CITY OF GRAND JUNCTION
BRAND & STYLE GUIDE

Communications & Engagement Department
Revised July 2023

CITY OF
Grand Junction
COLORADO

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Purpose

These brand guidelines help provide a template for departments to create their own messaging material with the City's voice and consistency. This will make it easier for our constituents to identify City communications and ensure brand cohesion. This guide contains approved and official assets to be used for any official City of Grand Junction materials.

Support

The City of Grand Junction employs a hybrid centralized and decentralized communications model. The Communications & Engagement Department serves as the centralized team. Other departments with unique business needs may require embedded marketing or communications staff. Regardless, the City strives for an aligned and consistent approach to community communications and engagement.

The Communications & Engagement Department provides communications support City-wide.

Logo Guide

The two rivers logo was adopted by the City Council in May of 2004. The two river concept is a celebration of the City's heritage. The treatment takes the original idea of forming a city at the confluence of two mighty rivers and sends it into the new millennium. The two blue curves –representing the Colorado and Gunnison Rivers – symbolize the core characteristics of the organization –unity, the coming together of ideas and people working as one, toward one common objective.

Logo Purpose

As a key identifier and brand for the City of Grand Junction, the logo must be used consistently and correctly in order to perform its function, and properly represent the integrity of the City. The City of Grand Junction logo should be used in all external communications, including, but not limited to, signs, brochures, flyers, business cards, letterhead, envelopes, printed material, vehicles, employee uniforms, forms, newsletters, advertisement, bills and announcements.

Spacing & Sizing

Clear Space

As the primary visual representative of the City of Grand Junction, the logo should stand out from other graphic elements. Whenever the City of Grand Junction logo is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the graphic below. This clear space is indicated by the x-unit below. The x-unit is based on the height of the space containing the "n" in the logotype.

Do not stretch, flip, or alter the City of Grand Junction logo at any time. The logo must only be placed over solid backgrounds as it is difficult to read when placed over a pattern.

Review

All uses of the logo will be reviewed at the design stage by the Communications & Engagement Department for consistency prior to printing. We will make every effort to promptly respond to requests for approval but please build time for this review into your design and printing schedule. The Graphics Standards Manual and logo may be obtained from your department director or the Communications & Engagement Department. All City employees will be expected to follow the guidelines in the Graphics Standards Manual.

Trademark

The logo is a registered Federal trademark and can be used only with express, written permission of the City of Grand Junction.

Font Guide

Glacial Indifference
Font used for digital and print material
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Montserrat
Font used on the City's website; digital and print material
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Open Sans
Font used in digital and print material
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Arial
Font used in memos and letters and City email signatures
a b c d e f g h i j k l m n o p q r s t u v w x y z   1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cambria
Font used in digital and print material
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Garamond
Font used for data tables, forms, spreadsheets, and presentations
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Color Guide

The City uses four shades derived from the website. The primary color palette consists of these four shades (two shades of green, two shades of blue) and black and white. The secondary colors may be used as backgrounds, accents and highlights. Consistent color use across all City departments contributes to a highly recognizable brand with a strong identity.

Palettes for individual departments, projects and City-wide use are listed on the following pages.

Definitions

The **Pantone Matching System (PMS)** is a standardized color matching system, which is widely used around the world. It was devised to help printers and designers to specify and control colors for printing projects.

The **CMYK color model** is a subtractive color model, based on the CMYK color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used in some color printing: cyan, magenta, yellow, and key.

The **RGB color model** is an additive color model in which the red, green, and blue primary colors of light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

A color **hex code** is a hexadecimal way to represent a color in RGB format by combining three values – the amounts of red, green and blue in a particular shade of color.

Primary City and Website Palette

CITY BLUE #1	CITY BLUE #2	CITY GREEN #1	CITY GREEN #2
CMYK 78 / 24 / 0 / 22	CMYK 33 / 11 / 0 / 67	CMYK 7 / 0 / 22 / 69	CMYK 9 / 0 / 33 / 49
RGB 0 / 131 / 189	RGB 0 / 58 / 85	RGB 62 / 80 / 25	RGB 105 / 130 / 55
HEX 008AC8	HEX 003A55	HEX 3E5019	HEX 69812D
*Large text and graphic objects only			*Large text and graphic objects only

Secondary City Palette

CITY BROWN #1	CITY BROWN #2	CITY BROWN #3
CMYK 0 / 5 / 21 / 57	CMYK 0 / 4 / 10 / 75	CMYK 0 / 20 / 33 / 47
RGB 109 / 95 / 55	RGB 65 / 54 / 40	RGB 136 / 84 / 51
HEX 6D5F37	HEX 413628	HEX 885433

Recruitment Palette *(for use by Human Resources)*

REC. GREEN #2	REC. BLUE #2
CMYK 7 / 0 / 22 / 69	CMYK 33 / 11 / 0 / 67
RGB 62 / 80 / 25	RGB 0 / 58 / 85
HEX 3E5019	HEX 003A55

Parks & Recreation Palette

PARKS GREEN #1	PARKS GREEN #2	PARKS RED
CMYK 30 / 2 / 0 / 58	CMYK 32 / 0 / 11 / 68	CMYK 0 / 43 / 71 / 26
RGB 32 / 104 / 108	RGB 0 / 82 / 54	RGB 188 / 79 / 7
HEX 20686C	HEX 005236	HEX BC4F07

Fire Department Palette

FIRE RED #1	FIRE PURPLE	FIRE RED #2	FIRE GRAY
CMYK 0 / 36 / 36 / 58	CMYK 16 / 16 / 0 / 77	CMYK 0 / 21 / 21 / 76	CMYK 0 / 0 / 0 / 87
RGB 107 / 15 / 15	RGB 18 / 17 / 59	RGB 62 / 9 / 9	RGB 33 / 33 / 33
HEX 6B0F0F	HEX 12113B	HEX 3E0909	HEX 212121

Police Department Palette

POLICE PURPLE	POLICE RED	POLICE BLUE	POLICE GRAY
CMYK 16 / 18 / 0 / 79	CMYK 0 / 45 / 49 / 51	CMYK 9 / 10 / 0 / 88	CMYK 5 / 2 / 0 / 57
RGB 14 / 8 / 54	RGB 124 / 10 / 0	RGB 8 / 5 / 31	RGB 97 / 106 / 110
HEX 0E0836	HEX 7C0A00	HEX 08051F	HEX 616A6E

Style Guide

The City of Grand Junction uses AP style as its base for writing memos, letters, emails, press releases, and information on the City website. AP style provides consistent guidelines in terms of grammar, spelling, punctuation and language usage.

Capitalization:
- Capitalize proper nouns, including names of people, places, and organizations.
- Do not capitalize job titles or descriptions unless they directly precede a person's name.
- **Only capitalize the letter 'C' in city when referring to the City of Grand Junction. Do not capitalize 'county' or 'state' unless you are referring to Mesa County or the State of Colorado.**

Numbers:
- Spell out whole numbers zero to nine, use numerals for 10 and above.
- Use numerals for ages, percentages, measurements, and statistics.
- Spell out numbers at the beginning of a sentence, except for years.

Punctuation:
- Use a comma before the conjunction in a series of three or more items.
- Place periods and commas inside quotation marks.

Abbreviations and Acronyms:
- Spell out acronyms and abbreviations on first reference, followed by the acronym or abbreviation in parentheses.
- Use the acronym or abbreviation on subsequent references.
- Avoid excessive use of acronyms and abbreviations.

Dates and Times:
- Use the month-day-year format (e.g., June 27, 2023) without using ordinal indicators (e.g., 1st, 2nd).
- Use numerals for times (e.g., 9 a.m., 3:30 p.m.), including the use of the colon.

Titles and Headlines:
- Capitalize the principal words in titles and headlines, including the first and last words.
- Use sentence case for headlines and titles within body copy (capitalize only the first word and proper nouns).

Style Guide

Spelling and Usage:
- Follow standard American English spelling and usage.
- Use a dictionary to check spellings and resolve spelling discrepancies.
- Be mindful of commonly confused words (e.g., affect/effect, its/it's, their/there/they're).

Capitalization in Titles:
- Capitalize the first and last words of titles.
- Do not capitalize articles, conjunctions, or prepositions of four letters or fewer.

Accessibility

Accessibility impacts a wide range of people with disabilities, including those who have visual, auditory, physical, speech, cognitive, language, learning, and neurological impairments.

With the passing of House Bill 21-1110, all government agencies in the state of Colorado must be fully compliant with state standards regarding accessibility before July 1, 2024. Any Colorado government entity that doesn't meet the Office of Information Technology's web accessibility standards could be subject to injunctive relief, monetary damages or a fine.

The City of Grand Junction is committed to providing electronic communication that is accessible to the widest possible audience, regardless of technology or ability. We are actively working to increase the accessibility and usability of our website. By making online content accessible to everyone, we foster inclusivity, equal opportunities, and a more diverse and engaged digital community.

To learn more about the City's ADA standards and how to make your content accessible, please go to the City of Grand Junction Accessibility Guide.

Language Accommodations and Procedures

To ensure effective communication between staff and the public, the City of Grand Junction has developed a Language Access Plan. The City of Grand Junction outsources translation and interpretation services to an external company. To request translation and interpretation services, the form is available on the City's internal website, which asks for detailed information including the requesting department's point of contact, objective, target audience, document type, event description (if applicable), and the deadline for services needed.

The Communications and Engagement Department is willing to discuss communication strategies with project leaders. If the strategy involves communicating with Spanish speakers, the department will develop appropriate tactics. Project leaders should reach out to the Community Engagement Coordinator to initiate a meeting to discuss this type of engagement and outreach methods. During the meeting, the coordinator will review the proposed outreach objectives and the target audience, as well as strategy.

Once objectives and audience are determined, the Community Engagement Coordinator will advise the requesting department on the best method of delivery with regard to promotion (e.g., flyer, postcard mailing, social media, door hanger), whether those items require written translation, and determining the needs of any in-person interpretation.

All project or event presentations and other written materials for translation need to be submitted 30 days before the due date. Translation will be outsourced regardless of size and complexity. The costs will be shared and approved by the requesting department. If a presentation requiring translation is from a third party, the service will be requested from the contractor or organization.

Following these procedures ensures prompt service delivery. Additionally, all staff members who interact with the public are offered training On the use of interpretation technology for live on-demand video or call. It is important for staff to follow the protocol provided to maintain consistent, accurate translation and interpretation. The LanguageAccess Plan is available on Cityweb, as well as the Translation and Interpretation form.

Written translation request of day-to-day documents and forms :

Identifying the documents that Spanish-speaking community members frequently use is important. Some examples include fence applications, sign clearances, sign permits, planning clearances, comprehensive plans, strategic plans, banner permits, and informational brochures about City services. Once the document has been identified, a request for translation form will need to be completed. It will automatically send to the Community Engagement Coordinator for review to determine whether outsourcing translation services are needed. The costs for outsourcing will be shared and approved by requesting department.

The Community Engagement Coordinator will deliver the final translated document based on the requested deadline. All requests for short forms or one-page documents must be submitted two weeks prior to the due date of request. Longer documents require **30 days' notice** for delivery.

Online communication

Social media platforms and the City website and engagement platform already provide translation options for users. Emergency alerts will also be translated and posted.

Interpretation of projects, events, or community meetings:

To ensure successful outreach events, staff should consider including interpretation services for effective communication with diverse language-speaking community groups. Unless already taken place due to the need for written materials, a request for a meeting to discuss department projects, events, or community meetings should be made by email to the Community Engagement Coordinator.

The Community Engagement Coordinator will discuss the objectives of the proposed Spanish outreach and the audience being served. Once objectives and audience are determined and in-person interpretation is agreed upon, the Community Engagement Coordinator will advise the requesting department regarding the promotion and the RSVP process.

Requests for in-person interpretation must be submitted 30 days prior to the meeting date. In some cases, additional interpretation may be needed from an external vendor(e.g. ASL). If the need is determined for outsourcing, costs will be shared and approved by requesting department.

Event Summaries (post-event):

After an event has occurred, translations of the event information may be made available to the public if the project leader requests and presents the need for such accommodation. Project leaders must meet with the Community Engagement Coordinator to discuss the need for this type of translation. Following this discussion, project leaders may request document translation using the Translation and Interpretation form located on Cityweb. The Community Engagement Coordinator will provide the final translated document to the requesting department.

*All materials shared with a third party for translation are secure and confidential.

Memo Template

CITY OF Grand Junction
COLORADO
CITY MANAGER'S OFFICE

The memo header is formatted with the City Manager Office logo, identified with alt text. The word Memorandum below is italicized, bolded, in Arial 22 pt

Memorandum

TO: Members of City Council

FROM: Greg Caton, City Manager

           [Department Director]

           [Other relevant personnel]

DATE: June 12, 2023

SUBJECT:

Below the header the memo writer addresses the audience, author, date, and subject. People should be listed with their full name, a comma and their title There is a single space between lines

There is one space before the body of the memo

The word city is capitalized when referencing the City of Grand Junction

[Introduction Paragraph] Memorandums should begin with an introduction paragraph that briefly summarizes the content of the memo and whether City Council will be asked to act on an item or if the memo is just for information/updating purposes.

[Memo Body] This template should be used for all memorandums to City Council. Memos should generally be one to two pages in length. Information that is not needed for the cumulative understanding of the memo but provides additional information or further details should be added as an attachment and not included in the body of the memo.

The words county and state are not capitalized unless referring to a proper noun, like Mesa County or the State of Colorado

There is one space between paragraphs, not 1.19

Font: Arial
Size: 11

Margins:

• Top: 1.25"	• Left: 1"
• Bottom: .8"	• Right: 1"

Formatting is consistent across memos for font size, margins, headers and subheaders, spacing, and bullets

Paragraph Headers – If you are using paragraph headers, they should be bolded with a dash on the same line as the paragraph. Paragraph headers are not always necessary but may be helpful in organizing information.

Paragraph Subheaders – Subheaders should be italicized with a dash on the same line as the paragraph.

Lists should be black bullet points:

-
-
-

There is only one space after the period and before the start of the next sentence for all City documents

All memos should end with the following cc as formatted below. If an attachment is included, it should be formatted under the cc section congruent with the following formatting.

Memos end with an italicized cc to copy all relevant parties

There is a double space between the body and the cc

C: John Shaver, City Attorney
   Department Directors

Attachment:
-   Example attachment title

Any attachments that are necessary to provide supplemental information are listed below Attachment is italicized, the title is dashed below without italicization and there is one space before the Attachment heading.
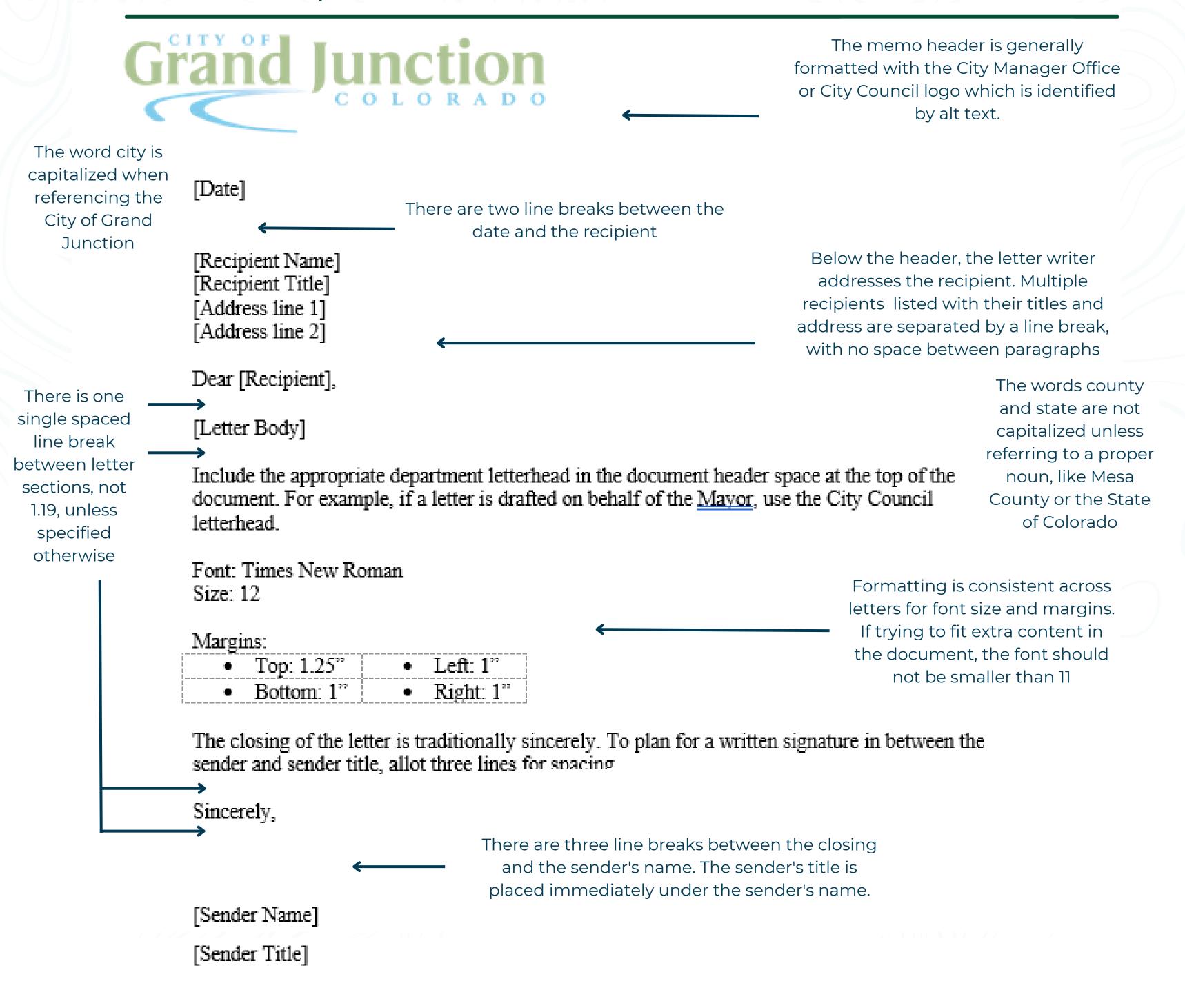
John Shaver, City Attorney and Department Directors are copied on every memo

An editable memo template is available <u>here</u>.

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Letter Template

CITY OF Grand Junction COLORADO

The memo header is generally formatted with the City Manager Office or City Council logo which is identified by alt text.

The word city is capitalized when referencing the City of Grand Junction

[Date]

There are two line breaks between the date and the recipient

[Recipient Name]
[Recipient Title]
[Address line 1]
[Address line 2]

Below the header, the letter writer addresses the recipient. Multiple recipients listed with their titles and address are separated by a line break, with no space between paragraphs

Dear [Recipient],

There is one single spaced line break between letter sections, not 1.19, unless specified otherwise

[Letter Body]

Include the appropriate department letterhead in the document header space at the top of the document. For example, if a letter is drafted on behalf of the Mayor, use the City Council letterhead.

The words county and state are not capitalized unless referring to a proper noun, like Mesa County or the State of Colorado

Font: Times New Roman
Size: 12

Margins:
• Top: 1.25"	• Left: 1"
• Bottom: 1"	• Right: 1"

Formatting is consistent across letters for font size and margins. If trying to fit extra content in the document, the font should not be smaller than 11

The closing of the letter is traditionally sincerely. To plan for a written signature in between the sender and sender title, allot three lines for spacing

Sincerely,

There are three line breaks between the closing and the sender's name. The sender's title is placed immediately under the sender's name.

[Sender Name]

[Sender Title]

An editable letterhead template is available here.

Letters will include City of Grand Junction contact information in the footer