



City of Thornton

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# BRAND GUIDELINES

## PRIMARY LOGO

Use the main logo to represent the entire City of Thornton organization. This should be used throughout City communications including most printed materials, signage, etc.



Logo for darker backgrounds

## SECONDARY LOGO & MARK

Use of these logos depend upon the application and the space allowed for the logo. The horizontal version should not replace the primary logo unless the designated space is better suited to the use of the horizontal version.

The logo mark can be used alone depending on the application. Application examples could include street signs, staff hats, swag, etc.



Simple logo for darker backgrounds



Horizontal logo for darker backgrounds

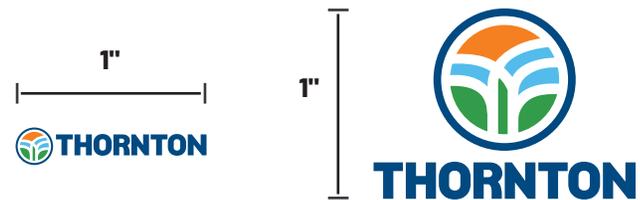


Mark for darker backgrounds

## LOGO USAGE

Maintain clear space around the logo from distracting graphics or typography.

For logo usage smaller than one inch, use the logo version without "City of" for readability measures.



## DEPARTMENT LOGO EXAMPLES

The approved use of individual department logos is extremely limited and any new use or application should be reviewed and approved by the Communications Department first.

**NOTE:** The font used for the department is Barlow Medium and is available to download for free at Google

**Fonts:**

<https://fonts.google.com/>



Vertical format  
department logo option



Horizontal format department logo option

## NATIONAL CORRESPONDENCE LOGO EXAMPLES

This version of the logo should only be used for Economic Development marketing purposes or other materials that may have a reach beyond state lines. This logo should not be used for any local or regional purposes. When in doubt, confirm with the Communications Department which logo version is most appropriate.

**NOTE:** The font used for the state is Barlow Medium and is available to download for free at Google

**Fonts:**

<https://fonts.google.com/>



## INCORRECT LOGO USAGE

Do not alter or distort the logo in any way. Changes, no matter how small, weaken our logo's brand and impact and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid.

If you have questions regarding the usage of the City of Thornton's logo, please contact the Communications Department.



✘ Do not stretch or warp the logo disproportionately



✘ Do not rotate or skew the logo



✘ Do not recolor the logo with off-brand colors or gradients



✘ Do not rearrange components or elements of the logo



✘ Do not add effects (glows, shadows, etc.) To the logo



✘ Do not use the logo over distracting backgrounds

## FONTS

There are three main typographies that make up Thornton's brand. Sometimes communications materials and online content require the use of multiple fonts to distinguish the copy.

If you encounter one of those situations, follow this guide for different header options.

**NOTE:** Barlow and Inter are available for download at Google Fonts

### Fonts:

<https://fonts.google.com/>

**BARLOW EXTRABOLD ALL KAPS – H1 Headline**

# LOREM IPSUM LABOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

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Barlow Regular – H2 Sub-headline

## Lorem ipsum dolor sit amet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

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INTER LIGHT – Body Text

Mod mo iliquam rehenda nihilia nissimi, id que as eost quiant ex et explit, si re, cum quis rectiatur ant. Arumeni bla doluptur? Aque apiendebit in eribus rere re et qui que dipsam quo to blandit aspisim usdande odiae cus dolorep edigenistiur mi, volessitaquo quaspe quodi optatem aut et essitiorum harcilibus, soluptae mintiis illam vero illecaepudia quispisim usdaae voluptatur as pariam, que venimus ut odipici deribus.

# FONTS FOR WORD DOCS & POWERPOINT

For versatility in Microsoft platforms, Impact, Arial Regular and Narrow should be used when working in Microsoft applications and if main fonts are unavailable.

**IMPACT ALL KAPS – H1 Headline**

# LOREM IPSUM LABOR

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!**@£\$%^&\***

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Arial Regular – H2 Sub-headline

## Lorem ipsum dolor sit amet

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!**@£\$%^&\***

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Arial Narrow Regular – Body Text

Mod mo iliquam rehenda nihilia nissimi, id que as eost quiant ex et explit, si re, cum quis rectiatur ant. Arumeni bla doluptur? Aque apiendebit in eribus rere re et qui que dipsam quo to blandit aspisim usdande odiae cus dolorep edigenistiur mi, volessitaquo quaspe quodi optatem aut et essitorum harcilibus, soluptae mintiis illam vero illecaepudia quispisim usdaae voluptatur as pariam, que venimus ut odipici deribus.

# PRIMARY COLORS

These are the core colors driving the personality of the Thornton brand.

They provide a vibrant, timeless but approachable tone to emulate the character of the City organization. These colors can also be used at varying opacities to provide additional flexibility for graphic design.

<b>PANTONE 7693 CP</b>  RGB 26 - 81 - 123 CMYK 100 - 55 - 0 - 37 HEX #1A517B	80%	60%	40%	20%
<b>PANTONE 2915 CP</b>  RGB 111 - 185 - 225 CMYK 58 - 8 - 0 - 0 HEX #6FB9E1	80%	60%	40%	20%
<b>PANTONE 7740 CP</b>  RGB 56 - 146 - 65 CMYK 73 - 1 - 91 - 17 HEX #389241	80%	60%	40%	20%
<b>PANTONE 152 CP</b>  RGB 227 - 115 - 26 CMYK 0 - 61 - 100 - 0 HEX #E3731A	80%	60%	40%	20%

# SECONDARY SUPPORTIVE COLORS

In certain design situations, you may find the primary brand colors limiting. The secondary colors can be used to support the primary colors while still carrying the same brand tone and personality.

<b>PANTONE 6005 CP</b>  RGB 220 - 178 - 45 CMYK 2 - 27 - 96 - 8 HEX #DCB22D	80%	60%	40%	20%
<b>PANTONE 358 CP</b>  RGB 174 - 209 - 133 CMYK 32 - 0 - 51 - 0 HEX #AED185	80%	60%	40%	20%
<b>PANTONE 4287 CP</b>  RGB 74 - 73 - 72 CMYK 66 - 62 - 55 - 54 HEX #4A4947	80%	60%	40%	20%

05.

# BRAND TEMPLATES

## VEHICLE DOOR & REAR PANEL DECAL

The logo should take up half the door on all City vehicles. Use the full color primary logo for lighter colored vehicles and the primary dark background logo for dark vehicles. There may be an opportunity to add graphics on the rear section of the truck. Logo should consume, at a minimum, 75% of the door panel.



### LOGO COLORS

DARK BLUE: PANTONE 7693 CP

LIGHT BLUE: PANTONE 2915 CP

GREEN: PANTONE 7740 CP

ORANGE: PANTONE 152 CP



## UTILITY VEHICLES: DUMP TRUCKS

The logo should take up half of the bed of large utility trucks and vehicles. Use the full color primary logo for lighter colored vehicles and the primary dark background logo for dark vehicles. There may be an opportunity to add graphics on the rear section of the truck.

### LOGO COLORS

DARK BLUE: PANTONE 7693 CP  
 LIGHT BLUE: PANTONE 2915 CP  
 GREEN: PANTONE 7740 CP  
 ORANGE: PANTONE 152 CP



Primary Design



Secondary Design



Primary Design

## UTILITY VEHICLES: TRASH TRUCKS

The logo should take up half of the bed of large utility trucks and vehicles. Use the full color primary logo for lighter colored vehicles and the primary dark background logo for dark vehicles. There may be an opportunity to add graphics on the rear section of the truck.

### LOGO COLORS

DARK BLUE: PANTONE 7693 CP

LIGHT BLUE: PANTONE 2915 CP

GREEN: PANTONE 7740 CP

ORANGE: PANTONE 152 CP



Secondary Designs

# MINI BRAND GUIDE

## MAIN LOGO



## ALTERNATE LOGOS



## BRAND COLORS



### 7693 CP

**CMYK**  
100 | 55 | 0 | 37  
**RGB**  
26 | 81 | 123  
#1A517B



### 2915 CP

**CMYK**  
58 | 8 | 0 | 0  
**RGB**  
111 | 185 | 225  
#6FB9E1



### 7740 CP

**CMYK**  
73 | 1 | 91 | 17  
**RGB**  
56 | 146 | 65  
#389241



### 152 CP

**CMYK**  
0 | 61 | 100 | 0  
**RGB**  
227 | 115 | 26  
#E3731A



### 6005 CP

**CMYK**  
2 | 27 | 96 | 8  
**RGB**  
220 | 178 | 45  
#DCB22D



### 358 CP

**CMYK**  
32 | 0 | 51 | 0  
**RGB**  
174 | 209 | 133  
#AED185



### 4287 CP

**CMYK**  
66 | 62 | 55 | 54  
**RGB**  
74 | 73 | 72  
#4A4947

## TYPEFACES FOR DESIGNERS

### HEADINGS

**BARLOW EXTRABOLD | ALL KAPS | 20 PT | 40 PT TRACKING**

#### SUB-HEADINGS

Barlow Regular | 14 pt | 20 pt tracking

#### BODY COPY

Inter Light | 10 pt

Mod mo iliquam rehenda nihilia nissimi, id que as eost quiant ex et explit, si re, cum quis rectiatur ant. Arumeni bla doluptur?

## TYPEFACES FOR EMAIL & POWERPOINT

### HEADINGS

**IMPACT | 20 PT | 40 PT TRACKING**

#### SUB-HEADINGS

Arial Regular | 14 pt | 20 pt tracking

#### BODY COPY

Inter Light | 10 pt

Mod mo iliquam rehenda nihilia nissimi, id que as eost quiant ex et explit, si re, cum quis rectiatur ant. Arumeni bla doluptur? Aque apiendebit in eribuo.



EMERGENCY 911

THORNTON  
ANIMAL CONTROL



592

U06087



592

QUAD



THORNTON  
**ANIMAL CONTROL**

EMERGENCY **911**

911

592

CAUTION  
SUDDEN  
STOPS

CAUTION  
SUDDEN  
TURNS

THORNTON  
**ANIMAL CONTROL**

COLO  
110-922  
PRADO







**SAFETY AND MEDICAL**



**FIRE RESCUE**





**SAFETY AND MEDICAL**

CO  
VT  
**SOC-512**  
COLORADO

**THORNTON FIRE**



CITY OF THORNTON  
FLEET SERVICES

**FIRE RESCUE**



**SAFETY AND MEDICAL**



U06081

2500 HD  
CITY OF  
THORNTON

4x4

SAFETY AND MEDICAL



CHEVROLET

SILVERADO

U06081

G  
V  
T  
AIN-549  
COLORADO



U06081

  
CITY OF  
**THORNTON**  
2500 HD

4x4

Weather Guard

Weather Guard

IMA



911  
EMERGENCY

THORNTON  
POLICE



CAUTION POLICE DOG



THORNTON  
**POLICE**





THORNTON  
POLICE

623

BMP-T62  
COLORADO

WESTIN





WESTIN



THORNTON  
POLICE

623

P8MP-1  
COLORADO



 **THORNTON**  **POLICE**

**623**  


**BMP-T62**  
COLORADO

**POLICE INTERCEPTOR**

**HYBRIC AWD**

READY  
LINE

SILVERADO  
MS1023