

**Town of Coatesville, Indiana  
Graphic Standards Manual – Town Seal**



**January 29, 2016**



## GRAPHIC STANDARDS MANUAL

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TOWN OF COATESVILLE

## **I. INTRODUCTION**

The Town of Coatesville adopted the graphic its Town seal in December 2015. This logo is a visual link among all departments within the Town. The logo is designed to be easily recognized and is a valuable asset in communicating with the public. It assists citizens in identifying personnel, property, printed materials and all other forms of communication as a part of the Town of Coatesville. If you have questions about how to apply the graphic guidelines explained here, contact Town Hall at 765-386-7205.

## **II. WHY WE HAVE GUIDELINES**

Every representation of Coatesville should consistently communicate the unique benefits it offers to its residents, businesses and visitors. Visual consistency helps create recognition and differentiates Coatesville from other jurisdictions and entities. Our graphic representation may be thought of as a piece of information, one that says: "This service or activity is provided by the Town of Coatesville. It is supported by tax dollars and expresses the values of the Town Council and its citizens." Every physical representation of the Town's image that people notice, whether it's a letter written on Town stationery, a brochure or report, a public notice in the newspaper, a sign, graphics on a vehicle, or a name badge, offers an opportunity to communicate our excellent service. The consistent use of one distinctive logotype communicates who we are, with one voice, to citizens and others.

## **III. ABOUT OUR TOWN SEAL/LOGO**

Coatesville saw an opportunity to create a town seal and make it function as a logo. We accomplished this by creating a design that is recognizable and is a primary identifier of the town and its culture. This approach allowed the Town to retain a historical image important to the community while bringing Coatesville into the 21st century. Prior to 2015, the Town of Coatesville did not have a town seal that functioned as a logo. Coatesville resident Steven Schultz created the design in November 2015 and presented it to the town President. The town seal design was reviewed and unanimously approved at the Town Council meeting held in December, 2015.

## **IV. LOGO RULES**

The Town logo must appear on all materials produced by Town departments. Department heads are responsible for ensuring that logo rules are followed. Copies of the Town logo are available from Town Hall for the exclusive use of Town departments. The Town of Coatesville logo cannot be used by any individual or organization without the expressed written consent of the Town Council. The Town logo may be used in conjunction with events that the Town is sponsoring or co-sponsoring. The logo may not be used at events that merely are held on Town property or that are produced by outside organizations.

### Secondary Logos

There is one official Town logo that identifies all departments throughout the organization. Like a team uniform, it identifies all the players working toward the same goal. There are limited instances when an additional logo may be employed or may replace the town logo. The only departments that employ secondary identifiers or a unique identifier in place of the Town logo are the Coatesville Town Marshall and the Coatesville Volunteer Fire Department.

## **V. LOGO SPECIFICATIONS**

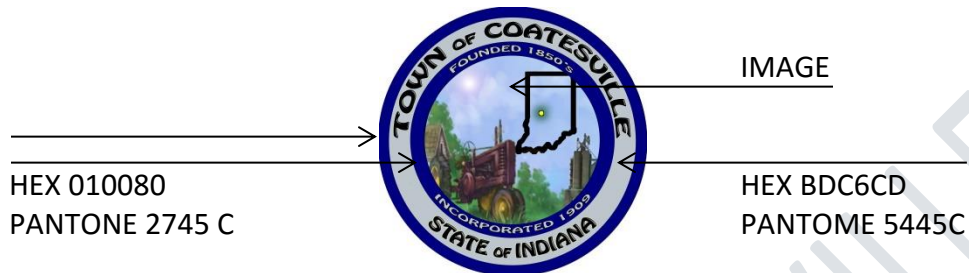
Always use the authorized version of our logo. Please use digital files available from Town Hall whenever offset printing, silkscreening, embroidering, applying to signage, banners, promotional items and vehicles. The logo should not be shaded, shadowed, screened, skewed, used in outline form or filled with a texture or photo.

### Color

Consistently accurate color is achieved in print by using the HEX code noted on the color charts noted on the following page. Please note that the Pantone Matching System was not used in developing the color scheme of the logo. However, listed with each HEX code is the closest match to the Pantone Matching System for that color. Vendors must use these colors. All embroidery thread must be matched as closely as possible to the logo colors. In some cases, use of multiple colors may be impractical and the use of all-blue, all-white, or all-black logos are preferred for garments or special uses. Only these color variations are permitted should this situation occur.

Refer to the next page for the color chart specifications.

Logo Color Chart			
Color	HEX Code	Decimal Code (R,G,B)	Pantone Color
	#010080	rgb(1,0,128)	2745 C
	#BDC6CD	rgb(189,198,205)	5445 C



For descriptive purposes on the above

- The outer dark blue edge (outer ring) and the inner ring (ring 3) use the HEX code of 010080 which matches up to Pantone 2745 C.
- The inner light blue ring (ring 2) uses HEX Color BDC6CD which matches up to Pantone 5445 C.
- The black lettering in this second ring uses standard black (HEX 000000) with a slight 3D raise in the lettering using the “Hobo Std” font.
- The smaller lettering of dates in the third ring uses standard the same color used in ring 2 (HEX BDC6CD) using the “Hobo Std” font.
- The center section of the logo is an image representing the culture and landmarks of Coatesville. The image features a state outline of Indiana in black with the approximate location of Coatesville highlighted on the inside of the Indiana State outline. Other components of the image include the Mill (landmark) as well as a treed area with an old barn and old red tractor (Cultural).

Size

The logo should not be redrawn or otherwise electronically altered. Enlarging or reducing the logo size must be done proportionately. To proportionately alter the size of the logo, hold the shift key and drag from any corner, until you get the desired size.

Examples:



Correct



Incorrect

## Department Names

If ever deemed necessary by the Town of Coatesville, Department names may be added to the Town logo only for the purposes of uniforms, vehicles or other special uses to create further awareness with citizens. Department names can be centered beneath the logo on letterhead and other printed materials (see "Stationery"). This special logo use includes the department name capitalized and centered beneath in Arial font. When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship. The department name will be used without the wording "department" or "department of."

### Examples:



## Materials from Others Conducting Business with the Town

The Town logo may not be provided to potential vendors to display on bid documents. Town departments may use the logo on documents produced for the purpose of communicating detailed bids or requests for proposal specifications. Vendors may use the logo on documents produced for the Town only after a contract is awarded. These documents include, but are not limited to, construction plans, final reports and electronic designs such as web pages.

## **VI. STATIONERY**

Stationery specifications are intended to produce uniform materials, easily recognizable and identifiable as an official communication from the Town of Coatesville. Templates of all stationery are available from Town Hall. Although not required, it is recommended that all printed materials from the Town of Coatesville be produced on recycled paper stock. Letterhead is printed on 24# white recycled bond, 25 percent cotton, 90 brightness. Stationery supplies with the Town logo, such as letterhead, envelopes, and other items are stocked by the Town Hall. If a department requires its own stationery, it should check with the Town Council for guidelines and approval. Letterhead also may be printed on copy paper from office copiers

using prescribed digital templates for this purpose. Graphic standards apply to all Town documents, internal as well as external. Secondary logos are not permitted.

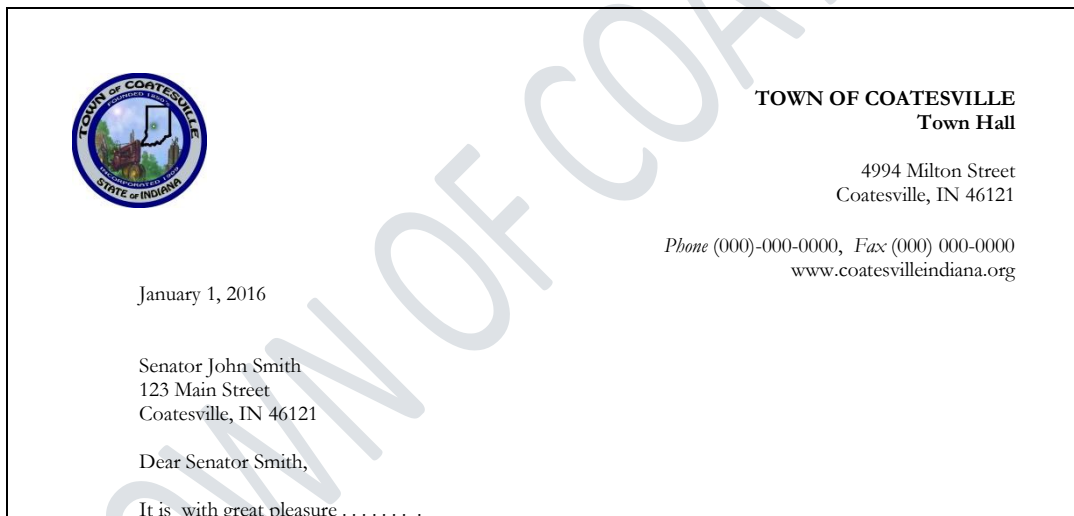
### Templates

Templates and other resources for departments are available through Town Hall.

### Letterhead

The letterhead format is arranged so that the Town logo is placed 1" in diameter at the left top corner in color ink. Left and right page margins are set at ½" wide. The logo falls ½" from the top of the page and ½" from the left margin. The logo is printed in color on pre-printed official stationery and in black on office desktop printers from electronic files (with the option of using color if the desktop printer allows for color). All department address information is printed in the upper right corner of the page in 10-point Garamond with the Town name in all caps, the department name below that, and the address information below with the telephone, fax, email, and website address ([www.coatesvilleindiana.org](http://www.coatesvilleindiana.org)) completing the final line.

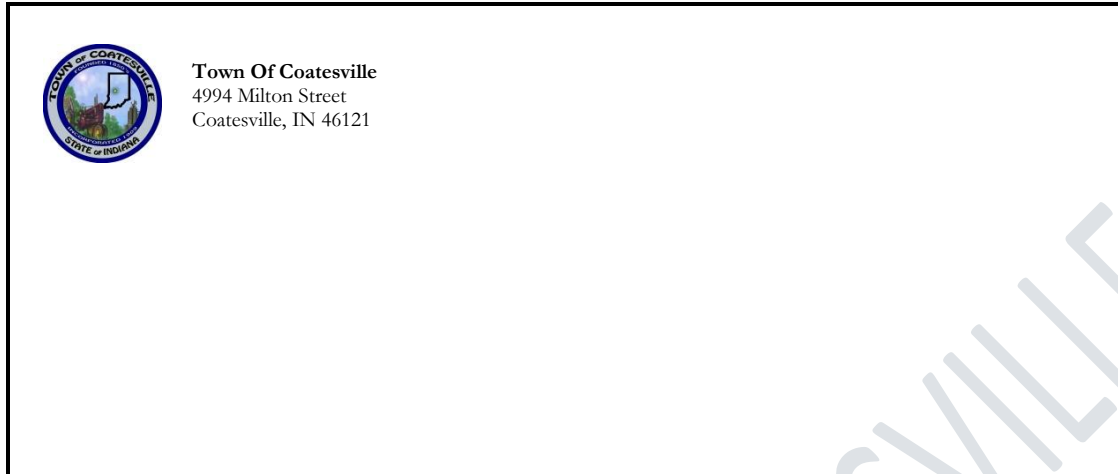
Letterhead:



### Envelopes

Town envelopes are printed with the Town logo in the top left corner 3/4" in diameter. These are 24 lb. #10 white recycled envelopes, 84 brightness with a diagonal seam. We use black ink, 10point Garamond font with the seal to the left of the Town of Coatesville (bolded) and return address information. Pre-printed envelopes contain the Town of Coatesville return address. Departments may use the "Envelopes/labels" function in Word (Tools/Letters-Mailings) to add their department name in 11-pt Garamond above the Town of Coatesville address and indented 1" from the left.

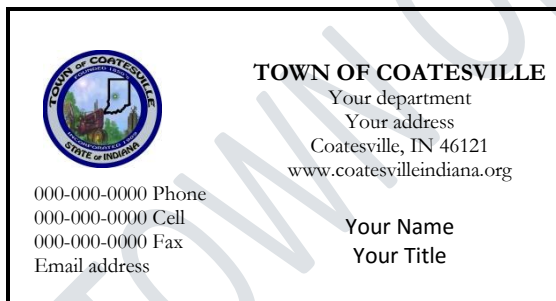
Envelope Sample:



Business Cards

Business cards are ordered from a single vendor through an arrangement made by the Town Council. The paper is white marble, recycled. The font used is Garamond. The printing company selected will have a template of the business card on record and needs only your name, title, phone, fax number, and e-mail address to create your card. They will modify the card design to fit your name and title(s).

Template



Other Printed or Electronic Materials

Brochures, newsletters, handbills or fliers, videos, electronic communications material and any other printed, electronic or video items produced by the Town or a department should prominently display the Town logo. Templates will be made available from Town Hall. No department or unit name should appear without the Town logo. Templates are available for official pages on the Town Web Site.



## **VII. PROMOTIONAL OR SPECIALTY ITEMS**

The Town at times may use promotional items such as lapel pins, pens, pencils, key chains, T-shirts, magnets, mugs, trophies, and other items emblazoned with the logo. It is each department or group's responsibility to ensure that vendors follow logo rules. Promotional materials should use the Town logo with correct colors, proportions, size and website. Departmental names may not appear on these materials unless the Town logo is used as well. Check with Town Hall or the Town Council prior to ordering any promotional items.

## **VIII. UNIFORMS**

All Town uniforms will depict the logo as necessary. Logos may be embroidered or silk-screened in colors as close to the HEX and pantone colors (see section on "Color") as possible and must receive approval prior to printing. The department name may be embroidered or screened beneath the logo and without the word "department." When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship.

Note: Some departments, such as Police and Fire, have different rules regulating their uniforms and are exempt from these guidelines.

## **IX. VEHICLES**

All Town vehicles will be marked with the Town logo. All vehicle decals will be printed in colors as close to the HEX and pantone colors as possible. Approved decals are available from Town Hall. The logo size decal for all vehicles is 8" in diameter and displayed in the color version. The department name will be centered beneath the logo in dark blue and without the word "department" when and if necessary. When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship.

## **X. SIGNS & BANNERS**

Cohesive signage helps to create a unified brand. All signs and banner designs and placement must be reviewed with the town council prior to ordering.