







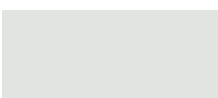
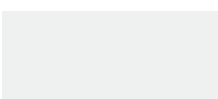





CITY OF MADISON
BRAND GUIDE

Color	Name	Hex	RGB	CMYK	Pantone	Notes
	@teal	#03626b	R: 3 G: 98 B: 107	C: 97 M: 0 Y: 35 K: 57	PMS 7715	City of Madison primary color.
	@teal-dark	#004d54	R: 0 G: 77 B: 84	C: 100 M: 16 Y: 33 K: 66	PMS 3165	
	@base	#222222	R: 34 G: 34 B: 34	C: 0 M: 0 Y: 0 K: 100	PMS Process Black	Base text color for web.
	@gray-darkest	#333333	R: 51 G: 51 B: 51	C: 44 M: 34 Y: 22 K: 77	PMS Cool Gray 11	
	@gray-darker	#454545	R: 69 G: 69 B: 69	C: 40 M: 30 Y: 20 K: 66	PMS Cool Gray 10	
	@gray-dark	#595959	R: 89 G: 89 B: 89	C: 30 M: 22 Y: 17 K: 57	PMS Cool Gray 9	
	@gray	#999999	R: 153 G: 153 B: 153	C: 16 M: 11 Y: 11 K: 27	PMS Cool Gray 6	
	@gray-light	#cccccc	R: 204 G: 204 B: 204	C: 8 M: 5 Y: 7 K: 16	PMS Cool Gray 3	
	@gray-lighter	#eeeeee	R: 238 G: 238 B: 238	C: 4 M: 2 Y: 4 K: 8	PMS Cool Gray 1	
	@gray-lightest	#f5f5f5	R: 245 G: 245 B: 245	C: 2 M: 1 Y: 2 K: 4	<i>PMS Cool Gray 1 at 50%</i>	
	@blue-light	#a2d7e8	R: 162 G: 215 B: 232	C: 34 M: 0 Y: 6 K: 0	PMS 304	Link text on dark background.
	@blue	#065d8c	R: 6 G: 93 B: 140	C: 100 M: 43 Y: 0 K: 30	PMS 7691	Link text.
	@blue-dark	#043d5b	R: 4 G: 61 B: 91	C: 100 M: 48 Y: 12 K: 58	PMS 302	

Color	Name	Hex	RGB	CMYK	Pantone	Notes
	@purple	#84036c	R: 88 G: 7 B: 73	C: 40 M: 100 Y: 10 K: 26	PMS 2425	
	@purple-dark	#580648	R: 172 G: 29 B: 44	C: 42 M: 92 Y: 0 K: 50	PMS 7652	
	@red	#ac1d2c	R: 141 G: 3 B: 30	C: 5 M: 96 Y: 80 K: 22	PMS 1805	Used for warning labels.
	@red-dark	#8d031e	R: 208 G: 83 B: 25	C: 8 M: 100 Y: 70 K: 33	PMS 7427	Used for warning labels.
	@orange	#d05319	R: 162 G: 48 B: 12	C: 0 M: 71 Y: 100 K: 33	PMS 1595	Used for color accents only. NO white text using this color as a background.
	@orange-dark	#a2300c	R: 125 G: 37 B: 9	C: 5 M: 83 Y: 100 K: 27	PMS 1675	Used as a background color where white text on an orange background is desired.
	@orange-darkest	#7d2509	R: 236 G: 161 B: 32	C: 9 M: 83 Y: 100 K: 46	PMS 7526	
	@yellow	#eca120	R: 217 G: 133 B: 34	C: 0 M: 31 Y: 98 K: 0	PMS 1235	NO white text using this color as a background.
	@yellow-dark	#d98522	R: 0 G: 102 B: 47	C: 0 M: 45 Y: 100 K: 0	PMS 7569	NO white text using this color as a background.
	@green	#00662f	R: 0 G: 102 B: 47	C: 90 M: 12 Y: 95 K: 40	PMS 349	
	@green-dark	#00431c	R: 0 G: 68 B: 29	C: 93 M: 24 Y: 85 K: 68	PMS 3435	

Typography

Fonts

Body

Source Sans Pro Regular: For web body text and designed/branded documents.

Sample Text. Lorem ipsum dolor sit amet.

Calibri: Default font; for informational documents, or where Source Sans Pro is not available.

Sample Text. Lorem ipsum dolor sit amet.

Headings

Source Sans Pro Semibold: For headings within body text.

Sample Text. Lorem ipsum dolor sit amet.

Montserrat Bold: For document headings, design elements, and all caps headings.

SAMPLE TEXT. Lorem ipsum dolor sit amet.

City Brand Marks

When to Use

The City of Madison logo must appear on all communications and materials created by the City. The logo may not be used for non-City communications or materials without the written approval of the City of Madison Mayor's Office.

Primary Mark: Logo

The City of Madison logo is the primary brand mark. It is a sign of the authority and jurisdiction of the City.



Secondary Mark: Wordmark

The wordmark is a secondary mark, to be used when the City of Madison logo is the wrong dimensions, or cannot be used for any other reason.

CITY OF **MADISON**

Paired Mark: Horizontal

Paired marks combine the City of Madison logo with the wordmark. This configuration provides a stronger horizontal aspect ratio.



CITY OF
MADISON

Paired Mark: Vertical

Paired marks combine the City of Madison logo with the wordmark. This configuration provides a stronger vertical aspect ratio.



CITY OF
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Reverse Marks

These reverse versions have been created to be used when the logo appears on a black or dark background.



Clear Zone

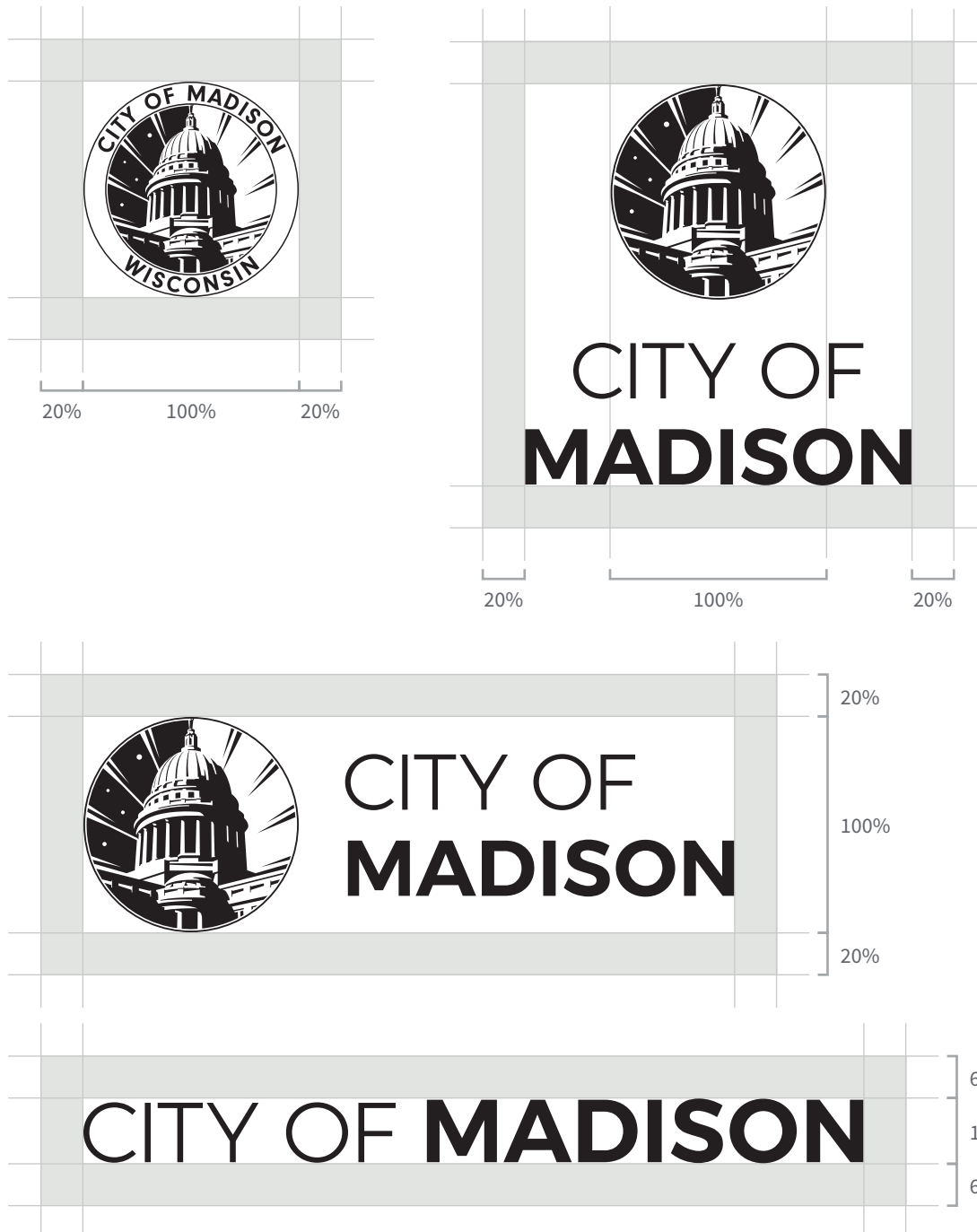
Logos and wordmarks must always have an area of open space between the logo/wordmark and any other graphic elements, including folds or page edges.

Minimum Clear Zones

Logo: 20% of logo height/width.

Logo paired with wordmark: 20% of logo height/width.

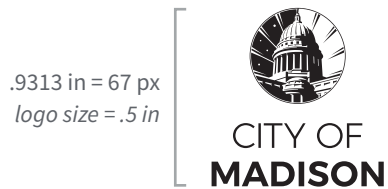
Wordmark: 66.7% ($\frac{2}{3}$) of wordmark height.



Minimum Sizes

Logos and wordmarks must be used at legible sizes.

The only exception to this rule is the City of Madison web favicon.



Incorrect Uses



DO NOT stretch, skew, tilt, rotate or otherwise distort the logo.



DO NOT use images or shapes in the background of the logo. Use solid colors only.



DO NOT change the text or fonts in the logo.
See page __ for agency logos.



DO NOT place the logo on a photo or other color background without sufficient contrast.



DO NOT add or remove elements from the logo.



DO NOT change the color of reversed version of the logo to use it on a light background.
See page __ for correct usage.



DO NOT remove the text from the logo in any application except the wordmark.



DO NOT place the logo in a box, outline, or any other containing shape.



DO NOT pair agency logos (or any other shapes or symbols) with the wordmark.