MARANA AZ

BRAND

MANAGEMENT

DESIGN CREATES CULTURE.

CULTURE SHAPES VALUES.

VALUES DETERMINE THE FUTURE.

– Robert L. Peters

LET'S GET STARTED.

MARANA AZ

MARANA AZ

MARANA AZ

MARANA AZ

PARKS & RECREATION

MARANA AZ

ESTABLISHED 1977

"M x 1.5"

"M x 2"

"M x 1.5"

"M x 2"

"M x 1.5"

MARANA AZ

"M"

"M x 2"

"M x 1.5"
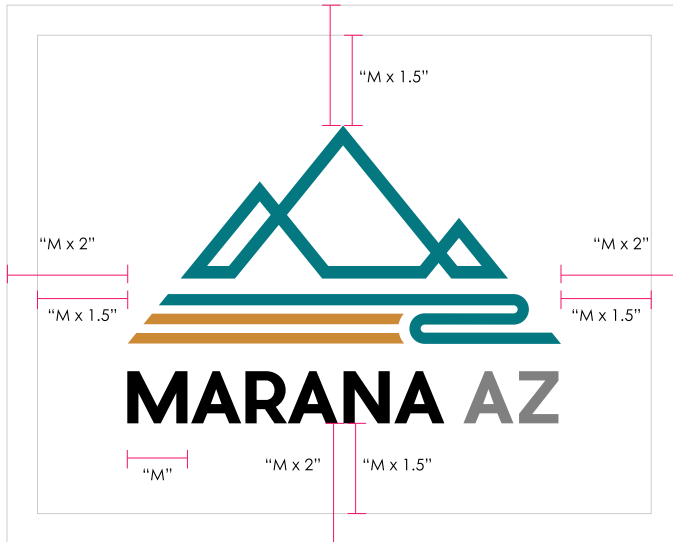
WHITE SPACE: A minimum distance of 1.5 times the width of the letter "M" in the word Marana is required between the mark and other elements. A minimum distance of two times the width of the letter "M" in the word Marana is required between the mark and the edge of the page.

SIZE: Width no smaller than 0.75"

BACKGROUNDS: The logo should be clearly visible. This includes print, digital, vehicles, uniforms, etc.

ALTERATIONS: Do not alter the mark. This includes, but is not limited to, compressing, stretching, tilting, cropping, changing the color, changing the font, or flipping any part or whole.

PRIMARY: Century Gothic is to be used on MaranaAZ materials. Century Gothic is modern, showing Marana's approach to technology and innovation. It may not be available on all systems.

SECONDARY: These fonts are acceptable if Century Gothic is not available. Arial should be used for electronic communications.

CENTURY GOTHIC

primary font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n
o p q r s t u v w x
y z 1 2 3 4 5 6 7 8
9 0 ! * # ' % ( ) @
? + - / = , . ; : &

PIER

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n
o p q r s t u v w x
y z 1 2 3 4 5 6 7 8
9 0 ! * # ' % ( ) @
? + - / = , . ; : &

ARIAL

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n
o p q r s t u v w x
y z 1 2 3 4 5 6 7 8
9 0 ! * # ' % ( ) @
? + - / = , . ; : &

BOOK ANTIQUA

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n
o p q r s t u v w x
y z 1 2 3 4 5 6 7 8
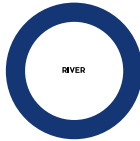9 0 ! * # ' % ( ) @
? + - / = , . ; : &

COLOR

SKY
PMS: 284C
HEX: #5b9ae0
CMYK: 55, 22, 0, 0
RGB: 91, 154, 221

TURQUOISE
PMS: 321C
HEX: #007884
CMYK: 100, 22, 42, 2
RGB: 0, 120, 132

SAGUARO
PMS: 369C
HEX: #569800
CMYK: 67,12, 100, 1
RGB: 86, 152, 0

RIVER
PMS: 7469C
HEX: #006c94
CMYK: 100, 27, 0, 42
RGB: 0, 108, 148
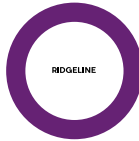
RIDGELINE
PMS: 2613c
HEX: #4F1562
CMYK: 74, 99, 5, 11
RGB: 103, 30, 117

FIRE
PMS: 186C
HEX: #ce1126
CMYK: 0, 100, 84, 22
RGB: 206, 17, 38

GOLD
PMS: 146C
HEX: #c7984c
CMYK: 0, 27, 72, 24
RGB: 199, 152, 76
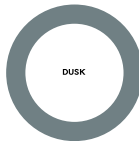
DUSK
PMS: 7544c
HEX: #7c929e
CMYK: 19, 0, 0, 46
RGB: 124, 146,158

MIDNIGHT
PMS: Black
HEX: #2c2a29
CMYK: 0, 0, 0, 100
RGB: 44, 42, 41

See your department ambassador for orders of collateral materials.

EMPLOYEE BADGES

building access

For employee badge photos, please schedule an appointment with the
Vickie Hathaway / ^{phone} 382-1984   ^{phone} vhathaway@maranaaz.gov

VICKIE
COMMUNICATIONS MANAGER

MARANA AZ

MARANA AZ
ESTABLISHED 1977

**VICKIE
HATHAWAY**

Communications Manager
MANAGER'S OFFICE

Property of
TOWN OF MARANA
MaranaAZ.gov

*02951 13030795-1

© HID iCLASS DL

A WORD ABOUT WORDS   voice and tone

In external messaging, the voice and tone of the message is as important as the content itself. In all public outreach efforts, it is crucial that the Town apply the appropriate voice and tone, consistent with our core values of respect, teamwork, dedicated service, and engaged innovation. That means that in some contexts, a playful, humorous tone is employed to engage our audience's sense of fun. At other times, a serious, matter-of-fact voice is a better fit. In most cases, you know best what voice and tone are most appropriate for your audience. In general, we encourage words of inclusion, like "us," "together," and "collaboratively." We couch requests for public compliance in terms of respect, like "please," "we would appreciate," and "thank you." We avoid jargon in favor of plain English, always prioritizing clarity and simplicity.

Crafting the right message is both critical and often challenging. That's why your Communications and Marketing Team is here to help. Big questions about organization and theme are welcome. Minor questions about grammar and word choice are welcome. Words often matter far more than we realize. Together, we can choose the right ones.

EMAIL guidelines

An email is a formal communication from the Town and any material contained in an email is representative of the Town. To keep our brand identity strong and consistent all emails created by Town of Marana employees and delivered via the Town's email system should feature email signature blocks consistent with the following guidelines.

FORMAT: No backgrounds, no decorative fonts and no out of the ordinary colors. The font Tahoma or Century Gothic should be used, Arial is also acceptable. Images and/or graphics approved by the Town Manager's Office are acceptable.

ELEMENTS THAT ARE APPROVED:

Name
Title
Department
Town of Marana
Street address
City, State Zip
Phone
Cell (optional)
Fax (optional)

ADDITIONS ALLOWED: confidentiality statements, Town's Web address, social media information, environmental statements, legal disclaimers and information about Town events and/or programs.

NOT ALLOWED: Employees may not add any personal information or anything outside the scope of the employee's role, including links to external or personal URLs or unofficial Town of Marana channels. No mottos, symbols, quotations, taglines or other statements may be added to the email signature block, as these may be misunderstood as representing the Town of Marana's official positions, values or views.

ACCEPTABLE EMAIL SIGNATURE EXAMPLES:

Version 1:
Jane Doe
Manager | Town Manager's Office
Town of Marana
11555 W. Civic Center Dr. Marana, AZ 85653
Office: (520) XXX-XXXX | Cell: (520) XXX-XXX
maranaaz.gov

Version 2:
Jane Doe
Manager
Town Manager's Office
Town of Marana
11555 W. Civic Center Drive
Marana, AZ 85653
Office: (520) XXX-XXXX
Cell: (520) XXX-XXXX
maranaaz.gov

Images can tell a strong story when used to promote, inform, or compel viewers. Photographs that showcase people, experiences, and lifestyles are effective in promoting a positive quality of life in the community.

Always use Town-owned or royalty-free images. Never download images from the internet without checking to see if they are for general public use. Many images found on the internet are owned by other entities and should not be used by the Town of Marana. Town-owned images are managed by the Communications and Marketing Team, and new images can be acquired and added to the library on a project-by-project basis. Clip art is not an appropriate style of imagery, and should not be used when representing Town of Marana.
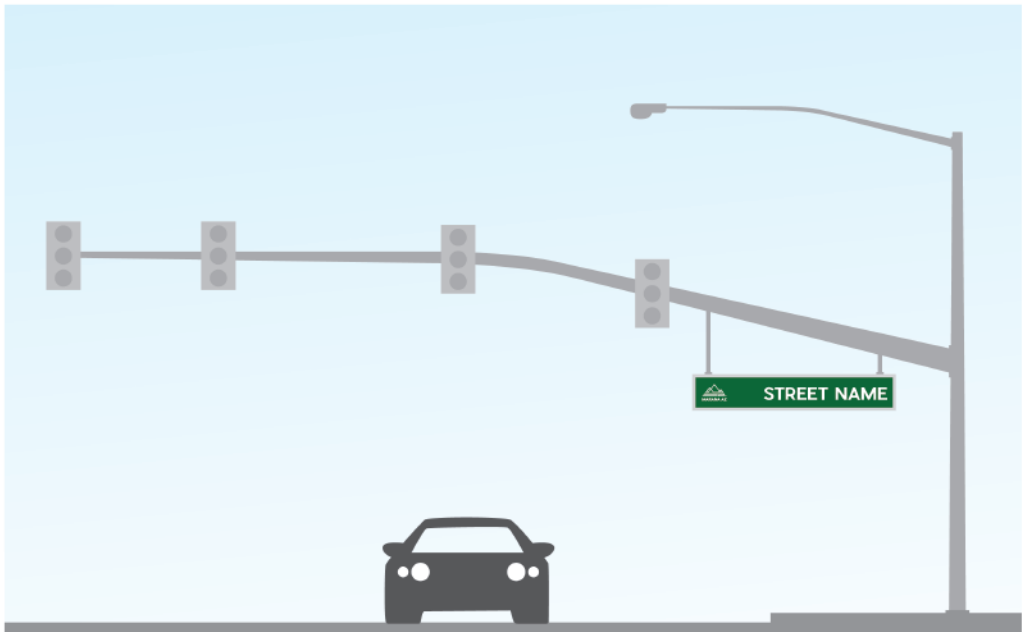
STREET NAME

Monument design will vary by location due to factors such as: height of the base relative to the driver/pedestrian, length of street name, space available, etc. Some monuments may take a horizontal approach rather than the vertical design seen here. However, a cohesive aesthetic should be achieved by using brand aligned fonts, colors, and design language.
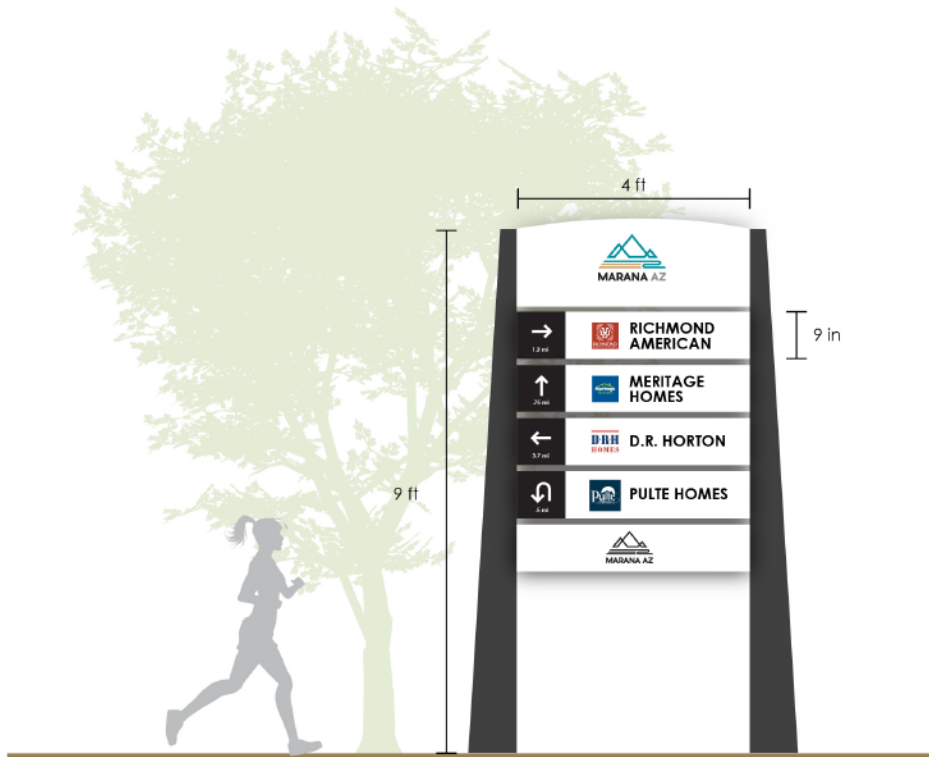
QUESTIONS

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