TOWN OF VAIL
GRAPHIC STANDARDS MANUAL

FOR BRAND QUESTIONS

Contact - Communications Department

970.497.2115 | ssilverthorn@vailgov.com

TOWN OF VAIL

INTRODUCTION

The Town of Vail corporate identity embodies a legacy of innovation, leadership and excellence which is conveyed through implementation of the brand standards in all we do.

The Town of Vail Brand Standards Manual provides the tools for a consistent visual and voice throughout all communications. Each time the public sees, read or hears any form of communications from the Town (including print, web, email, video, social media, etc.), the visual, written and verbal tone are unified and consistent.

PUBLIC CONFIDENCE
Use of the brand standards across all departments reinforces the Town's identity and provides the ability to positively shape public opinion by incorporating the standards of professionalism, familiarity and consistency. Similarly, the direct actions of individual Town employees do much to support the brand by creating trust and respect within the community.

TOWN EMPLOYEES
All Town of Vail employees help shape the Town's brand through their actions, demeanor and comments in public. Support of the brand has a direct impact on the public and raising the awareness of the Town's Mission Statement.

COMMUNICATIONS OUTLINE
When building a new campaign for the Town of Vail or its departments, these questions should be asked:

• Does it follow brand standards?

• Does it represent the Town's vision to be the Premier International Mountain Resort Community?

• Does it represent the Town of Vail Mission to: Grow a vibrant, diverse economy and community and preserve our surrounding and natural environment, providing our citizens and guests with exceptional services and an abundance of premier recreational, cultural and educational opportunities.

• Does it represent Vail Town Council, their initiatives and priorities?

MISSION STATEMENT
To provide the citizens of Vail and our guests superior services, outstanding environmental stewardship and an abundance of recreational, cultural and educational opportunities.

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TOWN OF VAIL LOGO

The Town of Vail logo serves as a key visual anchor in every piece of communication created.

The Town of Vail logo is the single strongest element in our identity. It must always be well displayed and correctly integrated into all communications, to produce inviting, appealing and consistent communications.

Though the essence and original basic features of the Town of Vail logo are retained, the overall rendering and proportions of the logo have been enhanced to improve legibility, and to take into account the logo's increasing use in electronic media.

The Town of Vail logo remains comprised of the same two basic elements: Town of Vail boldly spaced and reset in a custom wordmark treatment, and the circle symbol framing the contours and snow of the Gore Range, green pines, all beneath an arc of bright blue sky.

**Pantone®
Process Cyan C**

C: 100	R: 47
M: 0	G: 167
Y: 0	B: 223
K: 0	

Pantone® 361 C

C: 69	R: 84
M: 0	G: 185
Y: 100	B: 72
K: 0	

Black

C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	
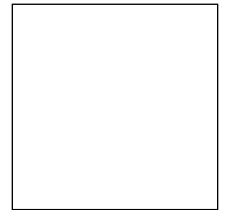
White

C: 0	R: 255
M: 0	G: 255
Y: 0	B: 255
K: 0	

Recommended minimum size for the Town of Vail logo ensures its readability, reproduction quality and presence.
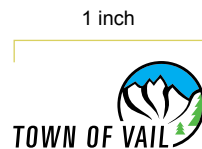
1 inch

Recommended Minimum Sizes
Logo Minimum Size: 1 inch
Department Logo Minimum Size: 1 inch

TOWN OF VAIL LOGO
ONE COLOR USE

In addition to the color logo, a single color version is available. It is identical in design, without the blue sky and green pines.

• This one color logo should be used when color reproduction and printing are poor quality or not affordable for the budget.

• This one color logo is to be used on photographic backgrounds, or where the background is complex.

• This logo should be reproduced in black or white only, as shown in the examples on this page.

• Always use approved logo artwork. Do not redraw, re-typeset, or re-create the logo.
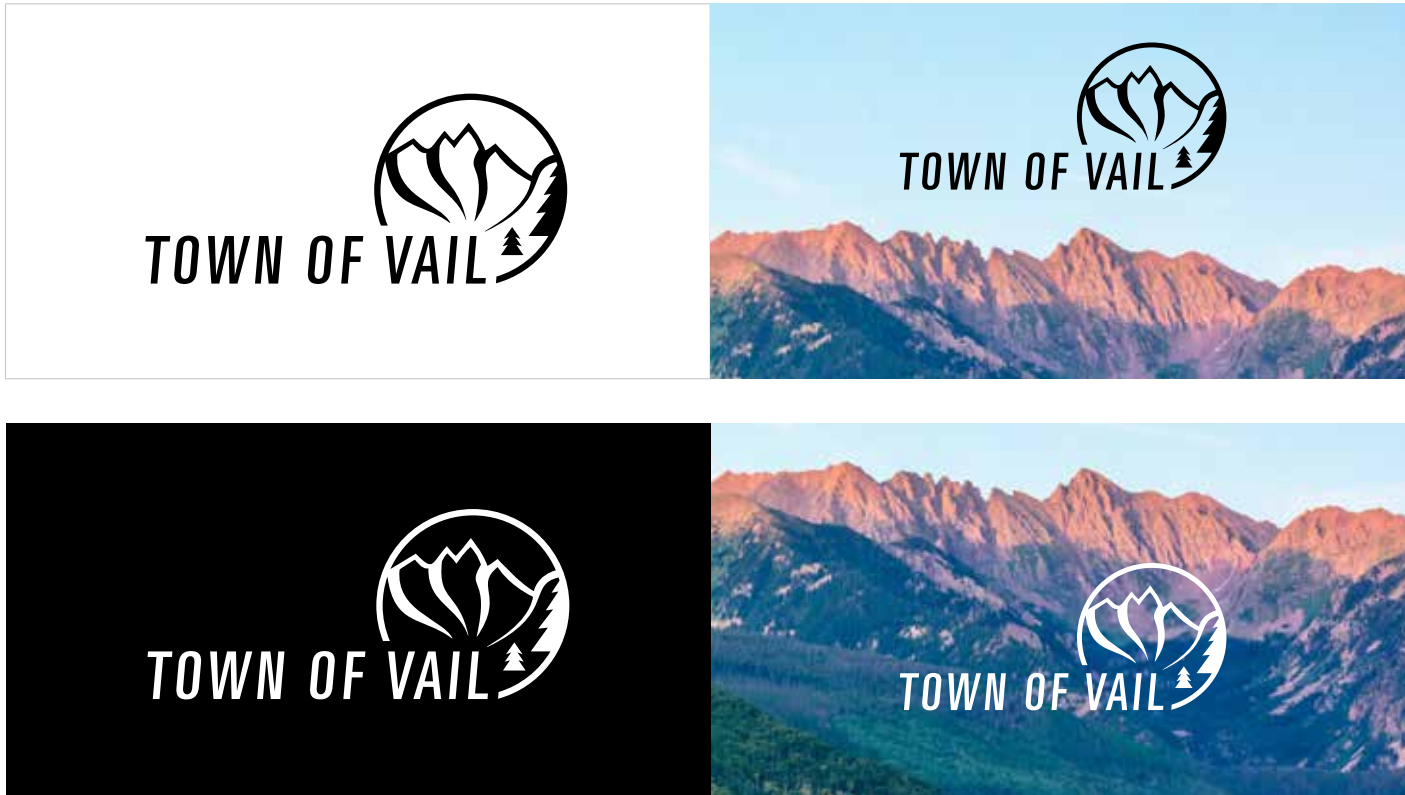
TOWN OF VAIL
DEPARTMENT LOGO

Town of Vail logos designating each department are an important and widely used feature of our visual identity.

• Specific department names have been officially designated.

• To accommodate the particular length of a department name, these logos have been prepared with either 1 or 2 lines.

• The department logo version is intended to be used on all communications specific to that department. Always use approved logo artwork. Do not redraw, re-typeset, or re-create the logo.

Art in Public Places

Human Resources, Safety & Risk Management

Art in Public Places

Human Resources, Safety & Risk Management

TOWN OF VAIL LOGO
CLEAR SPACE

To ensure clear visibility of the logo in every application, a specified amount of clear space should surround it.

• The clear space area should remain free from layout text and imagery and/or graphics that would appear to crowd the logo.

• In print applications, a more generous amount of clear space in a footer setting is needed. See page 19 for footer specifications.

• The same proportional clear space construction and clear space rules apply to the Town of Vail logo in all versions, color options and with or without department names.

0.5 T is half the height of the letter "T" in the logo. This is used as the proportional unit of measurement to define clear space.

TOWN OF VAIL LOGO - MISUSE

Keeping the visual integrity of the Town of Vail logo intact is essential to how we are perceived.

While this does not show everything, the examples on this page are some very common logo misuses that undermine our efforts to maintain a reliable and professional public face.

None of these examples are acceptable under any circumstance. Use only the approved Town of Vail logo artwork, without changing it. The same observations apply to the department logos.
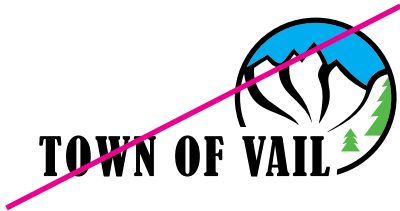
Do not distort the logo.

Do not alter or rearrange the order of the logo components.
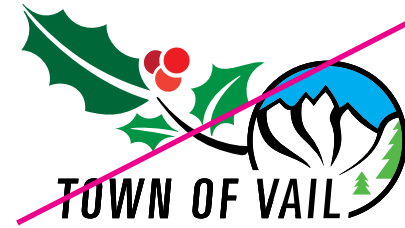
Do not add or hang any graphic devices on the logo.

Do not re-typeset the name in the logo.
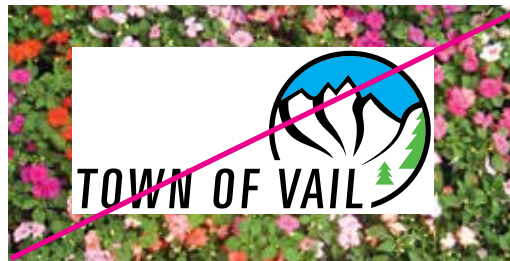
Do not place the color logo in a cropped white box on a complex background. A large white background is necessary.
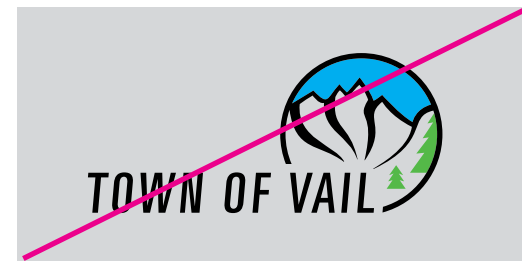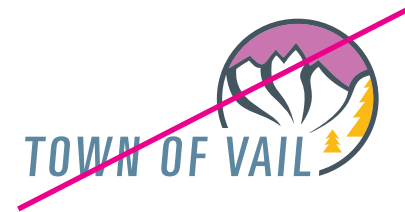
Do not use the color logo without the white circle background behind the symbol.

Do not use elements of the logo as a graphic element.
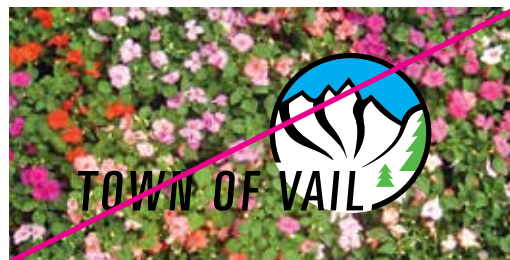
Do not place the color logo on distracting, complex backgrounds. A white background is preferred.
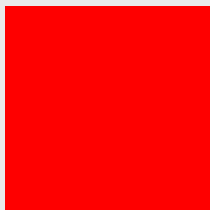
Do not change the colors of the logo.

EXPANDED PRINT COLOR PALETTE

Since the logo brand colors are very bright/strong, an alternative, more sophisticated palette has been added for other used.

• The primary colors for the Town are green and blue. These colors should be the overriding color palette on all communications.

• These colors can be used as accent colors, on headlines and/or subheads.

• Body copy color should stay black, white or dark grey.

• Use red for emergency messaging

RED & BLUE = USE FOR POLICE, FIRE AND EMERGENCY MESSAGING

C: 0	R: 250	C: 100	R: 31
M: 100	G: 0	M: 86	G: 62
Y: 100	B: 0	Y: 26	B: 117
K: 0		K: 12	

BLUE ALTERNATIVES
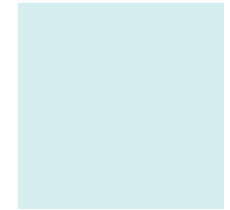
C: 65	R: 0	C: 53	R: 78	C: 40	R: 136	C: 15	R: 214
M: 0	G: 102	M: 0	G: 154	M: 0	G: 201	M: 0	G: 238
Y: 0	B: 129	Y: 7	B: 175	Y: 7	B: 218	Y: 5	B: 240
K: 60		K: 30		K: 7		K: 0	

GREEN ALTERNATIVES

C: 83	R: 42	C: 57	R: 97	C: 35	R: 146	C: 3	R: 217
M: 33	G: 106	M: 19	G: 130	M: 0	G: 175	M: 0	G: 209
Y: 100	B: 52	Y: 100	B: 48	Y: 100	B: 43	Y: 70	B: 98
K: 27		K: 27		K: 20		K: 15	

SECONDARY ALTERNATIVES
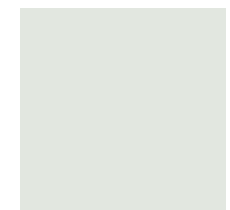
C: 5	R: 71	C: 5	R: 111	C: 5	R: 178	C: 3	R: 226
M: 0	G: 75	M: 0	G: 118	M: 0	G: 185	M: 0	G: 231
Y: 0	B: 79	Y: 0	B: 123	Y: 5	B: 182	Y: 5	B: 224
K: 85		K: 65		K: 30		K: 8	

PHOTOGRAPHY

The photographic style should reflect the community and valley as a whole, showing colorful people and their on and off mountain lifestyle.

SUBJECT MATTER

• Photography should capture the community as a whole, from East Vail to West Vail, with different ages and race diversity
.
• Landmarks are important to include so the photos don't look like stock. However, do not promote one local business over another.

• Since the Town communicates on a year-round basis, capturing the seasons and their activities is important.

• The majority of the photos shot by the Town should be off-mountain. If on-mountain photographs are needed, the Town owns several stock photos from local photographers. If more are needed, visit **photos.vailresorts.com** and fill out the request form.

• Try to capture photographs that support Town policies. For example, if Vail has a ban on plastic bags, do not show use of plastic bags in the photo.

• Use photography showing blue sky whenever possible; during winter, avoid cloudy scenes unless beauty of snowfall can be incorporated in the photo.

WRITTEN TONE

The Town of Vail corporate identity embodies a legacy of innovation, leadership and excellence which is conveyed though execution of the brand standards.

While written communications may vary from formal to informal to match our intended audience, consistent style guidelines are identified within each of the following platforms to achieve polished and engaging results.

The tone of our communications represents the qualities of honesty, sincerity, transparency, humility and empathy in a manner that seeks to build positive relationships with our constituents upon whom our success or failure depends.

Our written communications are supported by a consistent vernacular of style guidelines, following the AP Style Guide* in general and deviating in specific circumstances, as follows:
*Exceptions can be made when space is an issue or design aesthetics in social as well as digitial and print ads

TOWN

✔ Town of Vail   ✘ town of Vail

✔ The town is...   ✘ The Town is...

✔ TOV*   ✘ ToV
*after first use

TIME

✔ 2:15 p.m. (when not on the hour)

✔ 2 p.m. (on the hour)

✘ 2pm

✘ 2PM

✘ 2:00 pm

EMAIL

✔ ssilverthorn@vailgov.com

✘ SSilverthorn@vailgov.com

PHONE NUMBERS

✔ 970.479.2115

✘ (970) 479-2115

✘ 970-479-2115

DATE
Use the day of the week with the date for clarity. Including the current year is not necessary unless date range straddles two years.

Sequence - Time, date, place

✔ 2 p.m. Tuesday, Sept. 24, 2020

✘ Tuesday, September 24th

✘ Sept. 24th

✘ 9/24/20

Abbreviate months when used a month is used with a specific date as follows:
Jan.
Feb.
March
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.

Spell out month when used alone or with only the year.

✔ January 2020

PUNCTUATION

✔ Single space after a period

✘ Double space after a period

✔ "When completing a quotation, place the quotation mark outside the period."

Oxford comma - only use when absolutey necessary for clarity

✔ "Town of Vail's brand guidelines offers guidelines for departments like communications, police, fire and emergency services, and library."

SEASONS

✔ We always refer to winter, spring, summer and fall in lower case

✔ Unless it refers to a proper noun like Winter Olympics

✔ winter 2020

✘ Winter 2020

WRITTEN TONE (cont'd)

PERCENTAGES and NUMBERS

✔ Use % when paired with a numeral, 5%

✔ Spell out numbers one through nine and list in numerals 10 and above - "There will be five chances to win in the next 20 days."

TITLE & DEPARTMENTS

Business cards and email signatures
✔ Upper/lower caps   ✖ All caps

✔ Title after name   ✖ Title before name

✔ Comma separating title and name

✖ No comma separating title and name

✔ Dwight Henninger, Chief of Police, Vail Police Department

Articles and press releases
✔ Vail Police Chief, Dwight Henninger

TENSE

✔ Be present whenver possible

USE OF CONTRACTIONS

✔ Do use the full word

✖ Don't use contractions

PERSPECTIVE

Press Release
✔ Use of 3rd person (he/she/it/they perspective)

Social Media
✔ Use of 1st person (I/we perspective)
✔ Use of 2nd person (you/your perspective)

Website
✔ Use of 3rd person

Digital and print ads, Email Newsletters
✔ Use of 3rd person
✔ Use of 1st person
✔ Use of 2nd person

TYPOGRAPHY

Correct and consistent use of these typefaces will visually unify our communication materials and messages.

The Town of Vail's principal typefaces are the sans serif fonts Arial and Lato. They are widely available across all computer systems and software.

Arial Regular, justified whenever possible, is the standard font and typeset for all Town of Vail content.

LATO REGULAR and **LATO BLACK**, all caps with 40 letter spacing are for main headlines. Depending on the piece, use whichever shows up best and surround with white space.

Display fonts, like **Haettenschweiler** and *Back to Black Demo* can be used sparingly as accent fonts only (5 words or less).

Vail Public Library - "Join us" and some other short sayings or logos use *Bromello*, but only when legible. Sometimes the letters need to be adjusted.

Primary Town of Vail Font

Arial Regular
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Main Headline Font

Lato Regular
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Black
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Accent Only Fonts (4 words or less)

Haettenschweiler
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Back to Black Demo
ABCDEFGHIJKLM
NOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY - MISUSE

Maintaining the visual integrity of how we use type is essential to how we are perceived.

While this does not show everything, the examples on this page are some very common type misuses that undermine our efforts to maintain a reliable and professional public face.

Misuse of how we use type diminishes how we present ourselves internally and externally to the public.

Do not use a different typeface.
Use only the approved fonts.

Misuse of how we use type **diminishes** how we present ourselves internally and externally to the public.

Do not mix different typefaces. Use a single approved font in any block of copy.

Misuse of how we use type diminishes how we present ourselves internally and externally to the public.

Do not embellish with dingbats, effects and other graphic devices

MISUSE of how we use type DIMINISHES how we present ourselves INTERNALLY & EXTER-NALLY to the public.

Do not use caps for emphasis.

Misuse of how we use type diminishes how we present ourselves internally and externally to the public.

Do not add a colored outline to type

Misuse of how we use type diminishes how we present ourselves internally and externally to the public.

Do not use reduce line space (leading), letter spacing (kerning) to the point where legibility is compromised

LETTERHEAD

The Town of Vail department letterheads are provided in templates form on Sharepoint in the TOV Brand Hub group.

• The templates are pre-set with the Town of Vail logo, department names, and contact details.

• Do not use and store your department corespondents on the S-Drive. Make a copy to your computer and use from there.

MEMOS

Town of Vail memos are provided as electronic templates on Sharepoint in the TOV Brand Hub group.

• These memos are preset with the Town of Vail logo, designated areas for "To: From: Date, Subject" and a message area.

BUSINESS CARDS

Town of Vail memos are provided as electronic templates on Sharepoint in the TOV Brand Hub group.

• Card information should include logo(s), department names, person's name and title and contact details

• The layout is flexible, allowing for multiple lines of information.

• Do not attempt to create a business card from scratch.

• In particular circumstances the back side of business cards may be used for additional information or special messages.

0.1875 (3/16)

Measurements in Inches

0.1875 (3/16)
Arial Bold 8/10pt
Arial Regular 8/10pt (right aligned)

Employee Name
Position Title

Department Name

Single Line Space

75 South Frontage Road
Vail, Colorado 81657
970.555.5555
970.555.5555 fax
970.555.5555 cell
970.555.5555 home
employee@vailgov.com
vailgov.com

Height of logo
0.5 (1/2) inch

0.2 (1/5)

0.2 (1/5)

0.1875 (3/16)   Arial Regular 8/10pt (aligned left from the bottom line, contact information builds upwards)   0.1875 (3/16)

The Special Emblem is sized to match and balance with the Town of Vail logo Emblem is centered above the circle in the Town of Vail logo

Employee Name
Position Title

Fire & Emergency Services

43 West Meadow Drive
Vail, Colorado 81657
970.555.5555
970.555.5555 fax
970.555.5555 cell
employee@vail.gov
vailgov.com
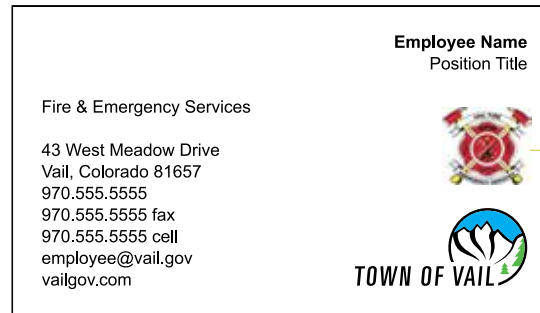
Business Card front side example, with Special Emblem

Case-IR#	Emergency Information/Road Conditions	511
	Police Records/Lost & Found/Gen. Info.	479.2208
	Police Administration	479.2210
	Vail Municipal Court	479.2129
	Colorado State Patrol - Craig	970.824.6501
Emergency 911	TDD/TTY	479.2201
	Advocates Resource Center 24 hr Hot Line	949.7086
	Crimestoppers	1.800.926.TIPS
	DMV Registration	748.2000
	DMV Registration - Glenwoood	970.945.8229
	DMV Registration - Summit Co	668.5015
	Comments on Police Service	479.2210

Business Card - Police Department, rear side example

Department Name

75 South Frontage Road
Vail, Colorado 81657
970.555.5555
970.555.5555 fax
970.555.5555 cell
vailgov.com
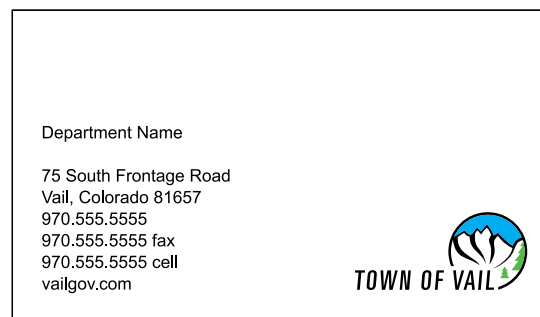
Department Business Card, front side with no employee name

Think it doesn't get any better in Vail?

Try working here!

Apply online today!
www.vailgov.com
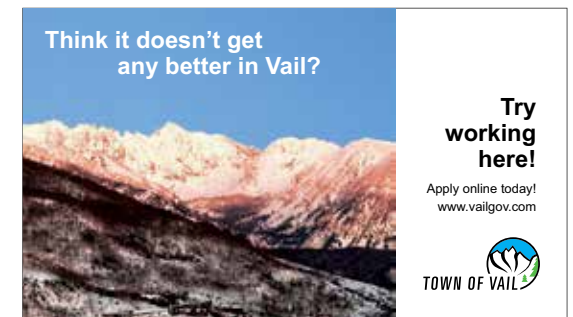
Business Card, rear side example

ENVELOPES, NOTECARDS & LABELS

These are some examples of the Town of Vail print stationery collateral. Templates can be found on Sharepoint in the TOV Brand Hub group.

• Print in color as much as possible. However, if budget does not allow for this, print in all black.

0.5 (1/2)   0.375 (3/8)   Arial Bold 8/10pt   Arial Regular 8/10pt

0.5 (1/2)

Height of Logo
0.8 (4/5)

Municipal Court
75 South Frontage Road
Vail, Colorado 81657

Top example:
Envelope with the
Department Name
and Return Address

Municipal Court
Parking Division
75 South Frontage Road
Vail, Colorado 81657

Lower example includes
a Department Division
(as needed)

Envelopes (#10) 9-1/2 X 4-1/8

0.4 (2/5)

0.4
(2/5)

Height
of Logo
0.875
(7/8)

Memo pad (color logo)
5-1/2 X 8-1/2

Memo pad (single color logo)
5-1/2 X 8-1/2

TOWN OF VAIL
Police Department

Notecard front, folded and closed
(closed format 5-1/2 X 4-1/4)
(Department logo is 2.125 (2-1/8)
wide and 0.4 (2/5) from the right
and bottom edges)

Police Department
TOWN OF VAIL

Fold

75 South Frontage Road
Vail, Colorado 81657
970.479.2210

Arial Regular
8/10pt

Notecard open (blank inside)
open format 5-1/2 X 8-1/2

0.25
(1/4)   0.4
(2/5)   Arial Regular
8/10pt

0.2 (1/5)
Height
of Logo
0.625
(5/8)

75 South Frontage Road
Vail, Colorado 81657

75 South Frontage Road
Vail, Colorado 81657

Mailing labels, color and single
color versions 4 x 33

EMAIL SIGNATURES

For a unified brand, all Town of Vail department email signatures should be consistent.

TOWN OF VAIL LOGO
• Use the color version of the Town of Vail logo, similar size to what is shown here. This logo should link to the Town of Vail website home page.

DEPARTMENT LOGOS
• If a department logo exists, like Vail Fire, show it first, flush left, followed by the Town of Vail logo to the right. Department logo should be sized to balance with the Town of Vail logo and should link to the website pages.

TYPESET
• Everything flush left as shown
• Name - Arial Bold, black, 9 pt.
• Department - Arial Regular, black, 9 pt.
• Title - Arial Regular Italic, black, 9 pt.
• All contact information - Arial Regular, black, 9 pt.

DEPARTMENT ACCOLADES & AFFILIATIONS
• Add accolades and affiliations, like Community Connect, if applicable. Those icons/logos should be smaller than the Town of Vail logo and can link to websites. Try to limit accolade and affiliations to a maximum of four.

SOCIAL MEDIA ICONS
• Social media icons should link to the department pages. If the department does not have pages social media pages, link to main Town of Vail pages.

Example of simple email signature

Example of complex email signature

Suzanne Silverthorn, APR
Town of Vail Communications Department
Communications Director

75 S. Frontage Road W.
Vail, Colorado 81657
970.479.2115
970.471.1361 cell
vailgov.com

Mark Novak
Vail Fire and Emergency Services
Fire Chief

2399 N. Frontage Road W.
Vail, Colorado 81657
970.477.3474
970.471.0927 cell
vailgov.com/fire
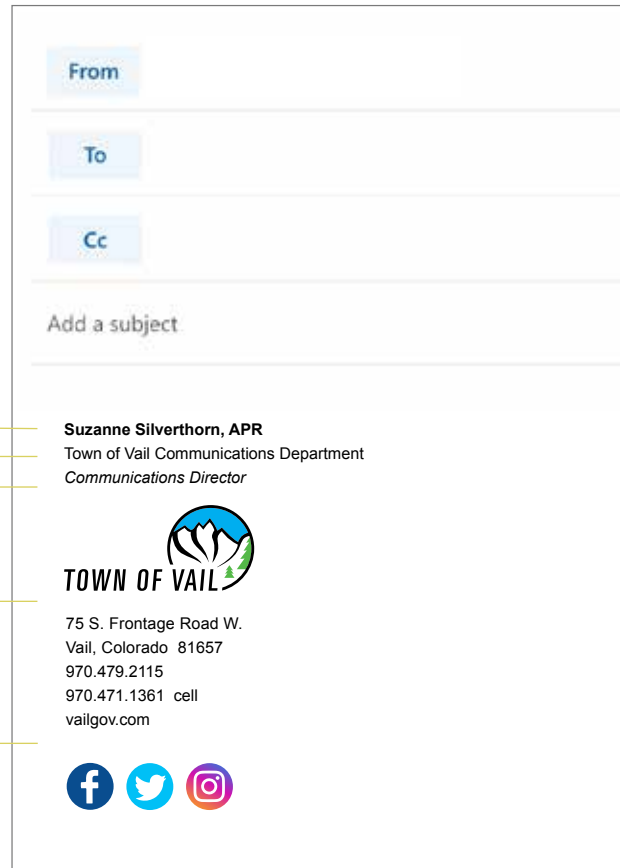
CHECK YOUR SETTINGS
• Be sure to select when you want to utilize the signature. Is it on new messages and replies/forwards or just new messages?

PRINT

To create visual unity across all print pieces, including newspaper, magazine, fliers, posters and rack cards, consistent use of accepted fonts, colors and footers are important throughout.

FONTS
The heading fonts follow the guidelines on page 11. They are chosen based on visibility. The ad on the left has a lot going on, especially with content. Therefore, Haettenschweiler was used to show up better. The ad on the right has a minimal amount going on. Therefore, Lato was used.

BOTTOM SIGN OFF TREATMENTS
The footer should be consistent throughout all forms of communication from the Town, with department logo and contact information within an abundant white space. A thin grey rule can be used to separate the footer from what's going on above. This creates a stand-alone, white space area, that is easy to read and should not be crowded.

COLORS
The colors follow the guidelines on page 8, primarily alternative blues and greens. Try to use as much white space as possible.

PHOTOGRAPHY
The photography follows the guidelines on page 9, using happy/smiling community members and employee photos.

OVERALL TONE
The overall tone can changed based on what the print piece is promoting. For example, the Neighborhood Picnic ad is happy and inviting, visually welcoming people to come and enjoy the picnics. The tone of the email sign up ad is more clean and professional with a straight forward message.
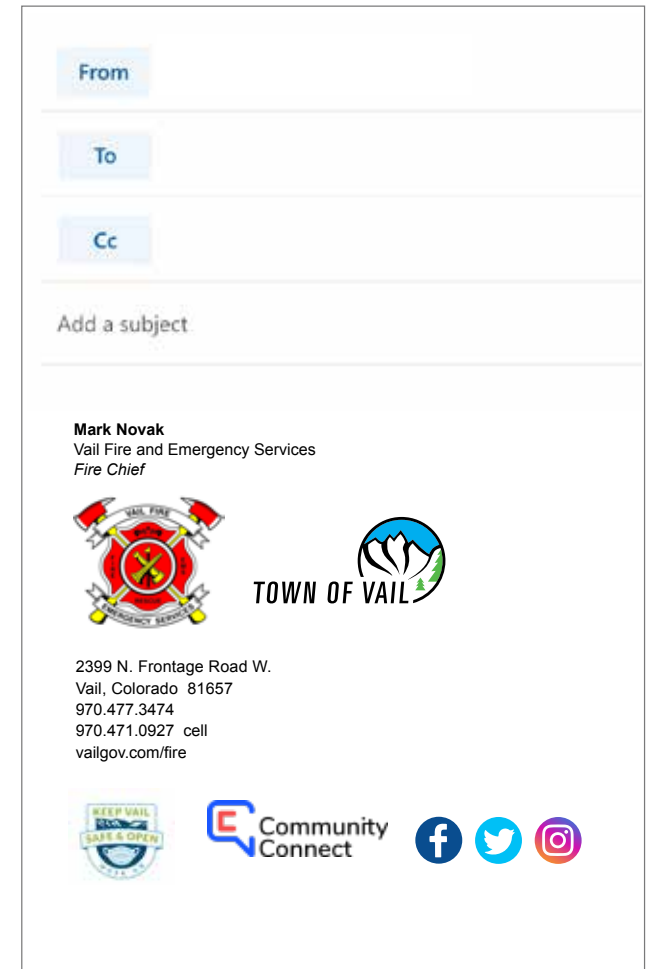
EXAMPLE OF TYPESET
- Heading - Accepted display font since the ad is busy - Haettenschweiler
- Subheads - Arial Black and Bold
- Body Copy - Arial Regular, justified when it makes sense to do so

EXAMPLE OF TYPESET
- Heading - Lato Light
- Body Copy - Arial Regular, justified
- Highlighted web address - Arial Black

CONSISTENT CONTACT INFO SIGN OFF
All pieces of communication from the Town of Vail should have a consistent white space on the bottom, with logo and contact information. Typeset is 8 pt type with 10 pt leading, in black or white, flush left or right, depending on the situation. Web address can be bold and emphasized when appropriate.

PRINT - DEPARTMENT PROGRAMS & PROMOTIONS

When promoting department programs and promotions, the visual tone can match the message, but still needs to keep to overall Town of Vail brand standards.

• Create colorful, custom, eye-catching visuals that capture the tone of the program, promotion or event.

• Regardless of the communication, Town of Vail fonts (shown on page 11), colors (shown on page 8), footer typeset, consistency of clear space and contact information sign off area (shown on page 18) is crucial in showing a unified, overall Town of Vail brand.

• Some departments, like Sustainability (Love Vail), have their own set of brand standards that were developed by an outside agency. Check with the Department Directors for up-to-date guidelines to follow.

EXAMPLE OF LOVE VAIL BRAND

• Heading Color Block - The one shown below or a "V" shaped color block are standard
• Heading - Brandon Grotesque Black
• Body Copy - Brandon Grotesque Regular
• Colors - Primarily blues and greens. Grays are also acceptable if there is a lot of color going on in the image
• Contact Information - Standard Town of Vail sign off area at bottom

EXAMPLES OF TYPESETTING AND COLOR

• Headings - Either an accepted display font, like Haettenschweiler, or Lato
• Subheads - Arial Bold
• Body Copy - Arial Regular, justified when it makes sense to do so

• Contact Information - Arial Regular
• Colors - Primarily blues, greens and grays.
• Try to incorporate as much white space as possible on the sides and botton sign off areas

HEAVY CONTENT PIECES
(like the annual Town of Vail Year in Review)

These pieces need to follow the same direction as all print communications shown on pages 18 and 19.

- Create colorful, custom, eye-catching visuals that capture the tone of the Town and its community.

- Use of Town of Vail fonts (shown on page 11), colors (shown on page 8), white space and accepted graphics, like the Vail Town Council priority circle, are crucial in showing a unified, overall Town of Vail brand.

TYPESETTING
- Headings should be Lato Black, no less than 11 pt, set in green or blue. Do not go less than 9.5 pt on body copy size, 13 pt line spacing, justified (left/right), in black. Subheads or called out phrases can have some flexibility with font (shown on page 11) and size. Try to break up the long content areas as much as possible with bulleted copy and short hits of statistics and charts.
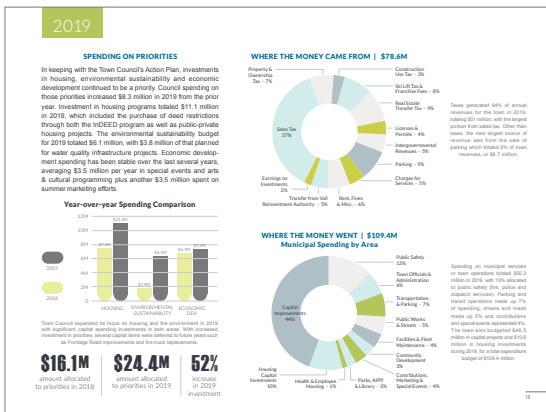
EXAMPLE OF CHARTS
- Charts should have a contemporary, light style, using accent colors

POWERPOINT

PowerPoint slides should follow the same guidelines as print, shown on pages 18 and 19.

• The Town of Vail logo or department logos should be on as many screens as possible.

HEADER BARS
Topics should be set in a green or blue bar across the top of the screen, set in Lato.

HEADINGS
Headings should be set in Arial Bold black, leaving the header bars as the main color area.

CONTENT
Content should be set in Arial Regular black, at a large enough pt size to be seen from across the room. Set a summary of the topic being covered verbally. The content on the screen doesn't need to say everything the presenter is saying. Use bullet points as much as possible. Split the information to multiple screens if necessary to keep the content clean and to a minimal per screen.

VISUALS
Whenever possible, try to use colorful photos that reflect the information on that page to hold the viewer's attention.

When charts are necessary, try to match the chart style in other pieces (like the Year in Review).

Use subsidiary logos to support that brand whenever possible, like the EngageVail.com logo shown here.

EXAMPLE OF A CONTENT SLIDE
• The layout should be clean and not cluttered with too much content or small distracting visuals. Surround the content with white space as much as possible. If there is a lot of content to be covered, spread it across more slides

WEBSITE - HEX COLORS

These are the approved colors for Town of Vail website and digital marketing. Please ensure that these colors are correctly specified in all our communications.

Correct and consistent use of these colors will maximize the impact and recognition of all we produce, post, publish and send out to the public.

Always check that the appropriate color specifications are being used. Colors should always be proofed and checked prior to distribution.

Same as all Town of Vail communications, the website should have plenty of white space whenever possible. A clean, contenporary, professional look should be present throughout.

CONTENT COLORS
• Heading Color - Choose a color from the primary palette
• Main Body Copy Color - Black

BUTTON COLORS
• Choose a color from the primary palette

EMERGENCY MESSAGING
• Use red

PRIMARY COLORS (WEB ONLY) = shades of blue and green

HEX - 3B8EAC	HEX - 1F6278	HEX - 033C4D
R 59	G 142	B 172	R 31	G 98	B 119	R 03	G 60	B 77
HEX - BBCE60	HEX - 879A34	HEX - 6E7D2A
R 187	G 206	B 96	R 135	G 154	B 52	R 110	G 125	B 42

ACCENT COLORS = complimenting shades of blue, green and gray

HEX - D8D972	HEX - 146604	HEX - 141414
R 216	G 217	B 114	R 20	G 102	B 04	R 20	G 20	B 20

SUPPORT COLORS = shades of gray
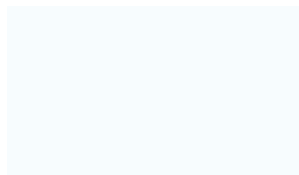
HEX - F8FAFB	HEX - CCCCCC	HEX - 999999	HEX - 666666
R 248	G 250	B 251	R 204	G 204	B 204	R 153	G 153	B 153	R 102	G 102	B 102

RED & BLUE = primarily used for Police, Fire and Emergency Messaging

HEX - fe0000

R 250 | G 0 | B 0

HEX - 003b78

R 31 | G 62 | B 117

WEBSITE - FONTS

Correct and consistent use of these typefaces will visually unify our website presence.

•   The Town of Vail's principal typefaces are the sans serif fonts Arial and Lato.

•   Arial Regular, justified whenever possible, is the standard font and typeset for all Town of Vail content.

•   LATO REGULAR and **LATO BLACK**, all caps are for main headlines.

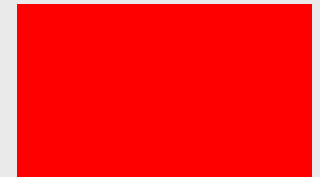* These website guidelines were started at the same time as a new website was being built for the Town of Vail. Therefore, more information will be added once the website is completed.

Primary Town of Vail Website Font

Arial Regular
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Main Headline Font

Lato Regular
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Black
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

CONTENT TYPESETTING
This will be updated when the updated vailgov.com is launched in 2021.

EMAIL CAMPAIGN - FONTS

Correct and consistent use of these typefaces will visually unify our email campaigns.

The Town of Vail's principal typefaces are the sans serif fonts Arial and Lato.

Arial Regular, justified whenever possible, is the standard font and typeset for all Town of Vail content.

Arial Italic is for emphasis only. Arial Bold and Arial Black are for titles.

Primary Town of Vail Email Campaign Font

Arial Regular
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Main Headline Font

Arial Black
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

EMAIL CAMPAIGNS

These are examples of the Town of Vail email newsletter templates. Mastheads have been created for a number of departments.

• Combining a title, color image and a simple rectangular staging area for the logo, these mastheads are specially designed to fit and align with the newsletter templates.

• In some instances the Town of Vail department logo is used, as in the headers on the right.

• White space, as discussed in the previous sections, should also be considered in email campaign layouts.

Examples of Town of Vail headers

Examples of Town of Vail department headers

ONLINE BANNER ADS

These are examples of the Town of how the online banner ads match corresponding print campaigns.

• If there is a print campaign that accompanies the banner ads, they should match as closely as possible, as shown here.

• White space, as discussed in the previous sections, should also be considered in online banner ad layouts.

Example of print ad in the Vail Daily newspaper

BE IN THE KNOW

Sign up to receive emails on specific town topics like local COVID-19 updates, breaking news, Town Council and board agendas, what's going on at Vail Public Library, Vail construction information, short term rental guidelines and so much more!

vailgov.com/vailmail

75 South Frontage Road
Vail, Colorado 81657
970.479.2100 | vailgov.com

TOWN OF VAIL

Examples of banner ad on VailDaily.com

BE IN THE KNOW

Sign up to receive emails on specific town topics like local COVID-19 updates, breaking news, Town Council and board agendas, what's going on at Vail Public Library, Vail construction information, short-term rental guidelines and so much more!

vailgov.com/vailmail

TOWN OF VAIL

WEEKLY NEWS

Town of Vail's Weekly News has transitioned to an email format you can receive direct to your inbox each Monday.
SUBSCRIBE:
vailgov.com/vailmail

TOWN OF VAIL

Example of print ad in the Vail Daily newspaper

EVERYONE COUNTS *Census* 2020

EAGLE COUNTY CENSUS PARTICIPANTS

34.5%
As of Monday,
August 3

It only takes a moment to bring federal money to our valley. To learn more, visit

vaillibrary.com/2020-census

We are open 11am - 6pm daily to assist you with your Census questions.
Vail, Colorado 81657
970.479.2187 | **vaillibrary.com**

TOWN OF VAIL
Public Library

Examples of banner ad on VailDaily.com

EVERYONE COUNTS *Census* 2020

Eagle County
Census Participants
34.5%
As of Monday,
Aug. 3

LET'S GET TO 100%
CLICK HERE

TOWN OF VAIL
Public Library

EVERYONE COUNTS *Census* 2020   EAGLE COUNTY PARTICIPANTES DEL CENSO HASTA EL LUNES 27 DE JULIO   34.3%   LOGREMOS EL 100% HAS CLICK AQUI

SOCIAL MEDIA

We are on social media to create trust and inspire engagement with our community via transparent communication and open dialogue.

Our design aesthetic on social is graphics focused with limited text on the images themselves, focusing messaging instead in post copy. Fonts and logo usage should adhere to the guidelines laid out in this document.

VOICE
The Town of Vail embodies that approachable, laid back yet confident persona of the people that live here. There's a healthy dose of humility and humor that makes them someone you can have a beer with, but who can also delve into more complex subjects with thoughtful authority. They're here to share, to lead, and to confront tough issues when needed, while also listening and being considerate of other sides.

AUDIENCE
Those who already know and are invested in Vail, its history and where it is headed. Locals, second homeowners, potential employees, past residents, past employees, people connected with the Vail community.

Limited text, graphic focused
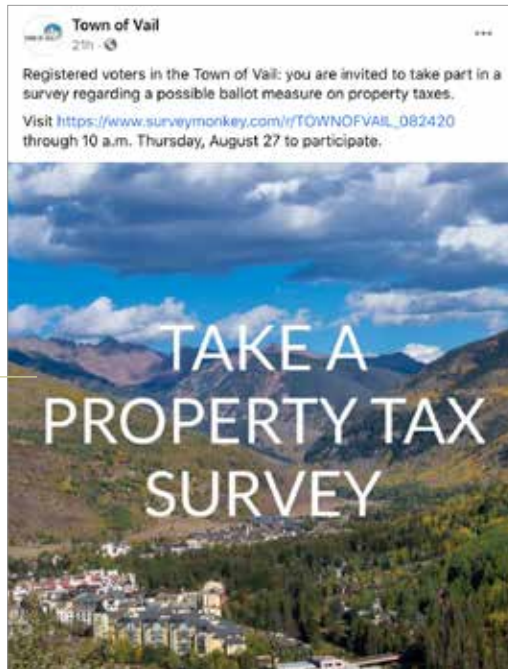
Vertical imagery engages well because it takes up more room in the newsfeed

Photos often engage better than graphics alone because they give a sense of place

VIDEOGRAPHY

Town of Vail uses video to inform and engage with our community. Each video's style can change depending on the message and audience, but all logo inclusions and use of fonts should align with brand standards.

Video creation should factor in the latest video and social media technologies. For example, consider adapting to vertical format and adding subtitles where appropriate.

TITLE CARDS
Use Town of Vail approved font and logo usage - white logos for colorful backgrounds, arial and lato for font

END CARD
After ending credits, always link to a pertinent TOV website.

THANK YOU

FOR BRAND QUESTIONS

Contact Communications Department

970.497.2115 | ssilverthorn@vailgov.com

TOWN OF VAIL