

A scenic photograph of a covered bridge spanning a river. The bridge is surrounded by dense, vibrant green trees and foliage. The water reflects the bridge and the surrounding greenery. In the foreground, there are large, smooth, grey rocks along the riverbank. The overall atmosphere is peaceful and natural.

# CITY OF MADISON **BRAND GUIDE**

# Colors



## Teal

#03626b | CMYK: 97, 0, 35, 57 | PMS: 7715

Primary brand color.



## Dark Teal

#004d54 | CMYK: 100, 16, 33, 66 | PMS: 3165



## Pale Teal

#e0f1f2



## Blue

#065d8c | CMYK: 100, 43, 0, 30 | PMS: 7691



## Dark Blue

#043d5b | CMYK: 100, 48, 12, 58 | PMS: 302



## Light Blue

#95d0e1 | CMYK: 34, 0, 6, 0 | PMS: 304



## Pale Blue

#e2f1f6



## Purple

#84036c | CMYK: 40, 100, 10, 26 | PMS: 2425



## Dark Purple

#580648 | CMYK: 42, 92, 0, 50 | PMS: 7652



## Pale Purple

#f9edf7



## Gray

#595959

CMYK: 30, 22, 17, 57 | PMS: Cool Gray 9



## Dark Gray

#333333 | CMYK: 44, 34, 22, 77 | PMS: Cool Gray 11



## Medium Gray

#949494 | CMYK: 16, 11, 11, 27 | PMS: Cool Gray 6



## Light Gray

#cccccc | CMYK: 8, 5, 7, 16 | PMS: Cool Gray 3



## Pale Gray

#eeeeee | CMYK: 4, 2, 4, 8 | PMS: Cool Gray 1



## Red

#ac1d2c | CMYK: 5, 96, 80, 22 | PMS: 1805



## Dark Red

#8d031e | CMYK: 8, 100, 70, 33 | PMS: 7427



## Pale Red

#fbaeac



## Orange

#d05319 | CMYK: 0, 71, 100, 33 | PMS: 1595

For best accessibility against white, use dark orange.



## Darker Orange

#7d2509 | CMYK: 9, 83, 100, 46 | PMS: 7526



## Dark Orange

#a2300c | CMYK: 5, 83, 100, 27 | PMS: 1675



## Pale Orange

#fcefe4



## Yellow

#eca120 | CMYK: 0, 31, 98, 0 | PMS: 1235

Text not accessible against white. Use black.



## Dark Yellow

#d47f1d | CMYK: 0, 45, 100, 0 | PMS: 7569



## Pale Yellow

#fdf4e4



## Green

#00662f | CMYK: 90, 12, 95, 40 | PMS: 349



## Dark Green

#00431c | CMYK: 93, 24, 85, 68 | PMS: 3435



## Pale Green

#e3f2e8

# Fonts

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**Source Sans:** For web body text and documents.

**Sample Text.** Lorem ipsum dolor sit amet.

**Calibri:** For informational documents, or where Source Sans Pro is not available.

**Sample Text.** Lorem ipsum dolor sit amet.

**Montserrat:** For styled headings and design elements.

**Sample text.** Lorem ipsum dolor sit amet.

Calibri is a default Windows font.

Source Sans and Montserrat are both open source. They are available in Adobe Fonts (if you have Creative Cloud) or on Google Fonts.

# 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  
**MADISON**

# Reverse Marks

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



# Clear Zone

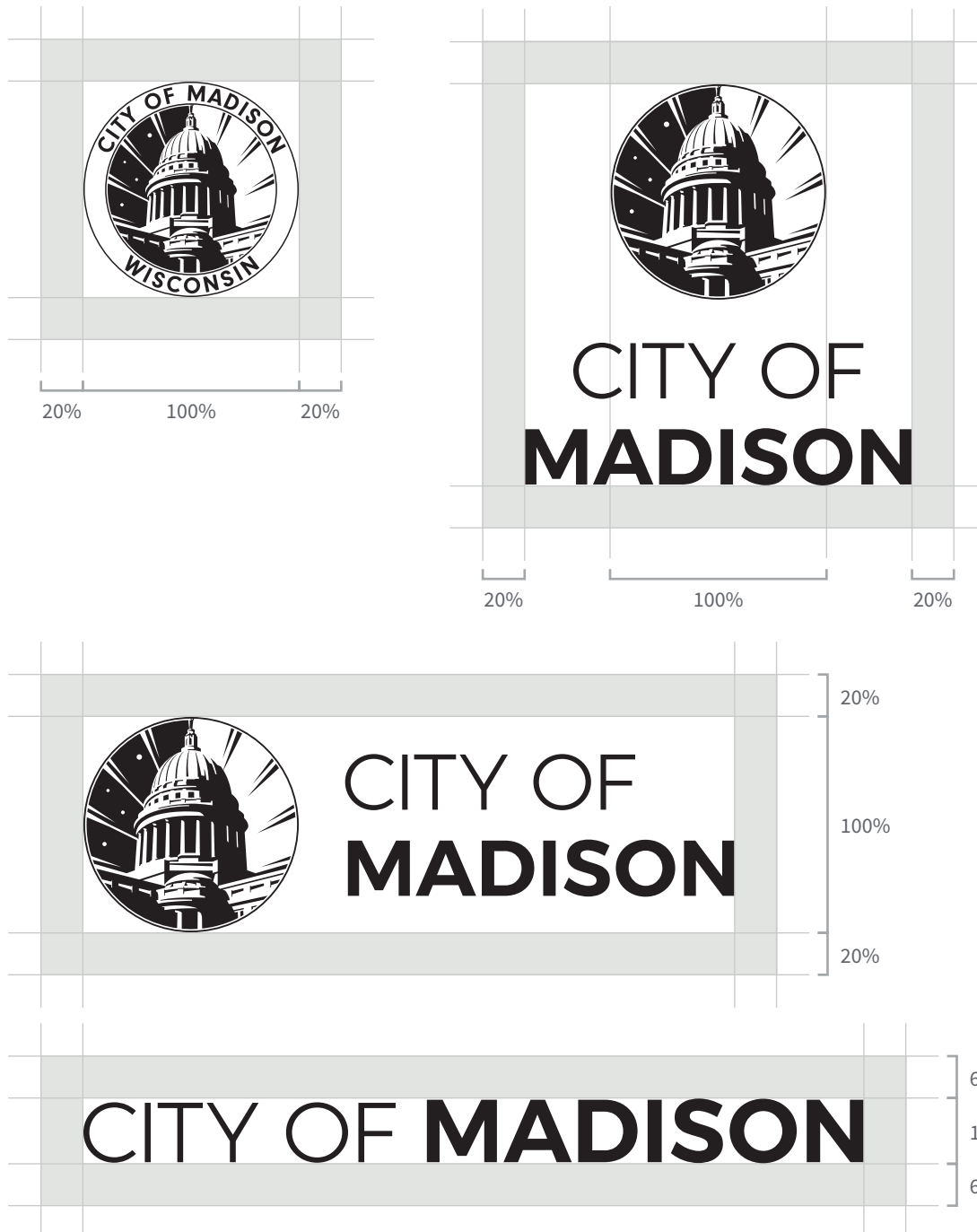
Logos and wordmarks must always have an area of open space between the logo/wordmark and any other graphic elements, including folds or page edges.

## 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.

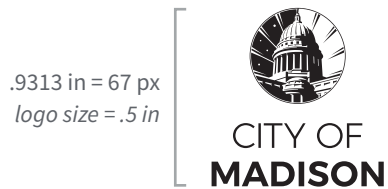


# Minimum Sizes

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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.



**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 5 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.