BRAND GUIDELINES
Over our history, we’ve had many reasons to celebrate, from rock and roll hall of fame inductions and sports championships to innovative startup companies and being home to two of the nation’s highly ranked academic institutions of higher education. It’s in learning from our past we become better people, neighbors and citizens. It’s keeping our eyes focused on what’s possible and taking the steps today to see it come to fruition. Over our history, we’ve had many reasons to celebrate, from sports championships and rock and roll hall of fame inductions to innovative startup companies to being home to two of the nation’s finest academic institutions of higher education. This is the year we commemorate all of it. And let it serve as inspiration, not just for today, but for Gainesville’s next 150 years.

PREAMBLE
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HOW WE SPEAK

Inclusive – This is a community of all different races, cultures, professions, religions and lifestyles. Over the years, everyone has had a hand in making Gainesville what it is today. Gainesville150! recognizes and reflects that.

Innovative – Gainesville150! isn’t just about the progress we’ve made since 1869. This is about celebrating the reinvention of Gainesville into a hub for education, medical science, bio-tech and entrepreneurialism. Where we once exported goods, we now export ideas.

Forward-thinking – It’s understanding what’s possible today and having the foresight about how new ideas will influence the future. It’s about having the leadership and skills to rally others around that idea.

Fun – Our natural surroundings and weather provide a playground for residents and visitors to enjoy. Gainesville150! provides a platform to appreciate our home.

Respectful – Not everyone sees everything the exact same way. Shared events have had varying outcomes for many different individuals. Gainesville150! provides opportunities to be thoughtful and reflect on our shared heritage.

Sensitivity – Everyone has blemishes in their past. Us included. We must be sensitive to how we got here and what the ramifications have been on the city and citizens as a whole in order to envision a better tomorrow.
GAINESVILLE150! LOGO

Gainesville150!’s festive, celebratory logo perfectly conveys the spirit of this momentous milestone. Using a variety of font sizes and adding an exclamation point project a joyous, light-hearted feeling, while the eye-catching colors pop on screen, drawing visitors’ immediate attention. This logo communicates the excitement of the anniversary celebration in style.

The primary logos consist of three options, each using a gradient of two colors. These logos may be used interchangeably, but should compliment the colors throughout the rest of the design.

The secondary logos consist of three options, each one uses two colors. These logos help to give flexibility while staying consistent with the primary look and feel of the overall brand.

The one color logos are to be used on black and white designs. The white variation may be used on dark colored backgrounds for better readability.
SPECIAL USE ONLY

These logos may only be used when the logo MUST be smaller than .75" x .65". In this instance, the copy underneath 150! is removed. Examples of usage are favicon design and mobile website navigation. The special use guidelines for the primary, secondary and one-color logos are the same as the Gainesville150! logo.
The main purpose of this logo is to send a message that the citizens of Gainesville are what make this city great. The people who live here are motivated to improve and enrich the community because Gainesville gives them opportunities to make the positive impacts they strive for. By using short, to-the-point copy, this logo sums up exactly what the City of Gainesville is all about.

*Note: this logo must be used in conjunction with the Gainesville150! logo on all materials.
The primary logo lockup takes the impactful messages of the anniversary and city logo, and combines them, creating an ideal melding of ideas. These logos in tandem reinforce the excitement of the anniversary, while reminding the viewer of the principles our city values the most. The right-side of the lockup tells the story of why we’ve been growing, changing and improving as a city for the last 150 years. The left-side gets us excited for what’s to come.
LOGO DIMENSIONS

The City of Gainesville and Gainesville150! logos retain their visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished.

*Note these examples apply to all three logo variations.

MINIMUM SIZE

The minimum size of the logo for print should not be reproduced in a size smaller than illustrated below for each logo.
CLEAR SPACE

To maintain the legibility of the logo, a space equivalent to 1/4 of the size of the Gainesville150! logo and the City of Gainesville logo should be left clear around the logo. 1/4 of the Gainesville150! logo in the locked up logo should be left clear around the logo.

*Note these examples apply to all three logo variations.
LOGO USE

For reproduction, use only the digital artwork supplied. The following examples illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity.

*Note these examples apply to all three logo variations.

- Do not place the logo on a contrasting colored background
- Never scale the logo disproportionately, horizontally or vertically
- Never crop the logo
- Never alter the colors of the logo
- Never place the logo on a busy photograph
- Never place the logo on an angle
- Never screen the logo
COLOR PALETTE

To help create a unified, coherent look to Gainesville150! materials, these colors must be used consistently throughout all marketing materials.

PANTONE (PMS)
This specialty ink system is predominantly used in offset printing, when quality and precise color matching is of importance. The number and letter indicate to the printer which “spot inks” to use. While often more expensive than 4-color process, the effect is very sophisticated and high-quality.

CMYK
CMYK (cyan, magenta, yellow and black) are the 4 primary colors used in digital or offset printing. These formulas help to create consistency when printing across different materials.

RGB
RGB (red, green and blue) are the three colors used in digital displays. When any variation of those numbers are combined at the numerical values provided, a specific color is generated. This 3-color code should be used for digital applications such as websites and apps.

HEX
Designers and developers use HEX colors in web design. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB). Basically, a HEX color code is shorthand for its RGB values with a little conversion gymnastics in between.

PRIMARY COLORS

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>232C</td>
<td>0, 88, 2.0</td>
<td>242, 35, 139</td>
<td>#F2238B</td>
</tr>
<tr>
<td>Warm Red</td>
<td>0, 75, 60, 0</td>
<td>251, 66, 64</td>
<td>#FB4240</td>
</tr>
<tr>
<td>7465C</td>
<td>73, 0, 60, 0</td>
<td>70, 175, 110</td>
<td>#46AF6E</td>
</tr>
<tr>
<td>298C</td>
<td>63, 0, 13, 0</td>
<td>95, 193, 195</td>
<td>#5FC1C3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>2725</td>
<td>69, 60, 0, 0</td>
<td>84, 77, 161</td>
<td>#544DA1</td>
</tr>
<tr>
<td>3245C</td>
<td>42, 0, 24, 0</td>
<td>124, 224, 211</td>
<td>#7CE0D3</td>
</tr>
<tr>
<td>3265C</td>
<td>73, 0, 42, 0</td>
<td>27, 186, 170</td>
<td>#46B28D</td>
</tr>
<tr>
<td>296C</td>
<td>88, 75, 56, 69</td>
<td>14, 28, 41</td>
<td>#011521</td>
</tr>
</tbody>
</table>

GRADIENTS
**PRIMARY TYPEFACE**

Proxima Nova is a sans serif typeface that should be used for copy on all materials. It may be used for large text areas, headlines or quotes.

*Note: this is an Adobe Typekit font. If you have an Adobe license you can activate the font here: fonts.adobe.com/fonts/proxima-nova

**PROXIMA NOVA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
SECONDARY TYPEFACE

Mrs Eaves XL Serif may be used as an accent font for headlines, quotes, or small areas of copy. Its purpose is to draw attention to a certain area and compliment the primary typeface.

*Note: this is an Adobe Typekit font. If you have an Adobe license you can activate the font here: fonts.adobe.com/fonts/mrs-eaves-xl
PROPER USAGE

Typeface usage is vital in establishing visual consistency across all mediums for the brand. Though Proxima Nova and Mrs Eaves XL are the only typefaces implemented, there are different weights and versions that are intended for different purposes as detailed below.

HEADLINE TYPEFACE

Headlines are often declarative statements of impact, and must be appropriately paired with a bold font to add visual and figurative weight to the headline. These fonts were designed exclusively for headlines and other large settings, and should not be set smaller than 20 point.

HEADLINE OPTION #1

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADLINE OPTION #2

MRS EAVES XL HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Quotes and subheadlines must not detract from the primary headline, but still need to operate as a headline. Thus, a medium-weighted font is used to create a visual balance between the headline elements.

**QUOTES + LARGE SUBHEADS OPTION #1**

**PROXIMA NOVA MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**QUOTES + LARGE SUBHEADS OPTION #2**

**MRS EAVES XL BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Body copy must be as clear and legible as possible. Proxima Nova regular and light thicknesses are used as body copy weights. This is due to the fact that thin fonts are easier on the eyes when taking in a large amount of text.

BODY COPY OPTION #1

**PROXIMA NOVA REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
0123456789

BODY COPY OPTION #2

**PROXIMA NOVA LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
0123456789
WEB TYPEFACE

Open Sans may be substituted for Proxima Nova on web ONLY. Please use the bold version for headlines and light for body copy.

Please note: Open Sans is a Google font and can be obtained from fonts.google.com.