULL SPACE →		
	Serving Since 2007	YEARS OF SERVICE IN 7 POINT ARIAL REGULAR ON 9 POINT LEADING IN PMS 200 RED

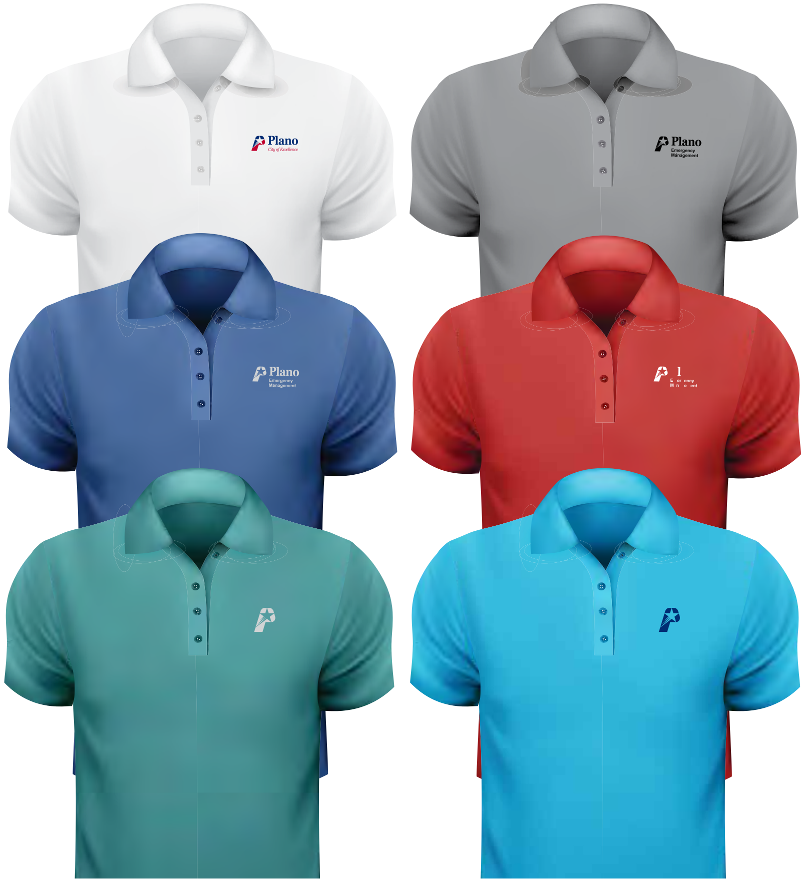
Logo Usage on Apparel (this shirt template applies to long sleeve collared shirts, polo style shirts, jackets, vests, cardigans, etc.)

It is encouraged to choose shirt colors close to approved primary and secondary color palettes. To properly embroider the logo a minimal thread count of 2000 is recommended. The logo should appear no larger than 2.75” wide on shirts in tone-on-tone thread colors – solid white, black, PMS 288 blue or the equivalent of 50% black (refer to the primary color palette on page 7). The full color City of Plano logo may be embroidered on a white shirt only. These guidelines must be provided to vendors prior to the creation of apparel.

Acceptable logo colors on colored shirts


Plano
City of Excellence
Plano
Emergency
Management
Plano
City of Excellence
Plano
Emergency
Management

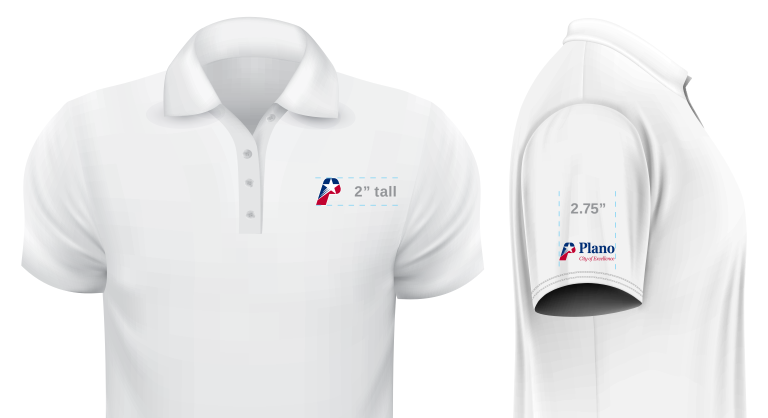
Acceptable single logo usage on polo shirts



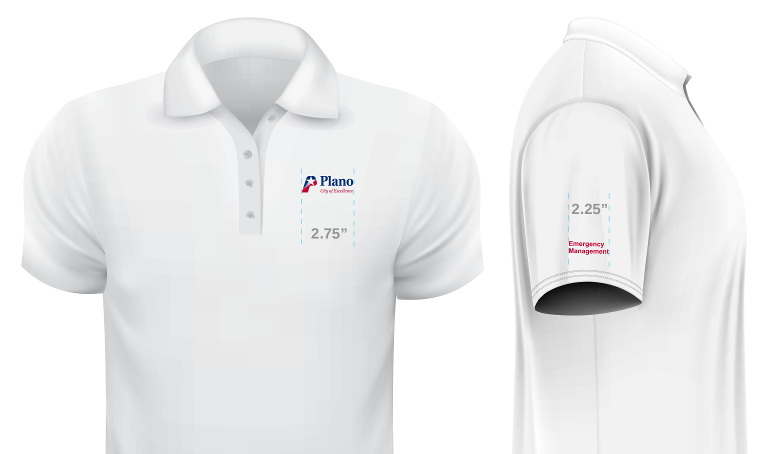
Logo Usage on Apparel (continued)

Alternative logo applications to polo shirts are accepted as well (using the same color applications as suggested on page 12). Tone-on-tone colors should be used for ball cap embroidering and inks for t-shirts.

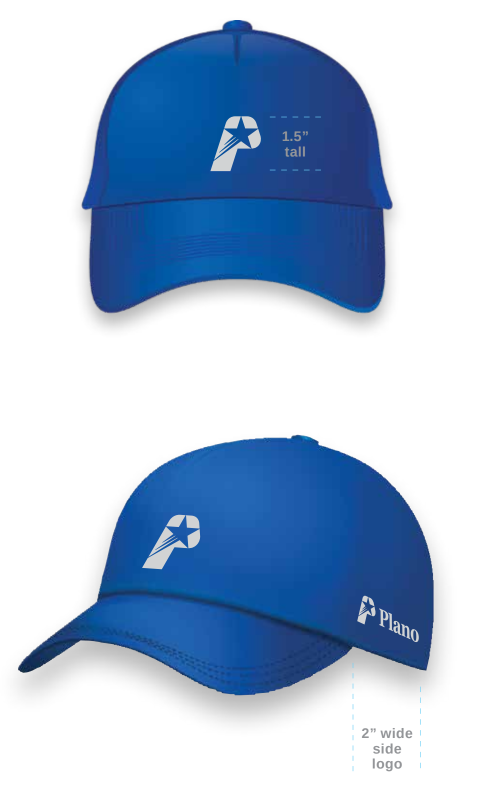
Alternative logo usage on polo shirts for front and sleeve


2” tall
2.75”
Plano
City of Excellence

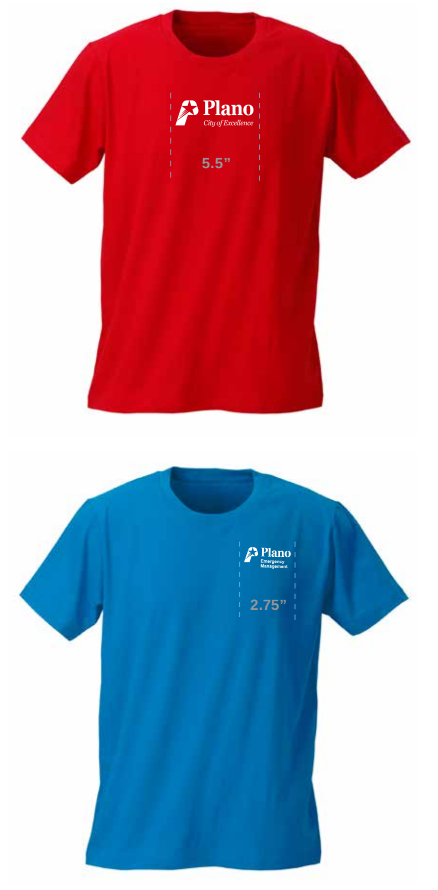
Alternative logo usage with department name on sleeve


Plano
City of Excellence
2.75”
2.25”
Emergency
Management

Acceptable single logo usage on ball caps


1.5”
tall
Plano
2” wide
side
logo

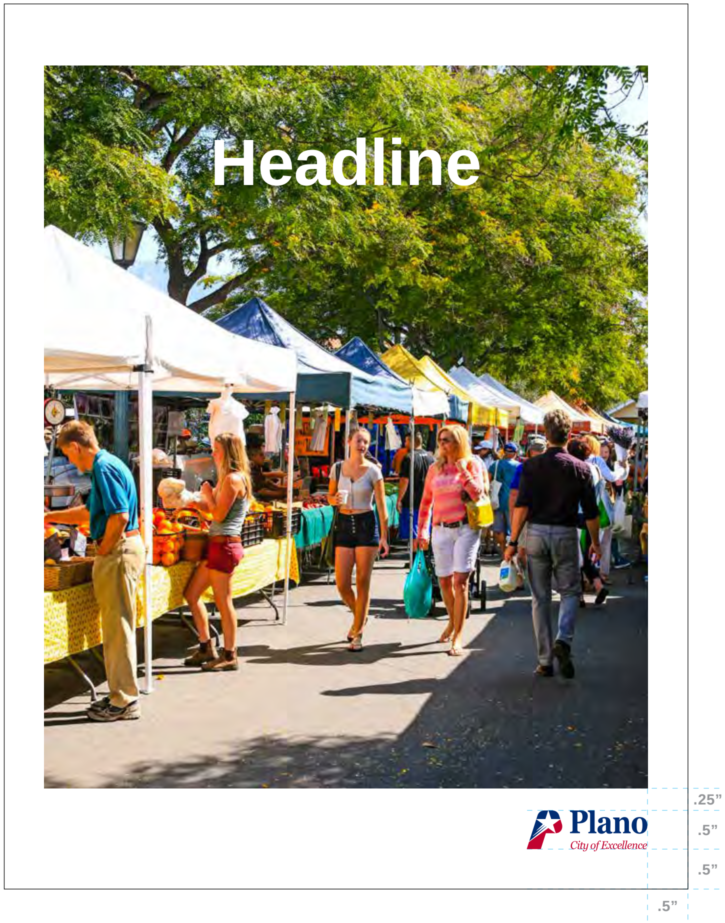
Acceptable single logo usage on t-shirts


Plano
City of Excellence
5.5”
Plano
Emergency
Management
2.75”

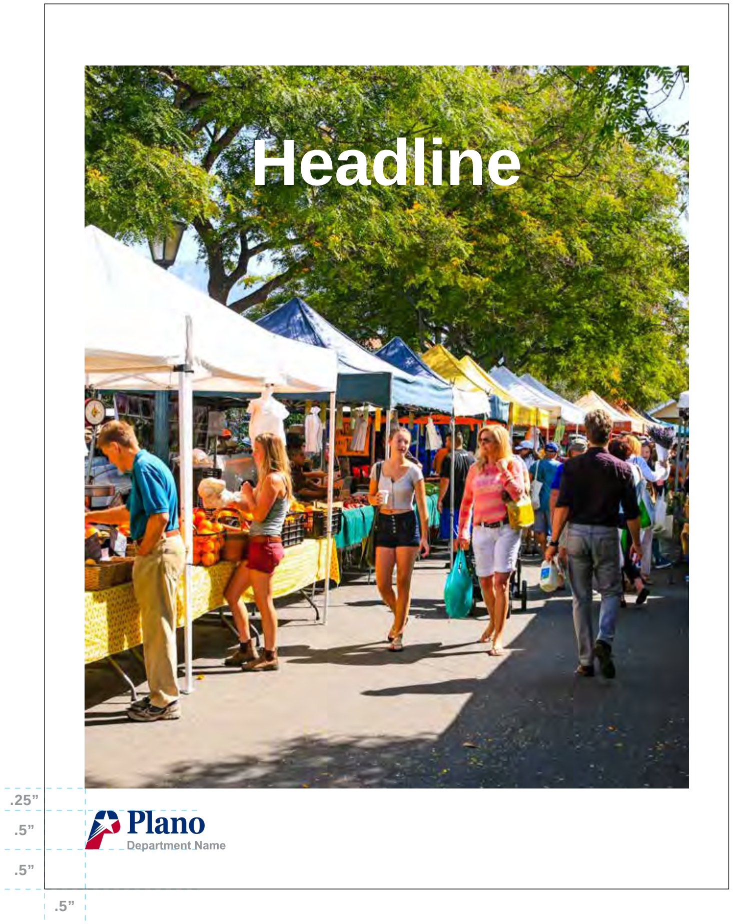
Brand Identity for Publications

While layout and design will vary by project, it is important to always properly identify the City of Plano on all program, event and other publications. The following section provides guidelines with examples of proper logo usage in different publication formats. Examples on this page are for an 8.5” x 11” cover.

Always use the full-color Plano logo on white backgrounds


Headline
Plano
City of Excellence
.25”
.5”
.5”
.5”

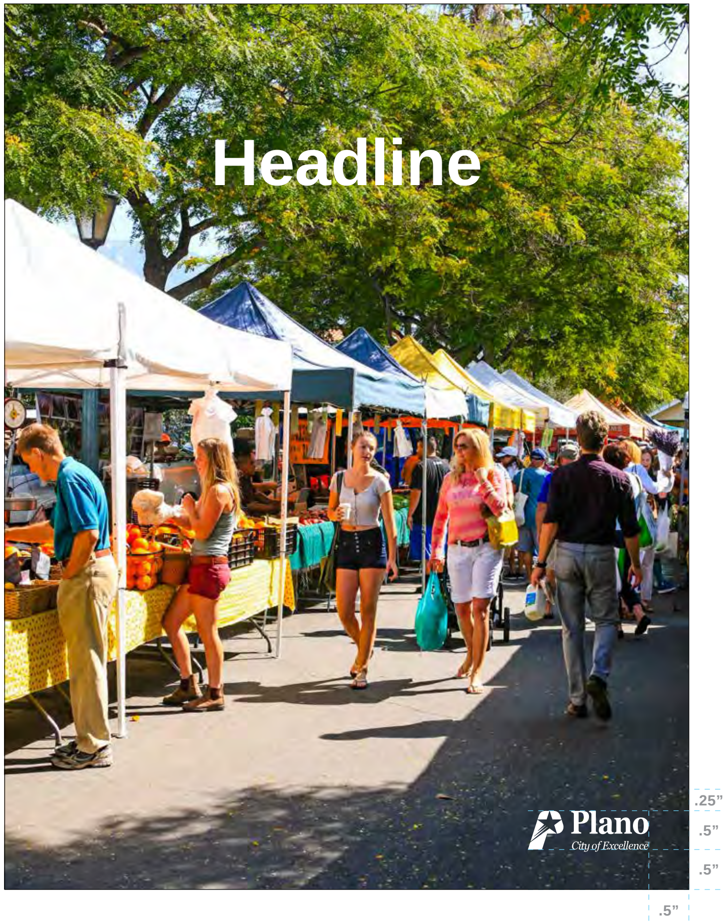
Department logos must always be placed on the left side to accommodate the name


Headline
.25”
.5”
.5”
.5”
Plano
Department Name

Brand Identity for Publications (continued)

A full-bleed photo may be used with the logo in white or tone-on-tone as long as the reversed logo reads well on the photo image. Do not place a white line around the outside of the logo.

Option using a white superimposed logo


Headline
Plano
City of Excellence
.25”
.5”
.5”
.5”

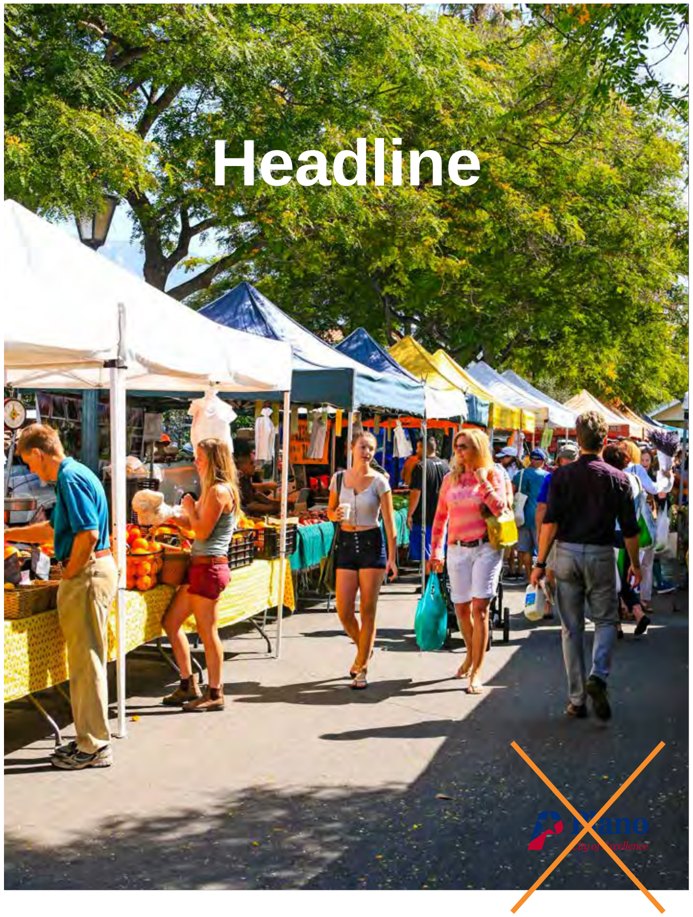
Use colors from the color palette or screens of those colors, when possible

Headline
Plano
City of Excellence
.25”
.5”
.5”
.5”

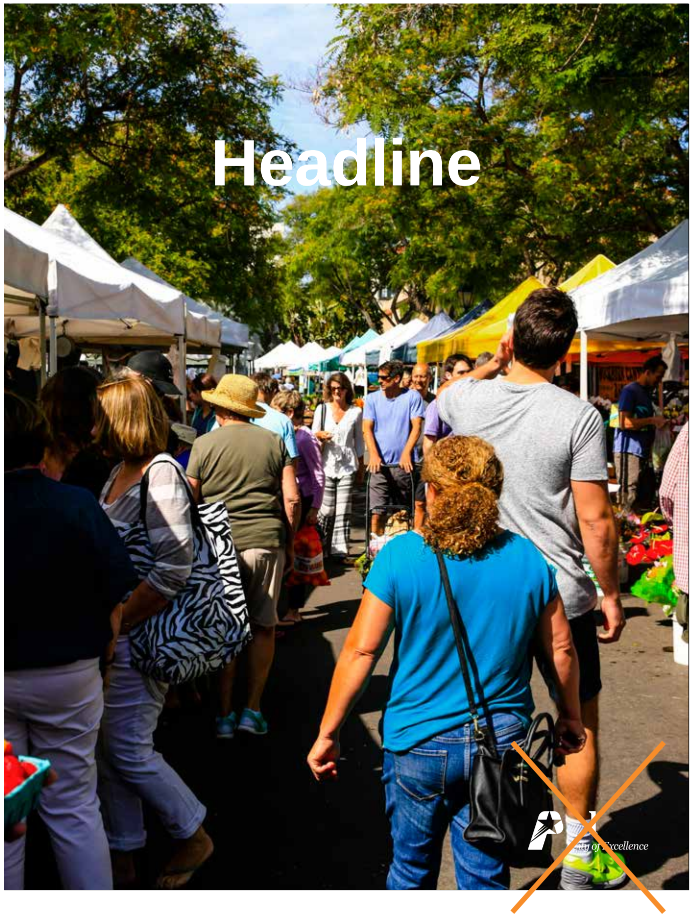
Brand Identity for Publications (continued)

Never use the full-color Plano logo on top of photo images or on photos that make the the logo difficult to read.

The full-color Plano logo must always be easily read


Headline
Plano
City of Excellence

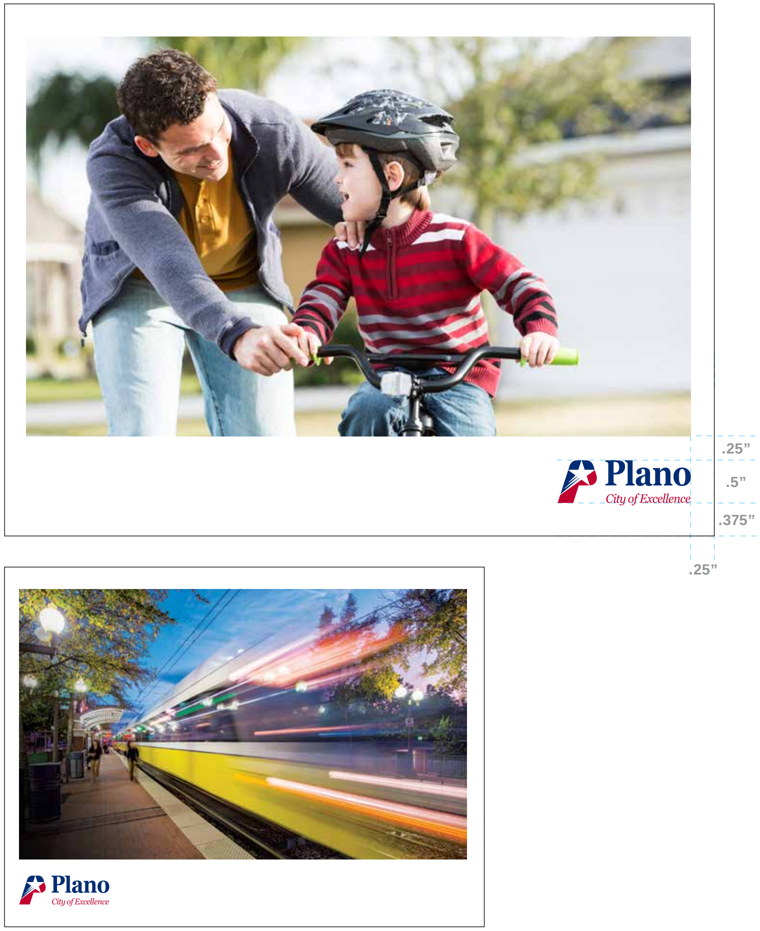
A white or tone-on-tone logo can be difficult to read when improperly superimposed


Headline
City of Excellence

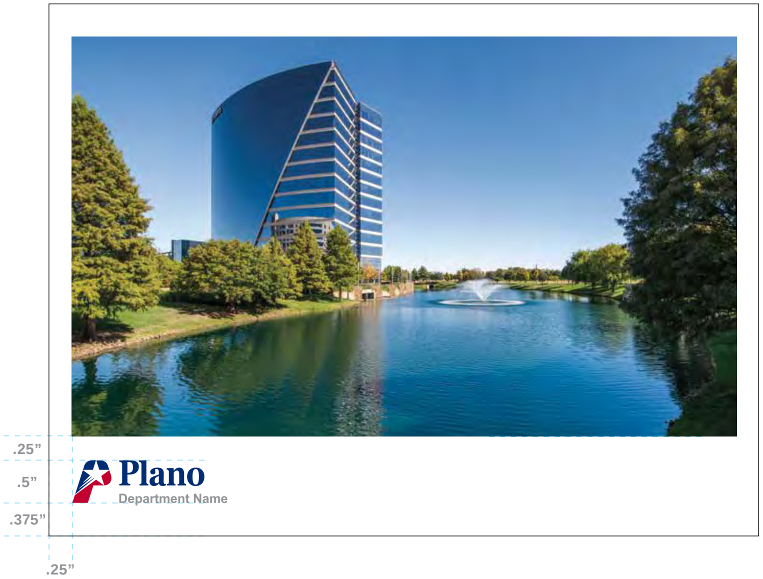
Brand Identity for Publications (continued)

Example of full-color logo usage on a non-bleed 6” x 8” postcard. The logo may appear on either the right or left side. The Department logo may appear only on the left.

Sample 6” x 8” postcard. Always use the full-color logo on white backgrounds


Plano
City of Excellence
.25”
.5”
.375”
.25”
Plano
City of Excellence

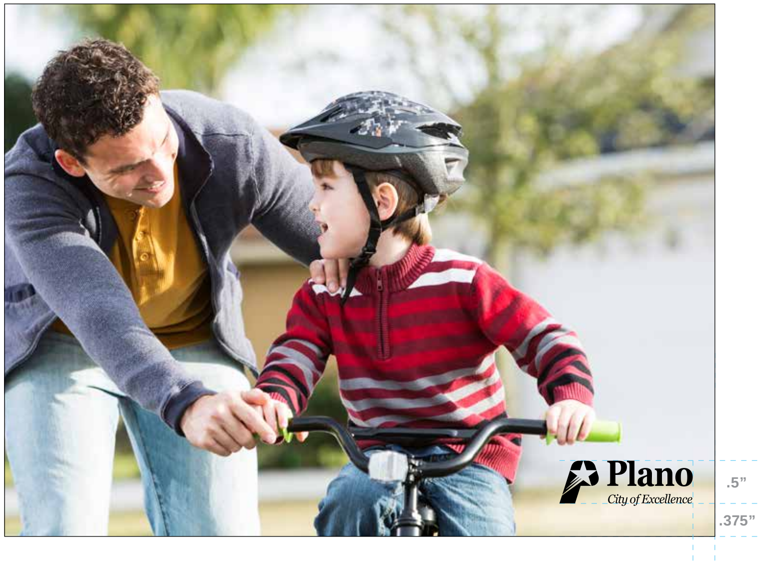
Department logos must always be placed on the left side to accommodate the name


.25”
.5”
.375”
.25”
Plano
Department Name

Brand Identity for Publications (continued)

Examples of the Plano and departmental logos used on a 6” x 8” full-bleed postcard.

Options showing a black and a grey superimposed logo


Plano
City of Excellence
.5”
.375”
.25”

Plano
City of Excellence

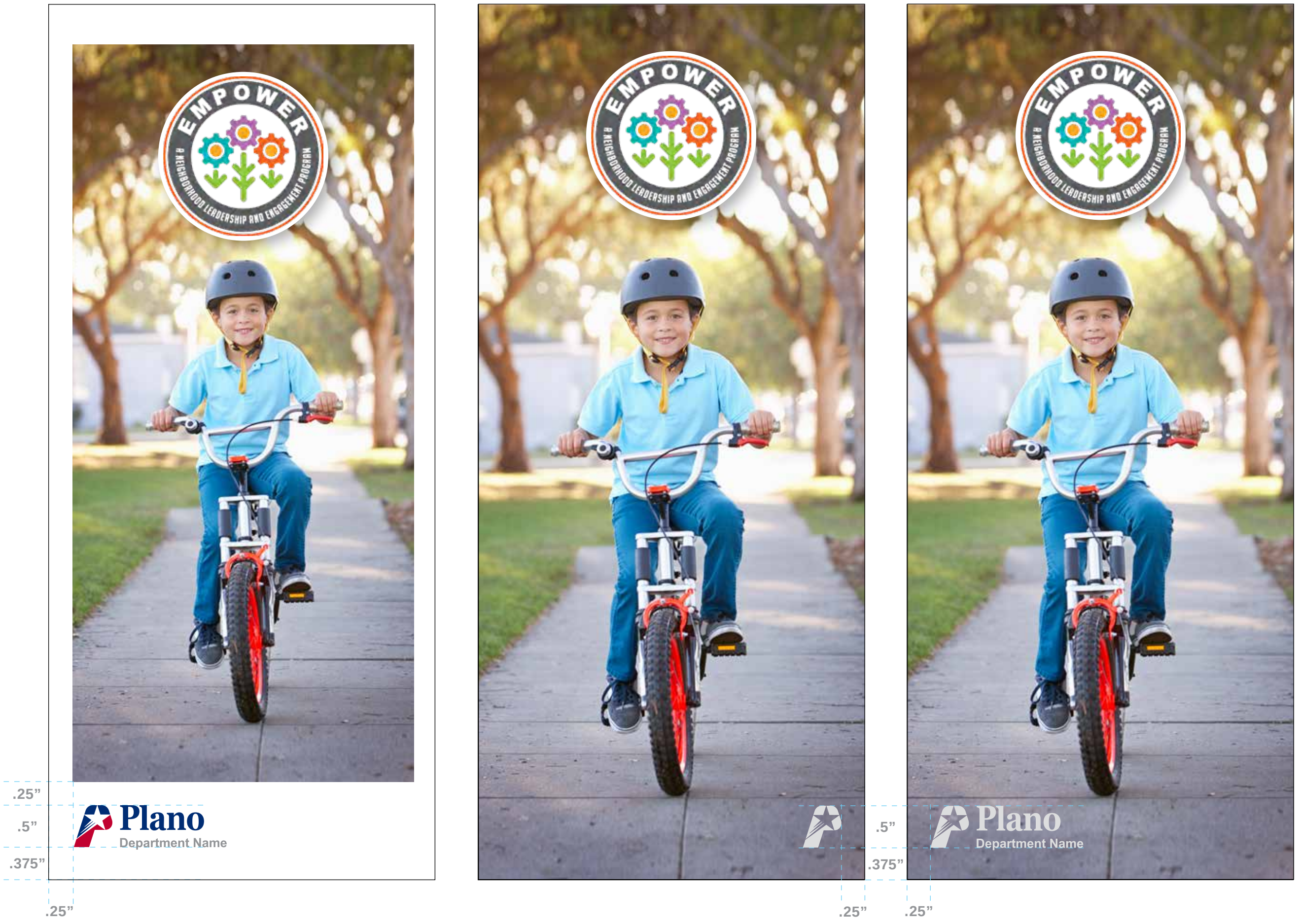
The Plano or Department logos should be placed on a photo where they read well

Department Name

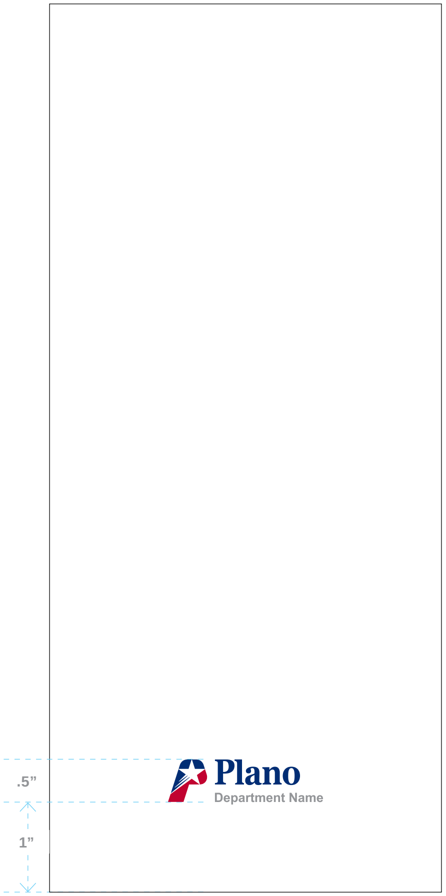
Brand Identity for Publications (continued)

When featuring a graphic or department emblem on the cover, it is not necessary to attach the “P” logo with the type and tagline or department name. Instead, it is permissable to use just the “P” logo on the cover, as long as the formal logo including the type and tagline/department are included on the back cover.

Sample bleed and non-bleed front cover options on a 3.75” x 8.5” brochure


EMPOWER
A NEIGHBORHOOD LEADERSHIP AND ENGAGEMENT PROGRAM
.25”
.5”
.375”
.25”
Plano
Department Name
.5”
.375”
.25”
.25”
Plano
Department Name

Sample back cover

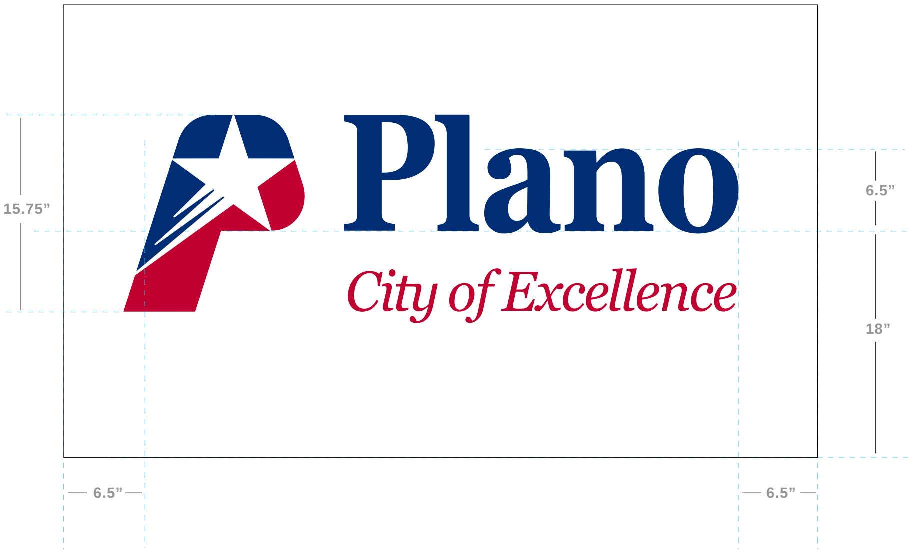

.5”
1”
Plano
Department Name

Flag

The official City of Plano flag may be ordered n two different dimensions (3x5' and 5x8'). The logo is to be printed on both sides of a white flag material opaque enough to show minimum show-through. Our flag vendor and contact as of 7/2022 is Betsy Ross Flag Girl, Inc. Martha Boles, Senior Account Manager, 469-320-9658.
In case of questions, please contact *The City of Plano Department of Communications & Community Outreach.*

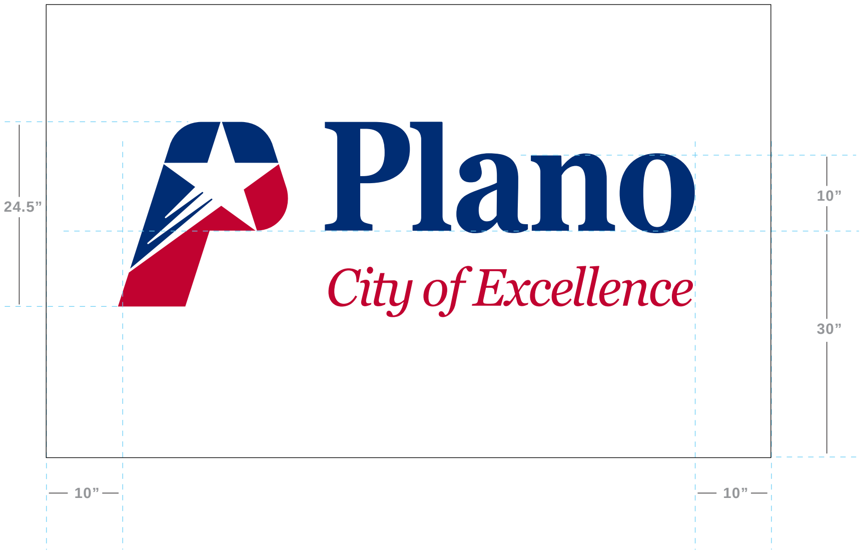
3' x 5'

The baseline of 'Plano' is exactly at the half point of flag.


Plano
City of Excellence
15.75"
6.5"
18"
6.5"
6.5"

5' x 8'

The baseline of 'Plano' is exactly at the half point of flag.


Plano
City of Excellence
24.5"
10"
30"
10"
10"