City of Rock Rapids, Iowa
Identity & Brand Guidelines

Education,
Business,
Opportunity,
Resources,
Recreation,

Life, Balanced.

Rock Rapids
Life, Balanced.

Identity & Brand Guidelines

We are...

A testament of triumph, our city shines as a beacon of balance. We have a solid work ethic, and match that with solid families and friends. From one generation to another, we see traditions of the past meet eagerness for tomorrow. We balance tradition with progress, opportunity with responsibility and energy with experience. Our strength is recognizing that each one of us bring a uniqueness that fuels the balance in our community.

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Our Brand Promise

Our identity mark and tag line is our aspiration. Green for the natural beauty around us and blue for the clarity of purpose. Woven together, balanced progress and tradition, our identity is the heartbeat of Rock Rapids. By Living Life, Balanced, we embrace our desire to push the boundaries of what is possible, while remembering that we need to give back for the future of generations ahead.

Brand Elements

Our identity can be presented in one of three ways: the "balance" mark, the city logo, or the full identity. The mark, used alone, can be a powerful symbol to subtly create ownership, endorsement or provide brand continuity.

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Color Basics

Pantone P 100-8
C:100 M:94 Y:0 K:23
R:50 G:44 B:105
Web Hex #322C69

Pantone P 109-6
C:74 M:26 Y:0 K:0
R:40 G:141 B:200
Web Hex #288DC8

Pantone: P 151-16
C:71 M:0 Y:100 K:14
R:66 G:147 B:67
Web Hex #429343

Pantone P 163-8
C:23 M:0 Y:100 K:0
R: G: B:
Web Hex #CDD325

Pantone Process Black
C:0 M:0 Y:0 K:100
R:39 G:37 B:31
Web Hex #27251F

75% Process Black
C:0 M:0 Y:0 K:75
R:99 G:100 B:102
Web Hex #636466

Spatial Recognition

Special attention should be given to the space around the identity to ensure the brand is not competing with surrounding elements. The only exceptions are with official departmental adaptations. When elements are in close proximity, thought should be given to assess if an official background color is needed. This may help to balance out the identity against a busy background image. Additionally, the full identity and mark should never be rotated.

Typography

Official communications should use the brand typefaces, Museo Sans 100 and 300. If not possible, Helvetica or Arial can be substituted. In documentation, headlines should be 18pt Museo Sans 300, with body copy of Museo Sans 100, 11pt or 12pt with leading of 18pt or 1.33 line spacing. Color should be Cool Gray 9c or equivalent. In all cases, the identity should only be the provided Illustrator/EPS file.

Museo Sans 100

Aa ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@#$%^&*()-+?/

Museo Sans 300

Aa ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@#$%^&*()-+?/

Color Variations on a Theme

Day to day needs require flexibility with an identity. Below are variations for single-color and two-color reproductions. The light-to-dark gradient should only be used with the full-color identity or mark. The full identity should always be presented in full-color when possible. The 1-color preferred or alternate balance icon is the only element to be screened.

Color Coordination & Usage

When the identity is used on a color background, it should only be one of these brand colors (or their variants). The white (reversed) version of the full identity and mark can be used over non-official colors or imagery, but care should be given to ensure that good contrast exists. All other variations of the identity and mark should be used over official colors.

Brand Adaptations

In order to work in many environments, minor adaptations to the full identity or balance mark may be required. These adaptation examples should serve as a guide to making sure that the brand is represented in clear and distinct form, while honoring the specific nature of communication need.
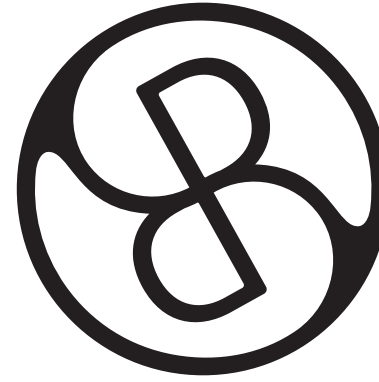
Flat color balance mark

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One-color (preferred)
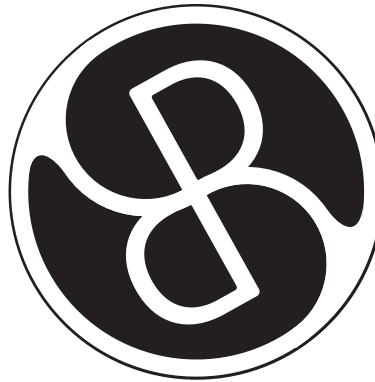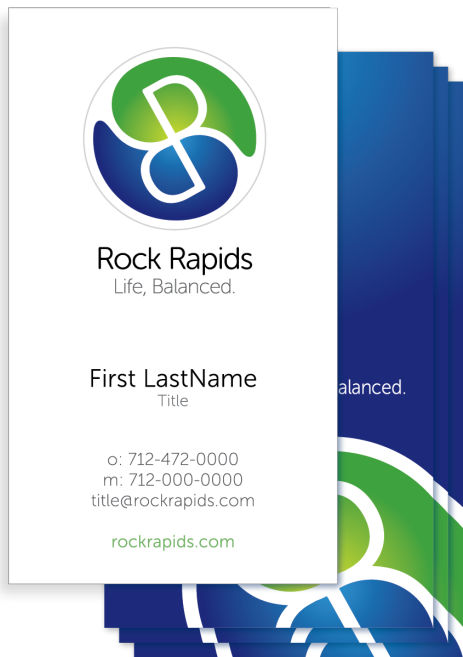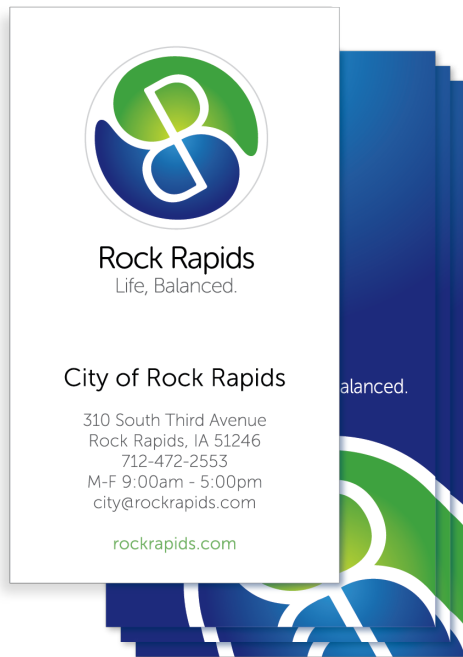

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One-color (alternate)

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Departmental vehicular applications

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City of Rock Rapids

310 South Third Avenue
Rock Rapids, IA 51246
712-472-2553
M-F 9:00am - 5:00pm
city@rockrapids.com

rockrapids.com

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First LastName
Title

o: 712-472-0000
m: 712-000-0000
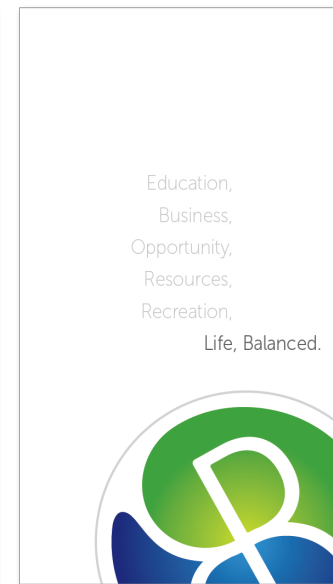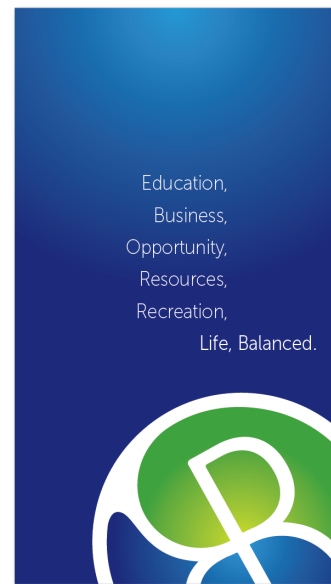title@rockrapids.com

rockrapids.com

A Card for All Reasons

Clear identity sets the tone for clear information - whether by phone, email, or website. The back of the card showcases the brand mark and tag line, prefaced by the different aspects of "life" in Rock Rapids. The blue gradient is the preferred back, but an alternate white is available if there are limits on production capabilities or to be used as a differentiator.

Generic "City" card (upper left)
Employee/Staff card (lower left)
Card back options (below)

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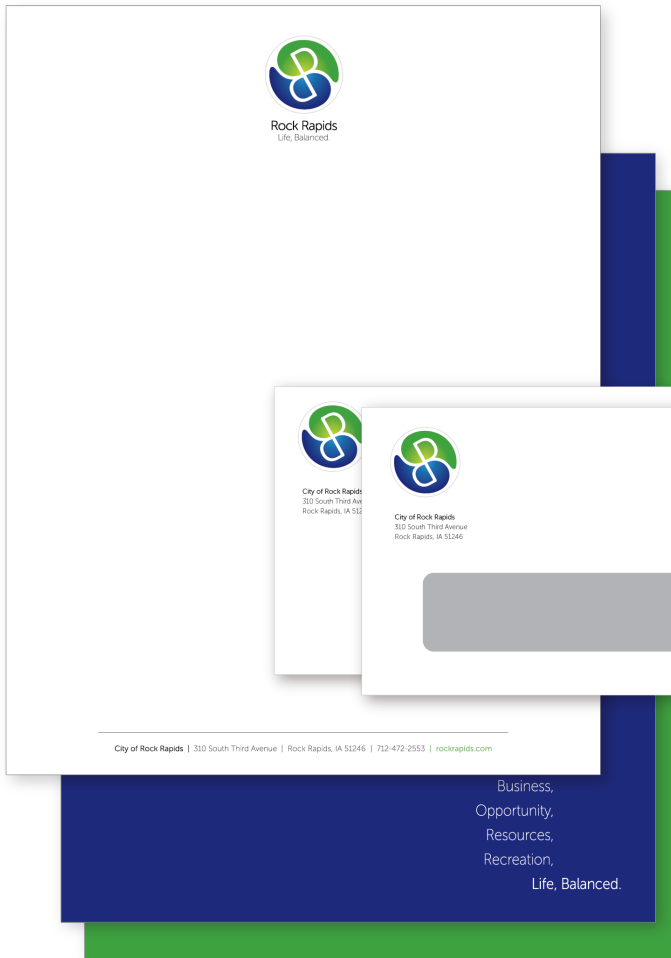
More than a Statement

Correspondence serves many purposes, from formal letters to monthly billing statements. Special communications are marked by s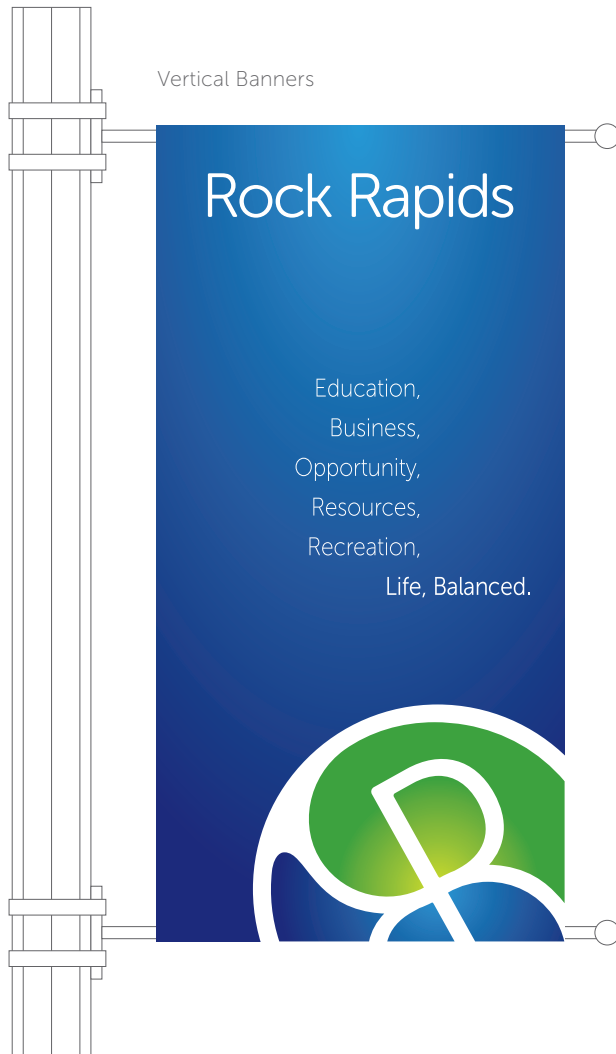tationary with a blue or green backing, while daily communications are single-sided. Billing and invoicing remain simple and cost-effective, while delivering on the promise of a strong Rock Rapids brand. Business envelopes, both in windowless and windowed standard #10, have the same logo treatment.

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310 South Third Avenue
Rock Rapids, IA 51246

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Letter back options (below)

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Sample Applications

The Rock Rapids logo is the unifying element on all visual communications of the city. But those communications can take many forms, depending on the needs of the audience. Elements designed into the brand collateral should be replicated whenever possible on other communication pieces, including official documentation, signage, banners, social media icons, and other promotional pieces. Samples are shown here:

Park and City Signage

Welcome to Island Park
Please help us keep our park beautiful

- Park open from 5:00am - 10:00pm
- Dogs allowed on leash
- Park in designated areas only
- All fires must be in fire rings
- All fires shall be extinguished before leaving
- No garbage in fire ring
- No Littering
- Registered camping is permited at all established campsites
- Camp registration at **West Entrance**
- Camping Fees: **$15.00/night**

Please keep vehicles on established roadways and parking areas

For additional information about Rock Rapids visit www.rockrapids.com

Social Media or Reference Icons

Compelling Photography

People are led by their eyes, follow with their hearts and lead with their minds. Meaningful photography creates a connection that they can relate to and opens the door to communication that matters. A community is rich with compelling elements to capture. People, places, experiences, creations and so much more – all just waiting to be shared.

To get the most out of photography, ask:

• Does the photograph begin and finish telling a story?

• Does it engage and connect with the viewer?

• Does it make the viewer want to be in that subject matter?

• Is it clear enough that a caption or a description is not needed?

• Is it interesting enough that people would want to share it?

Photography is generally captured at eye-level. While it can be the easiest type to shoot and to relate to, it is often the easiest to overlook. Seek alternative angles, stories within the shot that open the door to curiosity, intrigue or alternative viewpoints. They will be the ones that will catch an eye in a sea of imagery..

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