TO: Honorable Mayor Smith Hymes and Council members
FROM: Elizabeth Wood, Communications & Marketing Manager
RE: 2021 Brand Guidelines Update
DATE: February 15, 2021

SUMMARY: In 2016, Avon enlisted the services of Slate Communications to create and launch brand guidelines used to develop the current Avon.org website and several other branding elements throughout Town. This includes informational signage, report templates, logo standards and other design elements that create brand consistency throughout all Town departments.

The 2021 Brand Guidelines are a refreshed version of these guidelines including new secondary colors in the color palette, updated fonts, logos that include the ‘Heart of the Valley’ tagline and parameters to make it easier for Staff to consistently implement Avon brand elements. The purpose of these guidelines is to keep Avon’s brand identity uniform, professional and recognizable. In addition to use by Staff, these guidelines can be used by designers, event producers, vendors and anyone else using Avon brand elements in marketing or promotional materials.

Thank you, Liz

ATTACHMENT A: 2021 Brand Guidelines
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TYPES OF LOGOS

All Town logos can be found in the *T: Drive* in the *Logos* folder. Never use the Town logo inside a white rectangle—the logo should have no background. The word “Colorado” can be removed from the tag line only when the audience is local.

- Standard Three-Color Logo
- Avon Logo without Colorado
- Two-Color Logo
- One-Color Logo
- Black Logo
- White Logo on dark background
TYPES OF LOGOS

Use of the “Heart of the Valley” logo is limited to strictly Eagle County audiences. The text for the A, O and N can be black or white with red v’s and tag line.

Black Heart of the Valley Logo

White Heart of the Valley Logo
DEPARTMENT LOGOS

Avon Police Department

Avon Police Department Patch
Other Departmental Logos

Department Logos should be used for internal memos and other internal communication and at the top of Council Reports.
LOGO STANDARDS

Standard Logo Minimum Size
The logo must be printed or reproduced at least 1” or 72 pixels in width to maintain legibility.

Required Space around Logo
Leave \( \frac{1}{4} \)" open space on all sides of logo.

There should be uniform spacing around the logo and it should be aligned with text.

Respect the Safe Area
LOGO STANDARDS: DO NOT

Don’t apply a drop shadow

Never rotate

Don’t stretch

Never use the color-version on a dark background

Don’t change colors
CONTRAST

Appropriate Contrast: use a dark logo on light backgrounds and a white logo on dark backgrounds.

Logos should be placed on a legible area of the image, so they stand out and are clearly visible. Only use a solid color logo over an image unless the image has a large white space. Never put a white box around the logo in an image.
## Primary Colors

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<th>RGB Color</th>
<th>Web Color</th>
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</thead>
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<td>R0 G98 B114</td>
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Pantone Color | CMYK Formula | RGB Formula/PPT | Web Hex

## Support Colors

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<td>R247 G148 B29</td>
<td>F7941D</td>
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<tr>
<td>OR*</td>
<td></td>
<td></td>
<td></td>
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<td>485 C</td>
<td>c7 m98 y100 k1</td>
<td>R220 G39 B38</td>
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</table>

*The red and orange are never used together

<table>
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<td>373A36</td>
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</tbody>
</table>

Pantone Color | CMYK Formula | RGB Formula/PPT | Web Hex

## How to use the Avon colors

Avon primary colors are used in most communication. The secondary support colors are used sparingly. For example, Avon red is used in the Heart of the Valley logo. Avon orange is used in the newsletter header. The red and orange are never used together.
Are fonts and their typical uses cab be found below. Exceptions to use of these 4 fonts, are event posters and rec center publications. Please contact the Avon Communications Manager for guidance.

**Arial Narrow** (For formal audiences, internal documents, and Council reports)
This is sample language for viewing different typefaces. It is an example of sentence case.
THIS IS SAMPLE LANGUAGE IN ALL CAPITALS.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Sample language in bold.  *Sample language in italics.  Sample language in bold italics.*

**Avenir Next LT Pro** (For public signs in Avon. This includes town-produced special events.)
This is sample language for viewing different typefaces. It is an example of sentence case.
THIS IS SAMPLE LANGUAGE IN ALL CAPITALS.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Sample language in bold.  *Sample language in italics.  Sample language in bold italics.*

**Century Gothic** (For informational documents meant for the public)
This is sample language for viewing different typefaces. It is an example of sentence case.
THIS IS SAMPLE LANGUAGE IN ALL CAPITALS.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Sample language in bold.  Sample language in italics.  *Sample language in bold italics.*

**Cavolini** (For informal or children audience)
This is sample language for viewing different typefaces. It is an example of sentence case.
THIS IS SAMPLE LANGUAGE IN ALL CAPITALS.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16
17 18 19 20
Sample language in bold.  *Sample language in italics.  Sample language in bold italics.*
EMAIL SIGNATURE

When emailing on behalf of the Town, all Staff, Committee, and Council members should use the email signature template below.

First Line: Name in bold 10-point Arial Narrow font
Second Line: Title in bold 8-point Arial Narrow Font
Third Line: Work phone number in bold 8-point Arial Narrow Font
Fourth Line: Hyperlinked email in bold 8-point Arial Narrow Font
Fifth Line: Avon Logo that links to Town website.

John Doe
Branding Specialist
970.748.4000
doe@avon.org

AVON
COLORADO

TIP: Always use the Town logo without a background.
INFORMATIONAL SIGNAGE

Point of Interest Direction Sign Example

3155 CP arrows with ▲ from logo

Recreation Center Informational Sign Examples

- Women's Locker
- No Food or Drink Beyond This Point
- Fitness/Conditioning Area
  - To use this area, you must be 15 years of age or older.
  - Proper athletic attire required. No street clothing or swim suits. Shoes and shirt are required.
  - Food and glass containers are not permitted in this area.
  - The group fitness studio is used for scheduled programs. Please check the fitness schedule before using the area.
  - Please limit cardio equipment workouts to 30 minutes during peak usage.
  - Equipment can be dangerous and cause serious injury.
  - Do not attempt to repair equipment. Please report any problems to the front desk immediately.
  - The recreation center sits at 7,500 feet above sea level.
  - Exercise at a moderate pace.

PLEASE RE-RACK WEIGHTS AFTER USE
INFORMATIONAL SIGNAGE

Nottingham Park Sign Examples
INFORMATIONAL SIGNAGE

OPEN CONTAINER INFORMATION

Open container (i.e. BYOB) consumption of alcohol by persons 21 years of age or older is permitted in Nottingham Park and on the Main Street Pedestrian Mall between the hours of 11:30 am and ½ hour past dusk.

Please respect the family friendly atmosphere we cherish in Avon.

Scofflaws, drunkards, hooligans, miscreants and nefarious rascals will not be tolerated.

NO GLASS OR GLASS BOTTLES ALLOWED IN NOTTINGHAM PARK

THANK YOU!
DESIGN ELEMENTS

All Town documents, signs, and marketing material can feature the following design elements using the Town color palette. Various design elements are addressed in different Town documents and informational signage.

Mountains & Trees Silhouette Footer
DESIGN ELEMENTS

Mountain Silhouette

2020 Reusable Bags
MONTHLY NEWSLETTER

Month Year Arial 37 Bold
Segment Heading Helvetica 19.5 Bold
Subheading Helvetica 16.5 Bold
Content Helvetica 11 point.
Separate Sections with heartbeat graphic
COMPELLING PHOTOGRAPHY

Compelling photographs represent a meaningful connection with the Town and evoke a desire to step into the image. All photos can be found at T:/PHOTOS. Beginning in 2016, photos are organized by date in the ALL TOWN PHOTOS folder. Current photography contracts do not require a credit. Any required credit is listed in the folder title with the word ‘Required.’ Examples of compelling seasonal photographs are listed below. The Town also subscribes to Shutterstock for more general images.

Please reach out to Liz Wood if you are looking for a specific photograph or type of photograph.

EXAMPLES OF WINTER

EXAMPLES OF SPRING
COMPELLING PHOTOGRAPHY

EXAMPLES OF SUMMER

EXAMPLES OF FALL
When the Town of Avon purchases new vehicles, branding elements are added to vehicles to help distinguish them as uniquely Avon.

**Public Town Buses**

![Public Town Buses](image1)

**Rec Center Vans**

![Rec Center Vans](image2)