



IMAGINE FOX CITIES

**BRAND
GUIDELINES**

IMAGINE FOX CITIES

WHAT OUR BRAND STANDS FOR

Our Aim is to advance the Well-Being of Our Place and the Well-Being of Our People. To create the conditions for everyone who calls this place home the opportunity to reach their full potential. We dare to imagine, and endeavor to realize, a shared future that leads to greater flourishing—for this generation and the next.

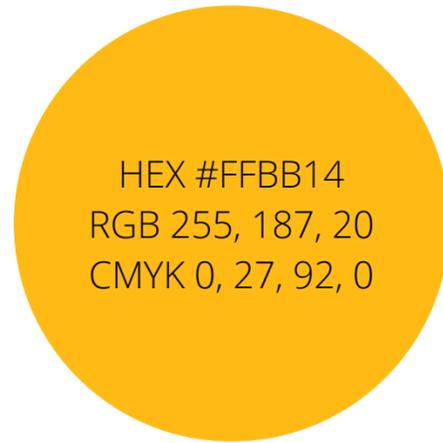


INTRODUCTION

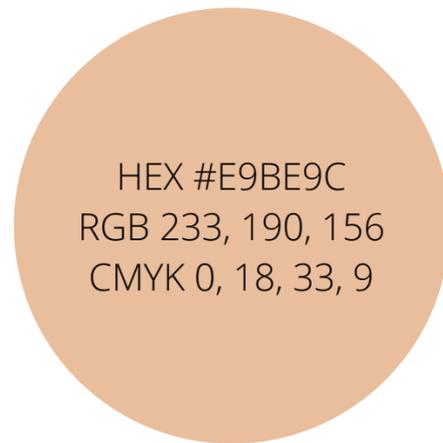
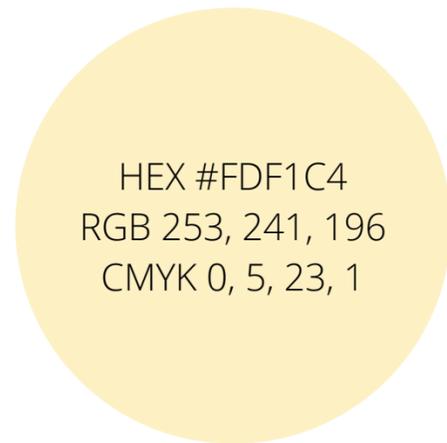
This document is a guide for usage of the Imagine Fox Cities logo and name, as well as suggested guidelines for IFC advertising and marketing, so that stewards can work together to build and maintain a strong brand identity.

COLORS

PRIMARY COLORS



SECONDARY COLORS



Use CMYK for printing, RGB and HEX for digital.

COLORS

PRIMARY COLORS

These colors should be used at all times to represent Imagine Fox Cities.

SECONDARY COLORS

Secondary colors are to be used as accent colors for events, promotions and call-to-action graphics. These colors do not replace the primary colors at any time. They should always be used in association with the primary colors.

LOGOS

The official logos for Imagine Fox Cities consists of a three-color wordmark. The vertical stacked logo features primary colors while the horizontal logo features primary and secondary colors.



IMAGINE
FOX
CITIES

The vertical stacked logo consists of three lines of text. The top line, 'IMAGINE', is in a dark red color. The middle line, 'FOX', is in a bright yellow color. The bottom line, 'CITIES', is in an orange color. The font is a clean, sans-serif typeface.

IMAGINE FOX CITIES

The horizontal logo consists of a single line of text where the words 'IMAGINE', 'FOX', and 'CITIES' are separated by spaces. The color of the text transitions from dark red on the left to bright yellow in the middle, and then to orange on the right, matching the colors of the vertical stacked logo.

LOGO DOS AND DON'TS

CORRECT LOGO USAGE WITH EXAMPLES

The logo should always appear in its own free space. Also, whenever possible, the full logo should appear in full primary colors. When photocopied or in b/w newsprint, a b/w logo may appear. Any other use is incorrect. See examples that follow.

SPACING

The gray lines represent the clear, scalable live area built into the logo. Do not infringe upon this live area.

Do not print logo smaller than 2 inches.

The logo consists of the words "IMAGINE", "FOX", and "CITIES" stacked vertically. "IMAGINE" is in red, "FOX" is in yellow, and "CITIES" is in orange. The logo is enclosed within a gray rectangular border that represents the live area.

IMAGINE
FOX
CITIES

ACCEPTABLE AND UNACCEPTABLE USE

Full-color logo can be used on any color background or placed over a suitable area of a photographic background as long as it remains highly legible.

Do not adjust or change the logo in any way, including but not limited to stretching, cropping, contrast, brightness or color. Do not add to or remove elements from original logo, or apply photo filters.





FONTS

HEADING

Gotham Rounded Bold

SUBHEADING

Gotham Rounded Medium

BODY

Gotham Rounded Book

