Brand Guidelines

DRIPPING SPRINGS
Texas

Open spaces, friendly faces.

City of Dripping Springs Brand Guidelines

The City of Dripping Springs has experienced significant growth and change over the last decade. As such, city leadership realized the need to review and refresh the identity and principles that have made Dripping Springs great to ensure that these attributes are aligned with the bright future of our community.

To do this, we embarked on a brand refresh to message who we are, what we do and why we do it. This is not changing our brand, as Dripping Springs already has a wonderful brand as a thriving community filled with amazing residents, businesses, and tourism industry. The brand refresh is to message and give voice to who we are with a narrative, tagline, and visual elements – logo, colors, typography. All these elements are outlined and explained in this brand identity guidelines manual.

Dripping Springs' brand identity is our face to the world. It is not only who we are as a City, but who we are as employees and City leaders, so it is essential that it be used correctly and consistently – from business cards to online presence to vehicle decals to publications. By doing so, we help solidify our brand and our core values in the minds of visitors, residents, and businesses.

This guide provides an overview for logo, color, typography, and design usage. This guide is just that. A guide. It is meant to help you understand our strategy and decisions and provide a consistency in our look and feel and core values for the City of Dripping Springs.

Embracing our Heritage and Our Growth

The City of Dripping Springs brand reflects who we are: our heritage combined with our vibrant growth.

Our visual identity is an essential part raising awareness about our facilities, services, and programs. Everything we do, every service we provide, everything we own should project a clear idea of what the City and our goals are. As such, the brand, the color palette, and the logo all symbolize and reflect what the city is:

- The Sense of Community
- Family & Schools
- Openness, hill country, outdoors – wildflowers, open fields, open skies, etc.
- Dark Sky/Night Sky
- Pride and connection (festivals with 30 years of tradition and bringing people together, farmers markets, parks, etc.)

Our brand is:
- Our identity, our voice, who we are, and what we stand for
- A spirit of community
- A logo AND voice, feel and actions
- An emotion

The essence of Dripping Springs:
- Town not city
- Family, schools, children
- Where people know your name
- Openness, hill country, breathing, space
- Parks, getaways, tastings, music
- Picturesque, charming, pretty

Our voice and core values:
- Welcoming
- Helpful
- Open
- Neighborly, Friendly
- Family
- Natural
- Authentic & Real

Logo

The City of Dripping Springs logo captures the spirit and energy of our organization while balancing a sense of our heritage with our progressiveness. It is also an interpretive depiction of our character, our people, and our landscape, making it uniquely Dripping Springs.

The design and color palette symbolizes all the things that make up the brand of the City:

- Community, Schools, Family
- Night Sky/Dark Sky Community
- Hill country, open skies and fields, outdoors, wildflowers
- The dripping springs, water
- Heritage, Pride, Traditions, Festivals, Farmers markets, Parks and more

Versions

The logo is available in three versions: stacked; stacked with motto; horizontal. The stacked versions are the PRIMARY identification for the City of Dripping Springs and will be used 99% of the time. The horizontal version should be considered only in very rare circumstances where it is impossible to use the primary visual identity and must be approved by the Communications Department.
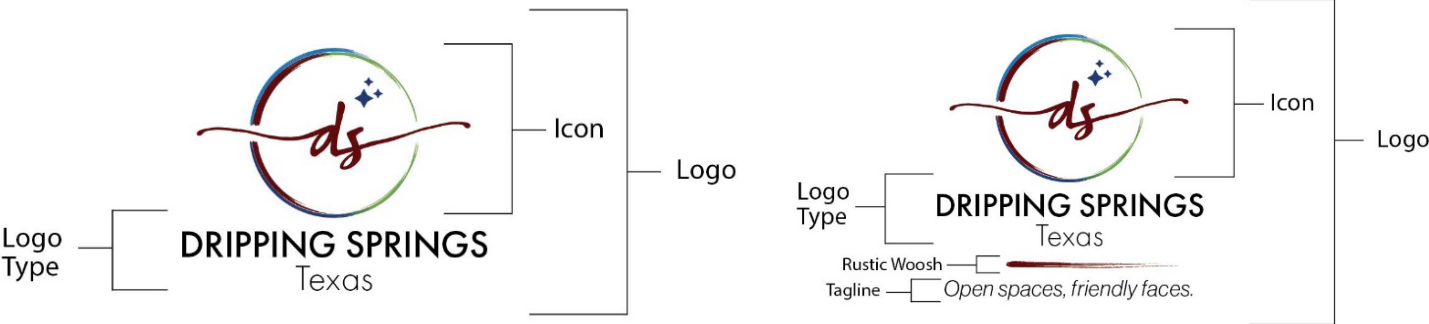
Depending on item, the Logo Type may be in blue.

Anatomy of the Logo

Wordmark

The logo type, the wordmark, can be used in one of two ways:

- In very rare occurrences when the full logo cannot be used. Contact Communications before using.
- To be used as a secondary identifier on multi-page documents. The primary stacked logo is to be shown on the first page of the document.

Exceptions must be approved by the Communications Department.

Logo Color Options

Color provides brand recognition. For this reason, full color is the preferred choice. If the situation does not allow for full color, the following 1-color variations have been developed. For printed/non-digital items that cannot be printing in full-color process, the logo may only be used in black, night-sky blue, rosewood, or reverse white.

Colors

The brand colors have been specifically selected to project the colors of Dripping Springs. The following colors are the primary brand colors that make up the City of Dripping Springs logo and elements associated with it.

- Rosewood/Maroon – Heritage, Community, Schools
- Dark Blue – Night Sky, International Dark Sky Community
- Water Blue – Water, The Dripping Springs, Creeks
- Green – Hill Country, Open Fields, Parks, Pristine Natural Beauty.

Primary Brand Colors

Heritage Schools Community	Night Sky International Dark Sky Community	Water - the Dripping Springs	Hill Country Open Spaces Parks
CMYK: 34 97 91 53 RGB: 98 14 16 Web: 620E10	CMYK: 100 87 28 14 RGB: 32 59 113 Web: 203B71	CMYK: 84 45 2 0 RGB: 25 123 189 Web: 197BBD	CMYK: 63 16 92 2 RGB: 109 163 77 Web: 6DA34D
Rosewood	Dark Blue	Water Blue	Bud Green

Strict adherence to these color standards will serve to unify the image of Dripping Springs. Colors will vary slightly depending on whether they are printed on coated paper or uncoated paper. CMYK is the print industry standard for full color printing. Note: black, gray and white are also used in fonts, logos, presentations, etc.

Below are secondary colors that have been chosen based on their ability to work seamlessly with our established brand elements. These are to be used sparingly, and ONLY as pops of color if needed.

Accent colors - used for pops of color, sparingly

Wild Flowers Hill Country	Wild Flowers Hill Country	Gold in City Seal
CMYK: 27 72 0 0 RGB: 202 97 195 Web: CA61C3	CMYK: 75 66 0 0 RGB: 87 100 173 Web: 5763AE	CMYK: 34 28 80 2 RGB: 174 163 86 Web: AEA356
Iris	Bluebonnet	Gold

Important Logo Rules

The City of Dripping Springs logo is proprietary. It is reserved for use by the City. It can be used by its sponsoring partners and boards and commissions with written approval. It is not to be used by a third party without written permission provided by the City of Dripping Springs Communications and Marketing department or the City Administrator.

The logo must not be altered, cropped, or reconfigured in any way. To ensure the best reproduction quality, always use original artwork files, as either vector graphics or high-resolution raster graphics. Vector graphics are preferred.

Never change the color designations assigned to each component of the logo. Even if the colors are correct, they must not be reassigned to different components.

Do not use the logo elements in any other arrangement or stacking order.

Do not print the logo on a background color that does not permit enough contrast to the logo or text color.

Do not place the logo on a complex background such as a busy photo or illustration.

If using the logo on an image, place it in an area that has little or no detail to allow enough contrast.

Never use just the graphic part of the logo… always include the copy below the logo.

If you are partnering with The City, please make sure communications and marketing is kept informed on any uses of the logo, etc. All major designed items must be run through the City's Communications and Marketing Department for approval. Reach out to them at communications@cityofdrippingsprings.com.

The City Seal

The official City of Dripping Springs City Seal is the formal symbol of civic authority that is used for official purposes including documents requiring the official seal, flags, Council Chambers, and Mayor and Council use. Reproduction of the City Seal as a graphic element is restricted to approved usage when a formal or ceremonial image is considered appropriate. All usage will need to be approved by the Communications Department.

Sub-brands

The City also utilizes a few sub-brand logos. These are created for departments, designations, or projects.

Sub-brand logos can be used alone, but where possible, City of Dripping Springs logo should be included as well as that is the main/mothership brand. Below are the sub-brands. If any questions, see the Communications Department. (Note: No department or branch of the City may develop or use a separate logo or visual identifier to represent their service without approval of Communications. Logos should only be created for specific purposes and should be created sparingly.)
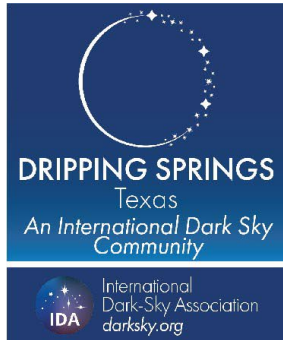
Event & Initiative Brands

The City also works with commissions on events and designations. These logos should only be used in conjunction with the events/designations and with permission of the commissions. Contact the Communications Department if needing to use one and we will connect you with the best representative.

Guidelines 2022

Typography

Typefaces have been selected based on the brand identity. The fonts chosen best convey the neighborly, friendly tone of the City of Dripping Springs. To maximize readability, use a boldface styled typeface for all short headlines and "quick read" ad elements (e.g., Web banners). For pieces with body copy, use a thinner typeface to ensure the copy itself does not create visual clutter.

Our primary typeface in the logo is Futura:

DRIPPING SPRINGS
Texas

Other fonts utilized for presentations, postings are below. We tried to give you a variety of fonts to utilize that are similar and clean. If they are not available, try to find ones similar. When in doubt, check with Communications.

FUTURA - LOGO FONTS

Futura- Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura- Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura- Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRANKLINGOTHIC - HEADLINES & POSTS

FranklinGothic URW - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FranklinGothic URW - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI - COPY & HEADLINES

Calibri- Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri- Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL - COPY & HEADLINES

Arial - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF FONTS if using

Abril Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do not SHOUT with type. IE: When creating headlines, emphasize by utilizing different font size, NOT BY USING ALL CAPS.

Photography

Photos should — above all else — feel real and genuine! Make them neighborly, include some whimsey, make them fun. When possible, use images of true residents and/or City employees working, playing, and connecting with their community. If you use stock photos, try to use ones that are not posed if possible. For nature shots, City shots and general shots of our area, try to use photos that showcase the beauty and heritage of our city. We are working with local photographers to get photos we need. Please reach out to Communications if you are looking for the perfect photo to represent our brand and city.

Any questions regarding these guidelines, please contact communications@cityofdrippingsprings.com.