CITY LOGO & BRANDING GUIDELINES

NOVEMBER 2020
Version 2

LEXINGTON

OVERVIEW

Lexington-Fayette Urban County Government works hard every day to ensure that Lexington is a safe, healthy, vibrant and productive place to work and live.

To effectively communicate the many programs and services the city provides, LFUCG has adopted a unifying brand and graphic identity.

The reputation of this identity rests on the clear and consistent use of logos, colors, typography and other imagery used by the City's many departments and divisions.

Every form of written and visual communication is a reflection of the City's brand, which includes printed materials, signage, email, websites, videos and digital media.

The Public Information Office is charged with developing and supporting the City's brand, logo and graphic standards. Its role is to also help departments and individuals in the preparation and implementation of any internal or external communication so that the City's brand standard remains consistent and at a high quality.

This guide is designed to help users easily and effectively adhere to LFUCG brand standards. For any questions, please contact the Public Information Office, pio@lexingtonky.gov.

LFUCG's LOGO

The consistent and proper use of the City's primary identifying mark—the Big Lex logo— not only strengthens the reputation of the LFUCG, but also projects the city's established reputation onto all of its many departments, divisions and other entities.

The City's logo should be implemented on an opportunistic basis to help minimize waste of government resources and ensure effective adherence to brand standards. This means to implement the City's logo on materials as it becomes necessary and/or feasible as determined by the Public Information Office and department or division supervisors.

In turn, the City's logo should be used in the development of any new written or visual, internal or external communication. This includes, but is not limited to, printed materials, signage, email, websites, video, vehicles, advertisements, apparel and digital and social media.

For approval, questions or assistance in using the City's logo, contact the Public Information Office.

To review the Chief Administrative Office Policy regarding City brand and logo standards, see policy 57.

About the "Big Lex" logo aka "the blue horse"

The City's logo is a horse silhouette paired with the word Lexington. This combination is known as a lockup.

The horse silhouette is of the great racehorse and sire Lexington, as he is depicted in an adaptation of an oil painting by the renowned equine artist Edward Troye.

Why Lexington (the horse)?

"Lexington was the greatest thoroughbred America had ever seen," the "Champion racehorse of his day." – Kent Hollingsworth, author and thoroughbred historian

Lexington is not only known as an exemplary racehorse, he is one of the world's all-time greatest sires. During his brief racing career, Lexington won six out of seven races and earned $56,600, which is equivalent to $1.7 million in today's monetary standards.

He retired as a three-year-old and went on to live on two stud farms— both located only a short distance outside of the city of Lexington in Midway, Ky. In his lifetime, Lexington sired more than 200 top winners and earned the highest stud fee in the nation. At the time of his death in 1875, the New York Times published an obituary on Lexington's death, referring to him as "The King of Sires," and he is today still considered the greatest sire of the 19th century.

Lexington's skeleton was preserved, studied and exhibited at the Smithsonian Institution in Washington D.C. for more than 125 years before returning "home" to the city of Lexington in 2010. It still stands today in the International Museum of the Horse at the Kentucky Horse Park, where it is on display in front of Troye's original Lexington oil painting.

LOGO USAGE

The correct use of the City's primary identifying mark, the Big Lex logo, is as follows:

Blue horse, black letters (preferred use)
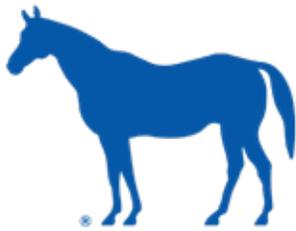
White horse, white letters
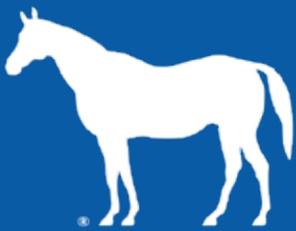
Black horse, black letters

INCORRECT USES

PAIRING LOGOS

The City's logo may be used in conjunction with approved complementary marks or with other outside marks, but they must always be clearly separated. For example, the City's logo is used with the LFUCG seal (an approved complementary mark) on the City's official letterhead. Or, the City's logo may be used with other outside brand logos as part of a sponsorship sign.

DEPARTMENT AND DIVISION LOCK-UPS

All LFUCG departments and divisions have personalized logos that include the Big Lex lockup logo with the name of their department or division. Personalized department/ division logos may be used in place of the stand-alone City logo for any City document or material.

An example of a personalized City division logo is below.

If you need assistance in accessing or creating a personalized department of division logo, contact the Public Information Office.

COMPLEMENTARY MARKS

Complementary marks are used in conjunction with or, in some cases, in place of the City's primary mark. Examples of approved official complementary marks are the LFUCG seal, the Lexington Police Department badge and the Lexington Fire Department badge.

Official LFUCG seal:

Adoption and use of official complementary marks must be approved by the Public Information Office.

SECONDARY MARKS

The Big Lex framed logo will be used sparingly, as a secondary mark. Generally, this will only be used for large, text-free displays.

Official Big Lex framed logo:

Any use of this secondary mark must be approved by the Public Information Office.

IMAGERY AND PHOTOGRAPHY

Photography is one of the best tools to communicate a sense of place and personality, and to show the City's diverse range of services, activities, employees and citizens. When posting photography, it should vary in place and subject matter and reinforce the City's mission and brand.

Guidelines for photography:

- Photographs of people should most often be candid. Captured moments help viewers get an inside glimpse of Lexington and invites them to be part of the community.

- Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.

- Social media profile photographs should be friendly and approachable.

- Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.

- Represent racial, gender, age and professional diversity.

- Use photographs that are clear and of high quality. Avoid poor quality, low resolution photographs that, for example, are blurry, poorly lit or improperly stretched or sized.

Resources:

- The city utilizes PhotoShelter as A tool for uploading and sharing photography and images. Login accounts are necessary to access the full catalog of photos, but there are also galleries available for anyone to access at http:// lexington.photoshelter.com/.

- None of the images on PhotoShelter may be used for commercial or advertising purposes without the written permission of the Public Information Office.

- To request access to the city's Photoshelter account, contact the Public Information Office.

TYPOGRAPHY

Below are examples of approved typography standards to use with the City's logo for signage, documents, etc.

GOTHAM BOLD FOR HEADLINES

Calisto MT for emphasis and pull quotes

GOTHAM BOOK FOR SUBHEADS

Cardo Regular for Body Copy text.

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()+=

GOTHAM BOLD
Headlines
Subheads (Book)

Calisto MT Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&()+=*

CALISTO MT ITALIC
Used for Emphasis
Call Outs
Pull Quotes

Cardo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()+=

CARDO REGULAR
Body copy in all print formats

COLOR STANDARDS

Color has an enduring emotional appeal. Adhering to the following color reproduction guidelines will help in creating a consistent image and visual identity for the City. Whenever possible, the logo should appear with a blue horse (pantone: 286, hex: 0057a8) and black letters. It may also be used in all black or in all white, but never any other color or hue.

Blue (pantone: 286) is the main identifying color of the city of Lexington. Other approved, coordinated colors to use with LFUCG materials and documents include:
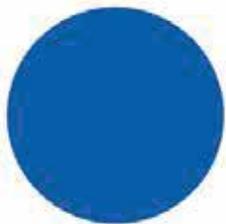
Pantone: 286
CMYK: 100/72/00/00
HEX: 0057A8
RGB: 0/87/168

Pantone: 289
CMYK: 100/76/10/65
HEX: 001A49
RGB: 0/26/73

Pantone: 2925
CMYK: 77/38/9/00
HEX: 3787BA
RGB: 55/135/186
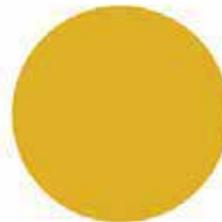
Pantone: 137
CMYK: 14/29/100/00
HEX: E0B111
RGB: 224/177/17

50% Gray
CMYK: 00/00/00/50
HEX: BFBFBF
RGB: 191/191/191

LFUCG materials and documents are not limited to only having to use these colors.

Restrictions regarding color and logos:

- Do not change any colors of the signature.
- Do not print in black over a dark background.
- Do not print in white over a light background.
- Do not place logo over heavily patterned background.

SIGNAGE

See the city's Signage Guide addendum for all approved internal and external sign standards.

STATIONERY

Letterhead templates for each department and division are available for download on the R drive. Envelope templates are also available upon request. If a department/division needs a letterhead or envelope created or changed, please contact the Public Information Office.

Letterhead example/template:

MAYOR JIM GRAY

LEXINGTON

FIRST NAME LAST NAME
TITLE
DEPARTMENT NAME

Month XX, Year

Mr. John Smith
Director of Operations
ABC Corporation
123 Alphabet Lane
Lexington, Ky. 12345

Dear Mr. Smith:

Lorem ipsum dolor sit amet, amet imperdiet. Lobortis hendrerit nulla, libero dui, maecenas est. Urna etiam, nulla vehicula mi. Lobortis et. Mollis nibh convallis, sed aliquam. Pretium imperdiet.

Donec quam, lacus ac maecenas. Felis tempus, facilisis mauris curabitur. Ut imperdiet, morbi cras. Viverra pede, auctor suscipit dictumst, vulputate fames semper. Mattis commodo arcu, ipsum ut, eu orci pellentesque. Fermentum fusce sapien, quam quis cras, eros sociis.

Eget sed, tincidunt suscipit, nunc volutpat penatibus. Cras donec aliquam, mattis in. Nonummy amet. Lectus bibendum mauris, imperdiet placerat. Justo metus vel. Libero wisi vestibulum, lorem donec, vehicula tortor.

Regards,

Jane Jones
Commissioner, Department of Something

200 East Main St., Lexington, KY 40507 / 859.258.3340 Phone / 859.258.3309 Fax / lexingtonky.gov

BUSINESS CARDS

The approved business card template for all city employees is on the R drive. Please contact the Public Information Office for ordering information or questions.

Business card example/template:

Lexington blue horse logo

Gotham bold, 8pt. — Name / Title / Division

Gotham book, 6pt. — Address Line / Phone / Fax or Cell / Email / website

LEXINGTON

Firstname Last
Title or Position
Division or Department
200 E. Main St, Lexington, KY 40507
859.425.2255 Phone / 859.425.2255 Fax
info@lexingtonky.gov / lexingtonky.gov
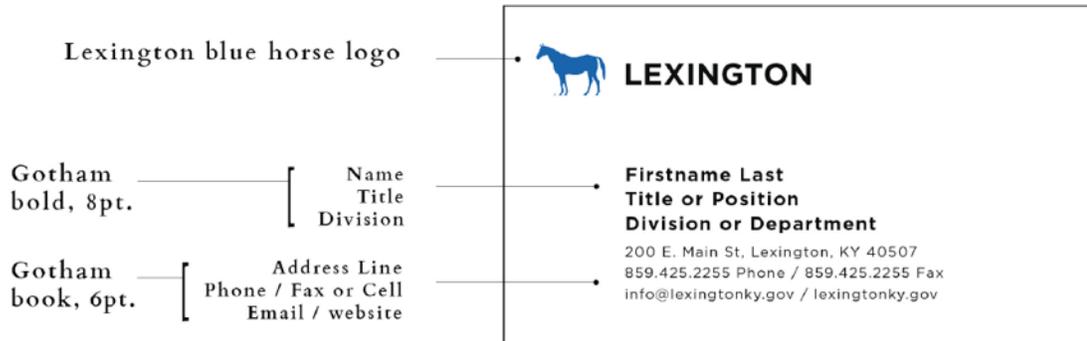
*Fax may be replaced with Cell or deleted if not needed.

EMAIL SIGNATURES

The approved email signature and guidelines to implement it are located in the R drive.

Email example/template:

John Appleseed	←	**Arial 10pt bold**
Job title or position	←	*Arial 9 pt italic*
Department	←	Arial 9 pt
	←	space
859.123.4567 office	←	Arial 9 pt
123.456.7890 cell	←	Arial 9 pt
lexingtonky.gov	←	Arial 9 pt hyperlinked
🐴 LEXINGTON	←	Blue Horse logo

PRESENTATIONS & POWERPOINTS

The approved Powerpoint template is available on Lex Link.
intranet.lexingtonky.gov/essentials/branding

Powerpoint example/templates:
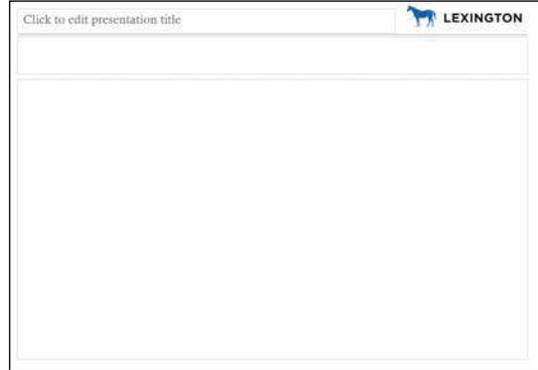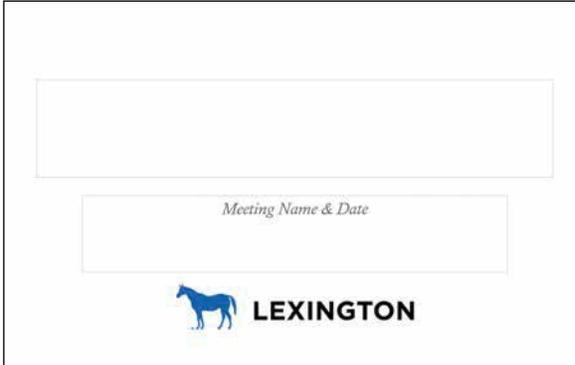
VEHICLES

Fleet Services manages all city vehicles and will thus manage adding and maintaining the City logos on City vehicles.

City logos will be added to City vehicles on an opportunistic basis, meaning that they will be added when vehicles go in for maintenance or when new vehicles are added to the City's fleet.

For any questions regarding City logos on City vehicles, contact the Fleet Services at (859) 258-3900.

Dimensions:

- Dump truck - 31 in.

- Escape & Prius – 36 in.

- Front & rear loaders - 28 in.

- Pick-up truck – 41 in.