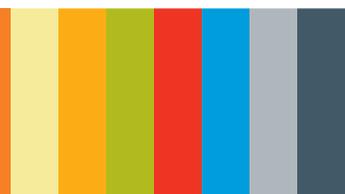




MURRAY

UPDATED
August 2019



Murray City Identity

TABLE OF CONTENTS

INTRODUCTION	3
LOGO GUIDELINES	
GENERAL CITY LOGO SIGNATURE	5
LOGO CONSTRUCTION.....	6
CITY GROUPS	9
TYPEFACES	13
CLEAR SPACE AND MARGINS	14
CITY COLOR PALETTE	15
LOGO USE	17
LOGO APPLICATIONS	
FORMAL STATIONERY	23
STATIONERY TEMPLATES	24
ENVELOPES.....	25
BUSINESS CARDS	26
GENERAL PAPER APPLICATIONS.....	27
APPAREL	28
FIRE DEPARTMENT APPLICATIONS.....	29
POLICE DEPARTMENT APPLICATIONS	31
VINYL APPLICATIONS	32
RETIRED LOGO'S.....	33

INTRODUCTION

Murray City is unique. Our convenient location, strong independence, accessible government, and engaged citizens all work together to create a remarkable community.

Murray City will strive to maintain our unity through a distinct brand and visual identity.

Graphic identity is an important part of an organization. A logo or corporate symbol represents the people and products of an organization as well as the reputation it has achieved.

The Murray City brand combines the rich heritage of our community with its inherently progressive nature—but more importantly, it creates a symbol which universally represents the city. The “Circle M” mark replaces a diverse array of symbols that were previously used; the overall look and feel unites all areas of city government under one powerful and sophisticated image.

The Murray City brand not only enhances the image of our city, it also serves to immediately identify it. Its effectiveness depends on proper and uniform usage on everything from a business card to the door of a city truck to the literature that is sent throughout the country representing our city.

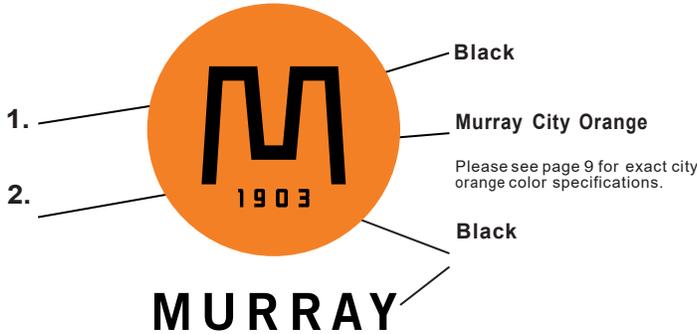
The “Circle M” is the result of the desire to develop a single, unified graphic identity for the City to be used throughout the organization. The design was developed through the work of the Murray City Identity Committee in 2002. Since that time, departments have changed and roles have shifted. This updated guideline encompasses those changes and acknowledges the city’s ability to evolve and adapt over time.

The guidelines in this manual are intended to assure consistent quality in the application of the Murray City logo. Proper usage of the identity will promote Murray’s image as the unique, well-integrated city that it is. Display of the logo according to these standards will promote the city’s image of several services under one umbrella.

There are some notable changes in this updated document. City departments may choose to use their specified icon, or they may choose to use the 1903 option. Regardless of the icon selection, the department logo color must be consistent with the guidelines. A department may also choose to use the standard city logo as long as the name of the department is specified under the logo as described in the Logo Signature section.

General City Logo Signature

The “Circle M” mark is the graphic representation of Murray City Corporation. It serves as a quick signal to identify the city and its many services. It was designed to be distinctive, to give the viewer a feeling of stability and independence. The unique shape of the “M” gets its roots from the smokestacks that identified Murray’s skyline for nearly a century; the treatment is simplified to characterize the strength, pride and progressiveness which is indicative of Murray City.



MINIMUM SIZE WITH “1903 CIRCLE M” LOGO SIGNATURE SHOULD NEVER BE LESS THAN 1/2”. WHEN AN APPLICATION REQUIRES ARTWORK 1/2” AND SMALLER, PLEASE USE ALTERNATES SHOWN BELOW.



ELEMENTS

The “Circle M” mark is comprised of two graphic elements:

1. The Murray “M”
2. The icon beneath it. The year 1903—the year the city was incorporated—is used for the general city logo.

Different icons are used to represent individual city departments within a consistent graphic umbrella. These icons and their uses will be discussed on the following pages.

COLOR

The Murray City logo should be reproduced in the two specified colors when possible. If Murray City Orange is not available as a spot color for your particular application, please use the all black signature to represent the city. Never use different colors than specified for this logo.

All reproductions of the Murray City mark in any medium (regardless of icon) should be made directly from reproduction art from the Murray City web site. To maintain quality, do not copy the logo from other sources. Attach color swatches to all projects for careful visual matching.

SIZE

The “1903” icon within the Murray City general mark becomes too small to read when the Circle M is smaller than 1/2” in diameter. Although the full Circle M mark with the 1903 icon is preferred, please use one of the alternates shown here when reproduction requires artwork 1/2” and smaller.

Two colors may be used when printing the mark 1/2” and smaller, however, use black to surprint (overprint) the orange to avoid registration problems. Otherwise, please use single color black.



MURRAY



MURRAY



MURRAY



MURRAY



MURRAY

Construction



MURRAY



MURRAY

THE SIGNATURE

The Murray City logo signature consists of the “Circle M” mark with its two elements and the “Murray” logotype (the print beneath the logo). There are two formats for the signature—vertical and horizontal. Different visual circumstances will determine the use of the vertical or horizontal logo format. Please use your best judgment and allow the necessary clear space as outlined on page 8.



MURRAY



MURRAY

City departments are allowed to use the general city logo signature if they choose. The name of the department should be placed under the “Murray” text for identification.

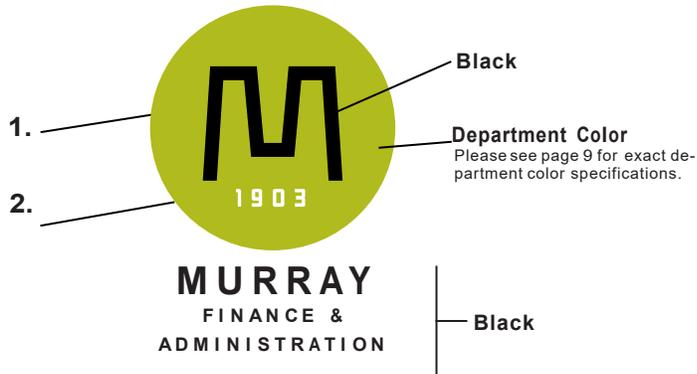
Each city department can also choose to use their department-specific logo. Regardless of which logo is selected, please be consistent in its use; there should not be multiple, different logos used by the same department.

There will be rare occasions when the “Circle M” mark may be used alone without the Murray logotype. (i.e. embroidery). Please use utmost discretion when breaking the signature.



Construction

Murray City is unique for the number of services it provides—and for the independence these services maintain. This independence is preserved in the way city departments and offices are communicated within the Murray brand. In addition to the general logo’s “1903” element, a unique icon has been selected to identify each department or office. These serve to quickly convey the roles and responsibilities within the city.



MINIMUM SIZE WITH THE CIRCLE M LOGO SIGNATURE SHOULD NEVER BE LESS THAN 1/2". WHEN AN APPLICATION REQUIRES ARTWORK 1/2" AND SMALLER, PLEASE USE ALTERNATES SHOWN BELOW.



ELEMENTS

Just like the general Murray City mark, the Murray City department marks are comprised of two graphic elements:

1. The Murray “M”?
2. The department icon beneath it.

Unique icons are used to represent individual departments. See pages 9-12 for the entire icon family. Departments may also choose to use the “1903” element instead of an icon.

COLOR

The Murray City department logos are split into two categories. Most logos require two colors—a spot color and black.

The Police and Power Departments, along with the Water Division, have a white Murray “M” and print in one color. The full color version should be used whenever possible. If the specified colors are not available for your project, please use the all black signature to represent the department.

The Library and Fire Department do not use the Murray “M” logo.

All reproductions of Murray department marks should be made directly from reproduction art found on the Murray City web site. To maintain quality, do not copy the logo from other sources. Attach color swatches to all projects for careful visual matching of Murray department colors.

SIZE

The icons within Murray City Department logo marks become too small to read when the Circle M is less than 1/2” in diameter. Although the full Circle M mark with an icon inside is preferred, when reproduction requires artwork 1/2” and smaller, use one of the alternates here.

Two color printing may be used for marks 1/2” and smaller, however, use black to surprint (overprint) the color to avoid registration problems. Otherwise, please use single color black.

ONE - COLOR DEPARTMENT LOGOS FOR SMALL ARTWORK APPLICATIONS; HORIZONTAL AND VERTICAL. THESE ALLOW SPACE FOR A LARGER ICON.



THE FINANCE & ADMINISTRATION DEPARTMENT IS USED AS AN EXAMPLE HERE. THESE GUIDELINES APPLY TO ALL CITY DEPARTMENT MARKS & SIGNATURES.

Construction



MURRAY
FINANCE &
ADMINISTRATION



MURRAY
FINANCE &
ADMINISTRATION

MURRAY

FINANCE &

ADMINISTRATION



MURRAY
FINANCE & ADMINISTRATION



MURRAY

FINANCE & ADMINISTRATION

FIN
FIN



MURRAY
FINANCE & ADMINISTRATION

City Groups / Logo Signatures

**FOR EXACT COLOR SPECIFICATIONS
FOR THESE MARKS AND
SIGNATURES, PLEASE SEE PAGES
15-16.**

GROUP ONE

These departments and offices represent the governing branches of Murray City Corporation. They include:

Mayor's Office

City Council

City Attorney

Municipal Justice Court

The icons that represent each are shown here at right.

The color for the marks in Group 1 is Murray City Gray.



MURRAY

OFFICE OF
THE MAYOR



MURRAY

CITY
COUNCIL



MURRAY

CITY
ATTORNEY



MURRAY

MUNICIPAL
JUSTICE COURT

GROUP TWO

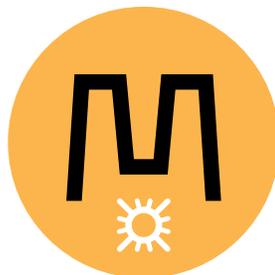
Departments seen most frequently by the public are:

Parks and Recreation

Public Works.

The icons that represent each are shown here at right.

The color for the marks in Group 2 is Murray City Light Orange.



MURRAY

PARKS &
RECREATION



MURRAY

PUBLIC
WORKS

GROUP THREE

The following departments interact with the public and also provide internal city services:

Community & Economic Development

Finance & Administration
City Recorder
City Treasurer

Human Resources

Information Technology

The color for the marks in Group 3 is Murray City Green



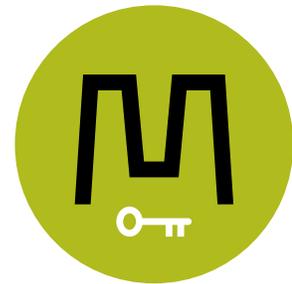
MURRAY
COMMUNITY &
ECONOMIC
DEVELOPMENT



MURRAY
FINANCE &
ADMINISTRATION



MURRAY
CITY
RECORDER



MURRAY
CITY
TREASURER



MURRAY
HUMAN
RESOURCES



MURRAY
INFORMATION
TECHNOLOGY

Color Specific City Logo Signatures

GROUP FOUR

While these departments frequently interact with the public, their services already have some inherent color identifiers. For instance, Shadow Blue easily identifies the Police Department and Sky Blue identifies the Water Division. Murray City Power uses only a black and white design.

The Murray Police Department also has patch and decal guidelines. Please refer to pages 31-32 for more details.

USAGE GUIDELINES

THE MARKS FOR THESE DEPARTMENTS FOLLOW THE SAME GUIDELINES AS THE OTHER CITY DEPARTMENT MARKS AND SIGNATURES (SEE PAGE 6).

BECAUSE OF THE INTENSE VALUES OF THESE COLORS, THE MURRAY "M" ALWAYS APPEARS REVERSED IN WHITE.

There may be rare instances when it is warranted for a division to use a separately identifiable logo than the department where it is housed. An example is the Water Division, which is part of Public Works but requested a different logo for branding purposes.

Requests for division logo's must first be discussed with the department head. If the department head is in agreement, the request will then be discussed with the Mayor's office. There must be a compelling reason for a division to have an individualized logo.

FOR EXACT COLOR SPECIFICATIONS FOR THESE MARKS AND SIGNATURES, PLEASE SEE PAGES 15-16.



MURRAY
POLICE DEPARTMENT

MURRAY

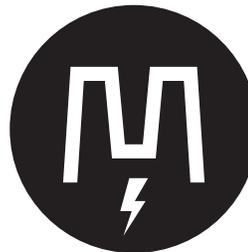
POLICE
DEPARTMENT



MURRAY
CITY WATER

MURRAY

CITY
WATER



MURRAY
CITY POWER

MURRAY

CITY
POWER

MURRAY FIRE DEPARTMENT LOGO

The Murray City Fire Department uses the badge emblem instead of the Murray M logo. Additional design information for the fire emblem is found on pages 29-30.



MURRAY LIBRARY LOGO

The Murray City Library uses a unique dragon logo design instead of the Murray M.



MURRAY LIBRARY

LOGO OPTIONS

Departments may elect to use the “1903” logo instead of their identifying icon. The logo should be in the applicable department color, and the department name should always be specified. 1903 can be in black or white.



MURRAY

DEPARTMENT
NAME



MURRAY

DEPARTMENT
NAME



MURRAY

DEPARTMENT
NAME



MURRAY

DEPARTMENT
NAME

Typefaces

TRADE GOTHIC — HEADLINE
Bold Two or Gothic

HEADLINE

TRADE GOTHIC — SUBHEAD
Bold Two

FOURNIER — This represents body copy that is set in Fournier. It is preferred for body copy in printed pieces.

TRADE GOTHIC — Trade Gothic is also acceptable for body copy, especially if there are concerns about the type reversing out of a color or if it is to be read on a computer monitor.
Roman

FOURNIER ITALIC — *Fournier Italic can be used for call-outs, quotes, items of interest, etc. It is nice to have set aside from your Regular text columns or inset in the body copy. Leading and size will depend on column width and the attention it needs to demand.*

FOURNIER EXPERT — Fournier Expert can be used for call-outs, quotes, items of interest, etc. as well.

The corporate type faces for Murray City are Fournier MT and Trade Gothic. Please use your best judgment when combining faces, styles, and weights.

Trade Gothic is intended for primary use—headlines, publication titles, etc. (**Roman**, *Roman Italic*, and **Bold Two**—make up Murray's basic sans serif set.)

Fournier should be used as a support typeface for body copy. (Regular, *Regular Italic*, and **REGULAR EXPERT** make up Murray's basic serif set.)

To maintain consistency throughout city publications, you should always use these official fonts on official documents and materials which will be in circulation for 3 months or longer.

Do not expand or use other fonts beyond this basic set unless you have a good working knowledge of type and understanding of space relationships.

SUBSTITUTION FONTS

If you are working on a PC that does not have these fonts, please substitute the following only:

Arial for Trade Gothic

Times New Roman or Calibri for Fournier MT

Because the Web does not yet allow for consistent font display, please make these same font substitutions when publishing on the web.

PURCHASING FONTS

Trade Gothic

Fournier MT

Both of these fonts are available from the Adobe Type Library

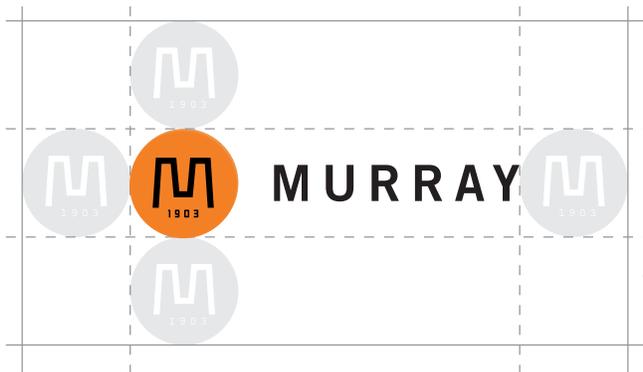
1-800-294-1724

www.adobe.com/type

Signature Clear Space / Margins

CLEAR SPACE

As the most important element of our city identity program, the Murray City mark and/or signature must always be surrounded by a minimum amount of clear space. This maintains the mark's visual integrity. It should never be crowded by other elements such as text, titles, or other symbols or logotypes.



THE LINES CONTAINING THE SIGNATURE AND MARK INDICATE THE AREA THAT MUST BE KEPT CLEAR OF ANY OTHER VISUAL ELEMENTS.

NOTE:

There may be occasions when the logo/signature application will not fit these guidelines. Please use your best judgment and allow as much "breathing room" as possible when encroaching on these basic measurements.



City Color Palette

COATED PMS (SPOT) COLORS

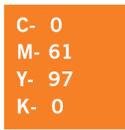
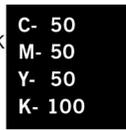
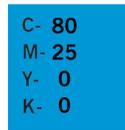
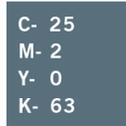
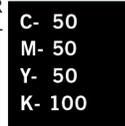
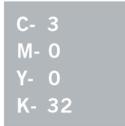
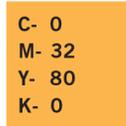
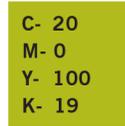
GENERAL CITY COLORS	130 2X 130 2X	144 144 1X ALT	WHEN BUDGET ALLOWS, USE THE DOUBLE HIT OF PMS 130 FOR THE BEST CITY ORANGE	Black 304	BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS	609 609	WATER DIVISION
DEPARTMENT SPECIFIC COLORS	FIRE DEPARTMENT	1797	POLICE DEPARTMENT	7546	POWER DEPARTMENT	Black	
GENERAL CITY DEPARMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEY JUSTICE COURT	429 429	PARKS & RECREATION PUBLIC WORKS	142 142	FINANCE & ADMINISTRATION CITY RECORDER CITY TREASURER	383 383	COMMUNITY & ECONOMIC DEVELOPMENT HUMAN RESOURCES INFORMATION TECHNOLOGY

/THE COLOR BOXES WITH A CUT CORNER DENOTE A CHANGE IN PMS NUMBER FROM COATED TO UNCOATED./

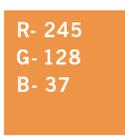
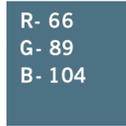
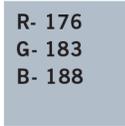
UNCOATED PMS (SPOT) COLORS

GENERAL CITY COLORS	130 2X 130 2X	144 144 1X ALT	WHEN BUDGET ALLOWS, USE THE DOUBLE HIT OF PMS 130 FOR THE BEST CITY ORANGE	Black 304	BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS	610 610	WATER DIVISION
DEPARTMENT SPECIFIC COLORS	485 2X BEST RED IF BUDGET ALLOWS 2 HITS.	1795 1X ALT	POLICE DEPARTMENT	546	POWER DEPARTMENT	Black 304	
	FIRE DEPARTMENT						
GENERAL CITY DEPARMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEY JUSTICE COURT	428 428	PARKS & RECREATION PUBLIC WORKS	129 129	FINANCE & ADMINISTRATION CITY RECORDER CITY TREASURER	397 397	COMMUNITY & ECONOMIC DEVELOPMENT HUMAN RESOURCES INFORMATION TECHNOLOGY

PROCESS (CMYK) COLORS

GENERAL CITY COLORS	[	BEST IF USED AS A SUPPORTED BLACK WITH 50% OF THE OTHER 3 PROCESS COLORS		NEVER USE A SUPPORTED BLACK (MIX) IN SMALL TEXT OR BODY COPY		WATER DIVISION
		C- 0 M- 61 Y- 97 K- 0		C- 50 M- 50 Y- 50 K- 100		C- 80 M- 25 Y- 0 K- 0	
DEPARTMENT SPECIFIC COLORS	[FIRE DEPARTMENT 	POLICE DEPARTMENT 	POWER DEPARTMENT 			
		C- 0 M- 97 Y- 100 K- 0	C- 25 M- 2 Y- 0 K- 63	C- 50 M- 50 Y- 50 K- 100			
GENERAL CITY DEPARTMENTS	[MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEY JUSTICE COURT 	PARKS & RECREATION PUBLIC WORKS 	FINANCE & ADMINISTRATION CITY RECORDER CITY TREASURER 		COMMUNITY & ECONOMIC DEVELOPMENT HUMAN RESOURCES INFORMATION TECHNOLOGY	
		C- 3 M- 0 Y- 0 K- 32	C- 0 M- 32 Y- 80 K- 0	C- 20 M- 0 Y- 100 K- 19			

RGB COLORS

GENERAL CITY COLORS	[		BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS		WATER DIVISION
		R- 245 G- 128 B- 37	R- 0 G- 0 B- 0		R- 0 G- 151 B- 214	
DEPARTMENT SPECIFIC COLORS	[FIRE DEPARTMENT 	POLICE DEPARTMENT 	POWER DEPARTMENT 		
		R- 238 G- 53 B- 36	R- 66 G- 89 B- 104	R- 0 G- 0 B- 0		
GENERAL CITY DEPARTMENTS	[MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEY JUSTICE COURT 	PARKS & RECREATION PUBLIC WORKS 	FINANCE & ADMINISTRATION CITY RECORDER CITY TREASURER 		COMMUNITY & ECONOMIC DEVELOPMENT HUMAN RESOURCES INFORMATION TECHNOLOGY
		R- 176 G- 183 B- 188	R- 252 G- 173 B- 22	R- 178 G- 187 B- 30		

Logo Usage General City Logo

PLEASE USE YOUR BEST JUDGEMENT WHEN CHOOSING BOTH THE LOGO FORMAT AND APPROPRIATE BACKGROUND VARIATION FOR THE GENERAL AND DEPARTMENT MARKS.

Do use the logo in either of these formats. Correct, consistent use gives Murray City a brandable identity.

The logo should be used in either the Murray City Orange and black, or all black.

Do use the logo in two colors: black and Murray City Orange. Versions in the top row are strongly recommended.

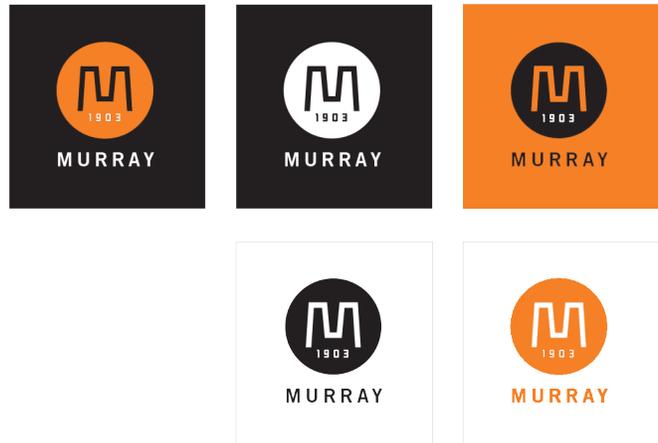
The other variations are acceptable when circumstances require them.



RECOMMENDED



ACCEPTABLE



THE GENERAL MURRAY CITY MARK

Should be used when representing Murray City as a whole.

ALL DEPARTMENTS AND ORGANIZATIONS MUST HAVE SPECIFIC APPROVAL FROM THE MAYOR'S OFFICE TO USE THIS LOGO.

Do feel free to place the logo on a photograph. Be careful to place it in a spot that will not compete with or hinder the logo. It should provide enough contrast to make the logo stand out.



Logo Usage City Department Logos

Do use a department logo in either of these formats. Correct, consistent use gives your department a brandable identity. Each logo should be used with its assigned Murray City department color and black, or all black.

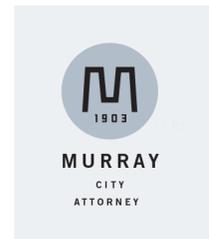


City Department Logo Usage

Group 1: Murray Gray

THESE DEPARTMENTS AND OFFICES REPRESENT THE GOVERNING BRANCHES OF MURRAY CITY CORPORATION. THEY INCLUDE THE MAYOR'S OFFICE, CITY COUNCIL, CITY ATTORNEY, AND MUNICIPAL JUSTICE COURT.

MARK / BACKGROUND OPTIONS SHOWN HERE APPLY TO ALL DEPARTMENTS OF GROUP ONE IN VERTICAL AND HORIZONTAL FORMAT



Do use the logo in two colors: Black and Murray City Gray.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 20% tint of the city gray.



Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.



City Department Logo Usage *cont.*

Group 2: Murray Light Orange

PARKS & RECREATION PUBLIC WORKS

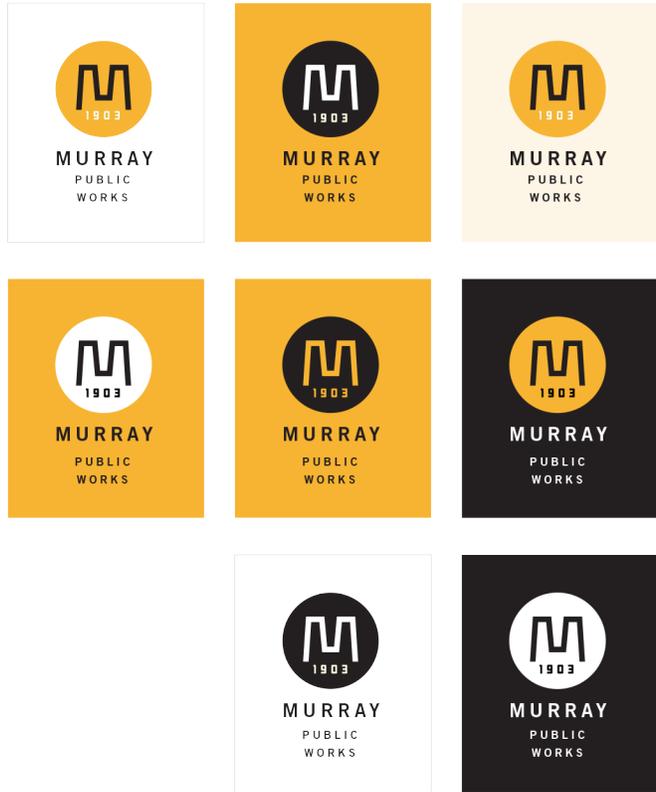
Do use the logo in two colors: Black and Murray City Light Orange.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 10% tint of Murray City Light Orange.

Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.

APPLY TO ALL DEPARTMENTS OF GROUP 2.



Group 3: Murray Green

CITY TREASURER COMMUNITY & ECONOMIC DEVELOPMENT FINANCE & ADMINISTRATION HUMAN RESOURCES INFORMATION TECHNOLOGY RECORDERS OFFICE

Do use the logo in two colors: Black and Murray City Green. Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 20% tint of the city green.

Do print all blacks at 100%. The other variations are acceptable when circumstances require them.

UNLIKE CITY GRAY AND CITY LIGHT ORANGE, CITY GREEN PROVIDES ENOUGH CONTRAST TO REVERSE THEM IN WHITE WHEN NECESSARY.

APPLY TO ALL DEPARTMENTS OF GROUP 3.



City Department Logo Usage *cont.*

Group 4, Color Specific

WHILE THESE DEPARTMENTS FREQUENTLY INTERACT WITH THE PUBLIC, THEIR SERVICES ALREADY HAVE SOME INHERENT COLOR IDENTIFIERS. BECAUSE OF THEIR INTENSITY, THESE COLORS DO NOT REQUIRE THE MURRAY M TO BE SURPRINTED IN BLACK. THE M IS REVERSED OUT OF THE COLOR IN WHITE.

APPLY TO GROUP 4 — POLICE DEPARTMENT



Group 4: City Shadow Blue

Police Department

Do use the logo in white and Murray City Shadow Blue. A black and white option is also available.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right and middle row in the center should be a 20% tint of the city shadow blue.

Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.



Group 4: Murray Black

Power Department

Do use the logo in black and white. These are the only colors used for the Power Department.

These variations are strongly recommended. The background tint shown on the right should be a 20% tint of the city blue.

APPLY TO GROUP 4 — CITY POWER



City Department Logo Usage *cont.*

Group 5, Color Specific

Group 4: City Sky Blue

Water Division

Do use the logo in white and Murray Sky Blue. A black and white option is also available.



APPLY TO GROUP 5 — CITY WATER



Logo Do Not's

All versions of department logos are not equal—some will not reproduce well on certain backgrounds due to contrast, saturation, and readability.

Do not use mark variations or backgrounds that are not shown in this guide.

The acceptable variations shown in this guide have been determined to be the most readable because of their contrast and saturation.

While there are eight colors in the Murray City color palette, each is intended for use with a particular mark and department. They should not be swapped.



Logo Do Not's *cont.*

Do not “mix-and-match” department colors.

Do not use your department color as a background color and substitute another color for the mark. Only use variations as described in this guide.

Do not substitute *any* other colors for specified department colors—in the mark or the type. If a specified spot color is not available, use the black version of the logo.

Do not alter logo configuration.

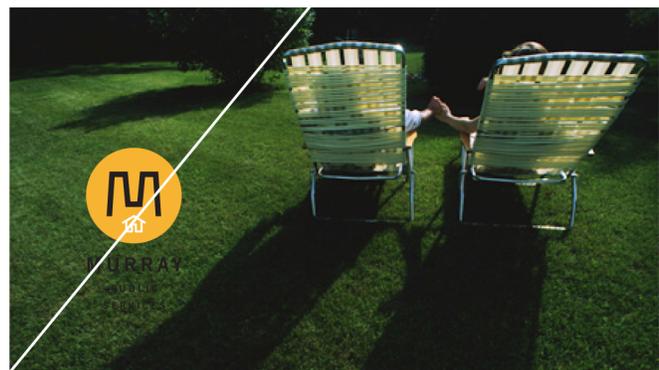
Do not alter the size relationships between the “Circle M” and logotype. If a smaller logo is required, please use one of the alternates provided.

Do not place any city or department logos over patterns that make the text difficult to read. **Do not** outline marks or type. **Do not** use any city or department logos as a “watermark” or background pattern.

Do not place the logo on a photograph or illustration if this hinders the legibility of the logo. Use the logo variation that provides the best contrast and readability.

Do not change the “Circle M” mark in any way. This would be bad. Very bad.

Other “bad, very bad” alterations of the mark include, but are not limited to: new “M” shapes, shaded logos, and spinning 3-D metallic versions which may or may not be on fire. The Murray City identity is friendly and approachable. Keep this in mind and your projects will be friendly and approachable, too.



Formal Stationery - Letterhead

Formal stationery should be printed in each department's color. Questions about ordering letterhead may be directed to the City Purchasing Agent.

Usage

To reduce waste and contain costs, formal stationery should be used for official correspondence. Bulk or internal communications should be written using Stationery Templates (see following pages).

See the Stationery Template section for margin, spacing and font details.

For correspondence and documents requiring more than one page, use the blank "second sheet".

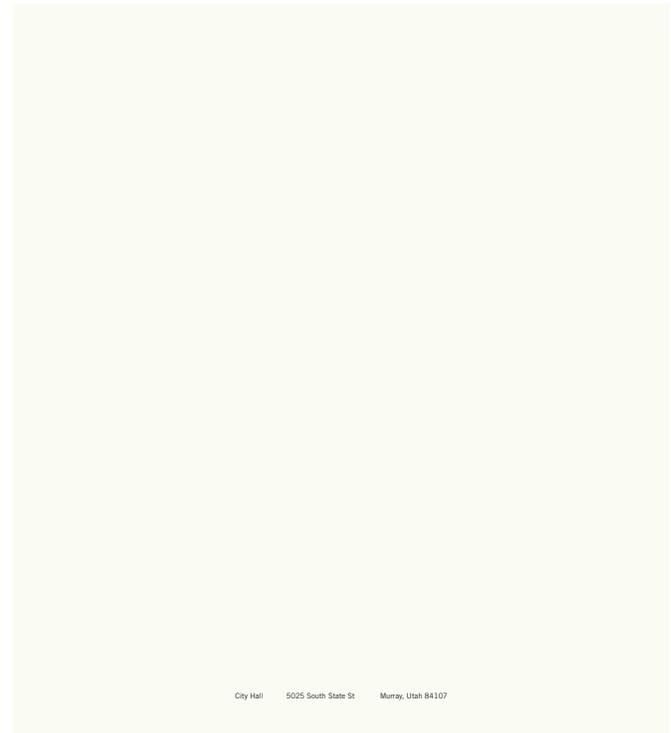
Do NOT print the department logo and custom information on the second sheets as part of your content. This information is reserved for the cover sheet on formal letterhead pages.

Use the same margins and spacing for composing your document on second sheets.

Do NOT create your own layout for city or department letterhead or templates. Use only what has been provided to you.



MURRAY CITY CORPORATION
FINANCE &
ADMINISTRATION



Customization

The formal stationery must be customized in one of the following formats:

OPTION A:

Mayor's Name, Title
Department Head Name,
Title, Phone number, Fax
number

Address

OPTION B:

Division Name
Phone number, Fax number

Address

OPTION C:

Department Head Name,
Title
Division names

Address

Do NOT obtain blank letterhead shells and print customized information yourself.

Stationery Templates

For less official and internal communications, templates have been developed in Microsoft Word which are consistent with the formal letterhead.

Usage

The stationery template will be printed in color or black and white from your own printer. It should be your more commonly used method for printing internal correspondence and documents.

Working with the Template

A variety of templates have been designed and are available for department use. The use of department templates is determined by the department head; he or she can address any questions about accessing the department template.

Each template includes the department's logo, name and contact information.

DO NOT modify the information contained in the header or footer of the template. Modifications must be authorized and implemented by the Mayor's office. Each template is set up with appropriate margins, line spacing and fonts. If for some reason these preferences do not appear, use the following guidelines.

MARGINS:

The following margins correctly align your text with the stationery design and are preferred when using the stationery template:

Top 2" (this allows for your text to begin within the colored area if you are printing on formal stationery)

Left 1.5" (your left margin should line up with the department name above)

Right 1" (this may be slightly modified if needed for space)

Bottom 1" (This allows enough room for the address)

FONTS:

The preferred font for Murray correspondence is Fournier. If your computer does not have Fournier, use Times New Roman or Calibri.

Formal Stationery - Envelopes

Formal envelopes should be printed with each department's logo and color. All formal envelopes are printed with the applicable return address of the department on the front sealing flap of the envelope.

Usage

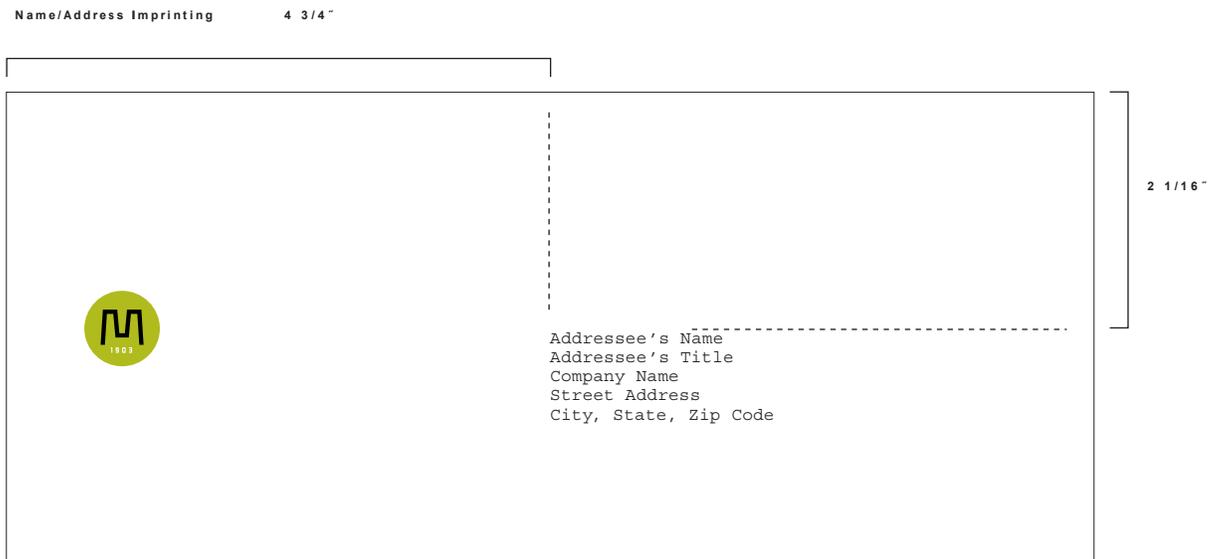
Formal envelopes should be used for formal and official correspondence.

They should not be used for internal and bulk mailings.

Utilize the official Murray City fonts when printing mailing addresses on envelopes:

Fournier or Times New Roman
(preferred)

Trade Gothic, Arial or Calibri
(alternate)



Formal Stationery - Business Cards

Business cards should be printed using each department's logo and color, in accordance with the guidelines below. If you need assistance ordering business cards, please contact the City Purchasing Agent.

Usage

The business card is designed to fit the following information. You need not print every line if it does not apply to you.

Name, Title

E-mail

Phone, Fax, Cell

Address (location and/or mailing)

Do NOT obtain blank business card shells and print customized information yourself. A specific template has been provided that printers should follow in order to maintain consistency among all department's business cards.



General Paper Applications

Usage

Get the appropriate logo (use a vector file, not a GIF or JPEG).

Vendors can obtain logo files from the Murray City website.

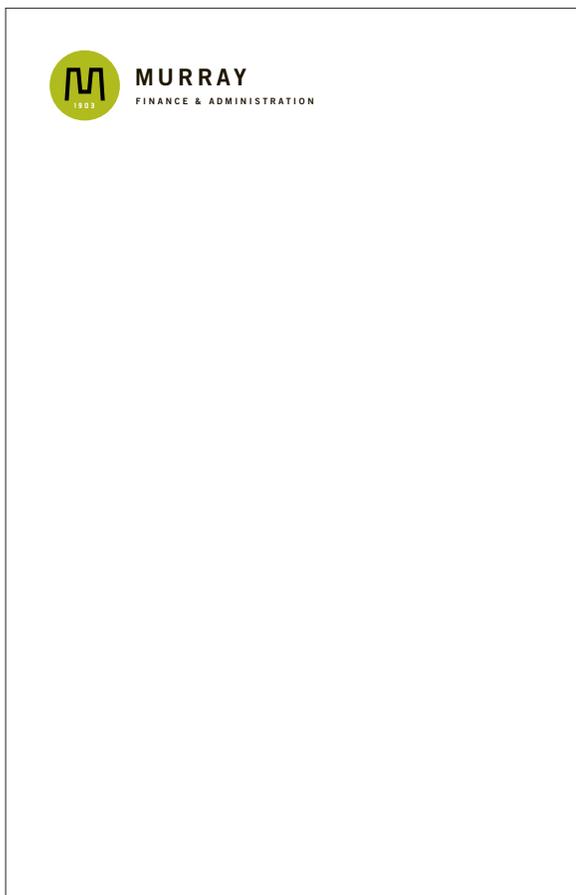
Use the General Style Guide for guidelines on placement, clear space, color, and size.

As a general rule, the logo should be centered on the cover of cards, notes, etc. or placed in the upper left hand corner. Paper products using the logo should be considered an extension of the city and department stationery. If the logo is to be used in conjunction with a writing area i.e. a notepad or sticky notes it should appear in the upper left hand corner. If it is to be used as a cover or stand alone image, it should be centered with the appropriate size and spacing from the edges.

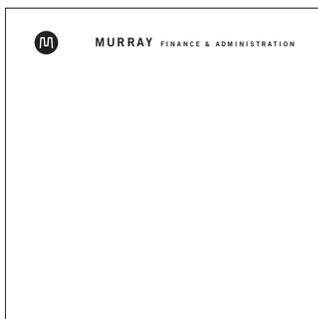
Be sure that the Circle M is not smaller than 1/2" or you will need to use the logo version with no icon.

The logo should only be printed in black or in the department's official city color.

NOTEPAD EXAMPLE



STICKY NOTE EXAMPLE



THANK YOU CARD EXAMPLE

Apparel

T-shirts and other screened items

The logo may only be printed in black, white, or the department's specific color. Be sure to specify the ink color with your vendor and refer to the Coated PMS color specifications in the Murray City Logo style guide.

Be sure to select a shirt (or other background) with a color that provides sufficient contrast for the logo. The logo printing and the background should not clash.

White is the recommended background for best production of any logo.



Embroidered shirts and other items

The embroidery vendor may obtain the logo file type needed from the Murray City web site.

The logo may only be embroidered in black, white, or the department's specific color. Be sure to specify the PMS color with your vendor for the thread and refer to the Coated PMS color specifications in the Murray City Logo style guide.

Be sure to select a shirt (or other background) with a color that provides sufficient contrast for the logo. The logo embroidery and the background should not clash.

White is the recommended background for best production of any logo.

For golf shirts, embroider the Circle M logo on the chest pocket area at 1-1/2" diameter and the department name on the left sleeve at approximately 1/4" high. This allows for better readability of the department name in embroidery.

On long-sleeve shirts, embroider the circle on the chest pocket area and the department name on the left cuff.

The department name may be embroidered under the logo on the chest pocket area if space allows.

Jackets may be embroidered as described for the long-sleeve shirts. Or, embroider the full logo on the back of the jacket, centered and directly underneath the collar.



Fire & Police — Special Logo Applications

The Fire and Police Departments have certain representations of their logos (shown on the following pages) which are required by the unique needs and positions of these particular departments:

- There are universal traditions inherent to Police and Fire departments everywhere which are not associated with other city departments. (For example, the Maltese Cross and badge shapes.)
- Fire and Police distinguish themselves from other city departments with a different level of civic authority. Both have militaristic-style organizations in which rank and symbolic identifiers are intrinsically important. While both departments are clearly part of Murray City, the public associate these departments with a different level of authority.
- The uniforms and vehicles are community symbols of protection -- they should be identifiably different from other public employees and vehicles such as Parks and Recreation, Power, etc.
- The patch and decal designs are primarily reserved for these public displays of authority (vehicles, uniforms, etc.) The patches/decals are also used on equipment, uniforms, hats, etc.

Fire Emblem — Usage

A specific emblem for the Fire Department has been developed to incorporate the traditional Maltese Cross used universally by fire departments.

This emblem may be used for public displays of the department's authority (patches, uniforms, hats, decals, etc.) but should have the approval of the Fire Chief.

The color specifications must be followed on the emblem; do not substitute other colors or background patterns.

The emblem will be used for uniform patches as shown.

A simplified variation of the emblem should be used for embroidery on golf shirts.

The emblem for vehicle decals is shown and should be used with the vinyl or paint colors specified.

Polo Shirt Chest Embroidery

The embroidery for polo shirts should be placed on the left chest of shirts. Follow the color scheme above and use the original files provided to the Fire Chief and Creative Graphics. Be sure to select embroidery threads that match the specified PMS colors as closely as possible.

Shoulder Patch

To embroider the uniform patch, select a twill fabric matching or close to pantone red (PMS 1797 coated) as a background fabric for the full shape of patch. The other patch colors are stitched on top of this red background; the cross is stitched in a slightly darker red for a subtle change between the two reds. Only use the original files for creating this patch; files have been provided to the Fire Chief.

POLO SHIRT CHEST EMBROIDERY
(NOT SHOWN TO SCALE)



FIRE DEPT

SHOULDER PATCH



FIRE TRUCK DECALS

This file is set up in 6 layers, starting with black at the bottom and with white at the top. These vinyl colors are selected from 3M Scotchlcal films. The following list shows the numbers found underneath the vinyl strips which correspond to that color. Do not attempt to re-create this design; use the original files which have been provided to the Fire Chief.



- BLACK - (220/225-12)
- WHITE REFLECTIVE - (280-10)
- RED - (230-33)
- YELLOW - (230-015)
- MATTE WHITE - (220/225-20)

IF YOU HAVE ANY QUESTIONS, please call A N D at 801.328.3875

Police Applications

Usage

Two specific applications for the Police Department, a vehicle and patch design, have been developed to meet specific department needs. Both designs reflect the color palette and typography of Murray City and the Murray Police Department.

Police Vehicles

The Police vehicle design has been provided to specific vendors and should be produced only from the original file to maintain typo-graphic standards. Work with Police administration to obtain vendor information.

Serving Since 1903 may be added on lower passenger door panels. The type must be black, in TradeGothic, (preferably Bold 2) and should not have quotation marks around it.

Divisions — Vehicle ID

The Police divisions in need of vehicle identification should use the Police Circle M logo in slate blue (see vinyl color matching on next page), and substitute the division name for the words “Police Department.” For example, “Animal Control” or “Code Enforcement” would replace “Police Department.” All lettering should be black vinyl, all capital letters, in TradeGothic Bold 2, as used in logo. Use the original logo configuration as a guide for size and placement.

POLICE VEHICLE DIVISION
ID EXAMPLES



MURRAY
CODE ENFORCEMENT



MURRAY
CODE ENFORCEMENT

Police Motorcycles

Decals for Murray Police motorcycles have been prepared outside of Murray logo guidelines. This approved design is consistent with Police Policies and is subject to change with the approval of the Chief of Police.



REFLECTIVE NIGHT SIGNATURE SHOWN BELOW



POLICE VEHICLE DECALS WHITE REFLECTIVE VINYL SHOWN GRAY



Police Applications

Shoulder Patches

The Police patch will be used on Police uniforms. It may be used for other displays of police authority (i.e. hats, jackets, etc.) but must have the approval of the Police Chief.

Other Police divisions requiring a shoulder patch should follow the same colors, fonts, logo, patch shape and layout as the Police patch. Only the center bar should change with the division name: Cadet, Animal Control, or Crossing Guard.

When ordering new patches, use only the provided artwork which is in the keeping of the Police Department. Do not allow vendors to re-create artwork or colors.

SHOULDER PATCHES (NOT SHOWN TO SCALE)



Vinyl Applications

Usage

For applications requiring the use of applied vinyl, the following colors correspond with official Murray colors:

ScotchCal 300 Series: Murray

- Murray Fire Red = Atomic Red
- Murray Police Blue = Shadow Blue
- Murray Water Blue = Sky Blue
- Murray Light Orange = Chrome Yellow
- Murray Orange = Bright Orange
- Murray Gray = Medium Gray
- Murray Green = This color must be screened onto vinyl; use PMS 383

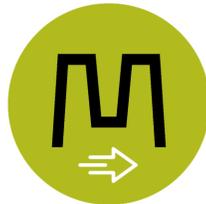
When creating logos from vinyl, the Circle M should appear in the color listed above. The icon within the Circle M should always be white. This may be achieved with a simple cutout of the icon if the vinyl is placed on a white background. If not, the icon must be added in white vinyl. Similarly, the M in the circle must appear white or black as specified in the department logo guidelines in the Murray Logo Style Guide.

RETIRED LOGOS

The following logos have been retired because of department organizational changes or logo redesigns. The Fire Department has opted to use the badge design identified on pages 29-30.



MURRAY
FIRE
DEPARTMENT



MURRAY
ADMINISTRATIVE &
DEVELOPMENT SERVICES



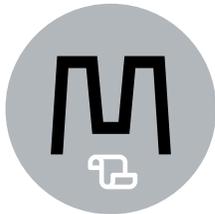
MURRAY
ECONOMIC
DEVELOPMENT



MURRAY
FINANCE &
ADMINISTRATION



MURRAY
INFORMATION
SYSTEMS



MURRAY
CITY
ATTORNEY

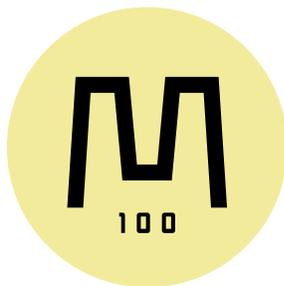


MURRAY
HUMAN
RESOURCES



MURRAY
PUBLIC
SERVICES

A mark commemorating Murray City's Centennial year was developed specifically for centennial events, committees, and other related communications. The color for the Centennial mark is Murray Centennial Yellow. This logo is currently not in use.



MURRAY
CENTENNIAL



MURRAY
CENTENNIAL



MURRAY
CENTENNIAL



MURRAY
CENTENNIAL

IF YOU WOULD LIKE MORE
INFORMATION AND/OR
ARTWORK PLEASE CONTACT:

**THE MURRAY CITY
MAYOR'S OFFICE**

**PHONE:
801-264-2600**

Use of the logo in printed or electronic materials indicates your agreement to be bound by these standards. You may not alter the logo in any manner, including proportions, colors, elements, type, and so forth, or animate, morph, or otherwise distort its perspective or two dimensional appearance.



MURRAY

UPDATED AUGUST 2019 © MURRAY CITY CORPORATION