



**UNION CITY GEORGIA**

# BRANDING & MARKETING **STRATEGIC PLAN**

**VER.1**



# GUIDE BOOK OVERVIEW



**This guide book is designed to help employees of the Union City Government properly utilize the brand & marketing assets of the City.**

**With a goal of improving the visual and digital presence of the City, this guide will detail the proper and improper uses of the City's visual assets, the current channels for communication and official color schemes and fonting.**

# CITY BRAND MISSION / VISION / VALUES



## WHO WE ARE

We are a vibrant community comprised of passionate residents whose values are based on family, inclusion and partnership.

## THE UC VISION

We are making bold, visionary plans to push toward the future by providing enhanced safety, quality of life opportunities and a leading-edge economy.

## THE UC MISSION

We are proudly promoting community growth with municipal services and programs utilizing

- Community Engagement
- Teamwork
- Innovation
- Best Practices
- Effective & Efficient Public Service

# VISUAL BRANDING UNAPPROVED & APPROVED ASSETS



## RETIRED ASSETS

The following designs will be retired on December 31, 2018, and be replaced by the new approved designs under the following **approved assets** section:



# VISUAL BRANDING APPROVED LEGACY ASSETS



## LEGACY ASSETS

The following designs will continue to be utilized throughout the current design transition and implementation:



# VISUAL BRANDING CITY COLOR GUIDE



This is the official color palette for the City of Union City Georgia. There are slight variations of the palette to accommodate various format options:

**#087EBF**  
PRIMARY

**RGB 8 126 191**  
**HSL 0.56 0.92 0.39**  
**HSV 201° 96° 75°**  
**CMYK 0.96 0.34 0.00 0.25**

**#A6C939**  
PRIMARY

**RGB 166 201 57**  
**HSL 0.21 0.57 0.51**  
**HSV 75° 72° 79°**  
**CMYK 0.17 0.00 0.72 0.21**

**#E11018**  
SECONDARY

**RGB 225 16 24**  
**HSL 0.99 0.87 0.47**  
**HSV 358° 93° 88°**  
**CMYK 0.00 0.93 0.89 0.12**

**#F7B31A**  
SECONDARY

**RGB 247 179 26**  
**HSL 0.12 0.93 0.54**  
**HSV 42° 89° 97°**  
**CMYK 0.00 0.28 0.89 0.03**

## WEBSITE COLOR PALETTE

**#004570**      **#002E4A**      **#8BA733**      **#657A23**

# VISUAL BRANDING CITY LOGOTYPE



## OFFICIAL CITY LOGO

This is the new city logo and respective color palette assignment:



**#A6C939**  
PRIMARY

**RGB 166 201 57**  
**HSL 0.21 0.57 0.51**  
**HSV 75° 72° 79°**  
**CMYK 0.170.00 0.72 0.21**



**#087EBF**  
PRIMARY

**RGB 8 126 191**  
**HSL 0.56 0.92 0.39**  
**HSV 201° 96° 75°**  
**CMYK 0.96 0.34 0.00 0.25**

# VISUAL BRANDING CITY LOGOTYPES



## BRAND FAMILY

Located below is the current city brand family:



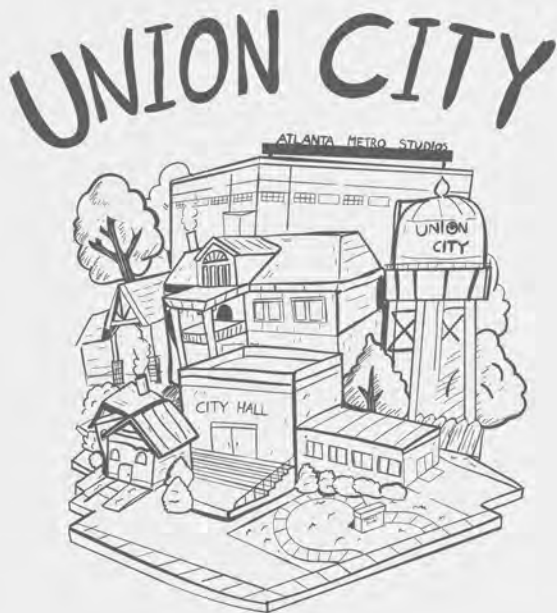


# VISUAL BRANDING USAGE



## LOGOTYPES

None of the logos displayed on the previous page should be used by non-union city staff. The proper brand asset for both community & partner projects should be the Your Union City logo as seen below:



The only time the city logo should be utilized by outside organizations is during city co-sponsored events.

The font used in the logotypes and titling should be consistent and can be found below:

## **ACUMIN PRO FONT SERIES**

### **BLACK WEIGHT**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

### **BOLD WEIGHT**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

### **MEDIUM WEIGHT**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

### **LIGHT WEIGHT**

**AaBbCcDdEeFfGgHhIiJjKkLlMm**

# VISUAL BRANDING CITY LOGOTYPE



## IMPROPER LOGO UTILIZATION

Proper spacing should be maintained when using the City logo. Located below are some incorrect spacing examples and colorways:



## PROPER LOGO UTILIZATION

Proper spacing should be maintained when using the City logo. Located below are proper spacing examples:

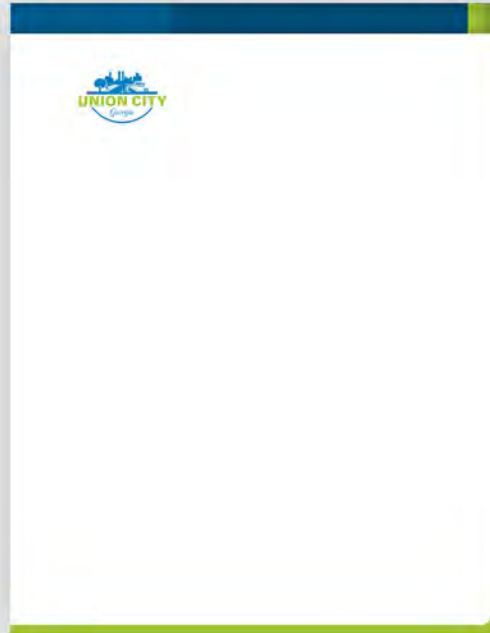


# VISUAL BRANDING CITY ASSETS



## LETTERHEADS

The following is the current city letterhead options:



## E-MAIL SIGNATURE

The following is the new city signature design:



# ASSET REPO MARKETING REQUEST



## MARKETING REQUEST FORM

Password: tristan

Marketing Request Form

Marketing Request Form

\*Requesting Department

\*Full Name

\*Project Timeline  
 1 week  
 2 weeks  
 Immediate Emergency

\*Project Title

\*Project Description

\*Market via Social Media?  
 Yes  
 No

Additional Project Attachments

KEEP IN TOUCH

City of Union City, GA • 3241 Union Road, Union City, GA 30133 • Phone: 770-644-2298

### Additional Project Attachments

Maximum size allowed: 5 MB  
Allowed types: .gif, .jpg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt

### Attachment

Maximum size allowed: 5 MB  
Allowed types: .gif, .jpg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt

### Attachment

Maximum size allowed: 5 MB  
Allowed types: .gif, .jpg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt

### Attachment

### Attachment

Maximum size allowed: 5 MB  
Allowed types: .gif, .jpg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt