CITY OF
DANVILLE KY

VISUAL IDENTITY
STANDARDS

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City of Danville Logo

The City of Danville logo combines the City Hall graphic mark with a word mark constructed from the Brandon Grotesque font. The City of Danville logo has been carefully letter-spaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Logo In Color

Logo In Black

Logo In White

City of Danville DKY Mark

The City of Danville DKY mark is constructed from the Brandon Grotesque font. The DKY mark has been carefully letter-spaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the mark.

Mark In Color

Mark In Black

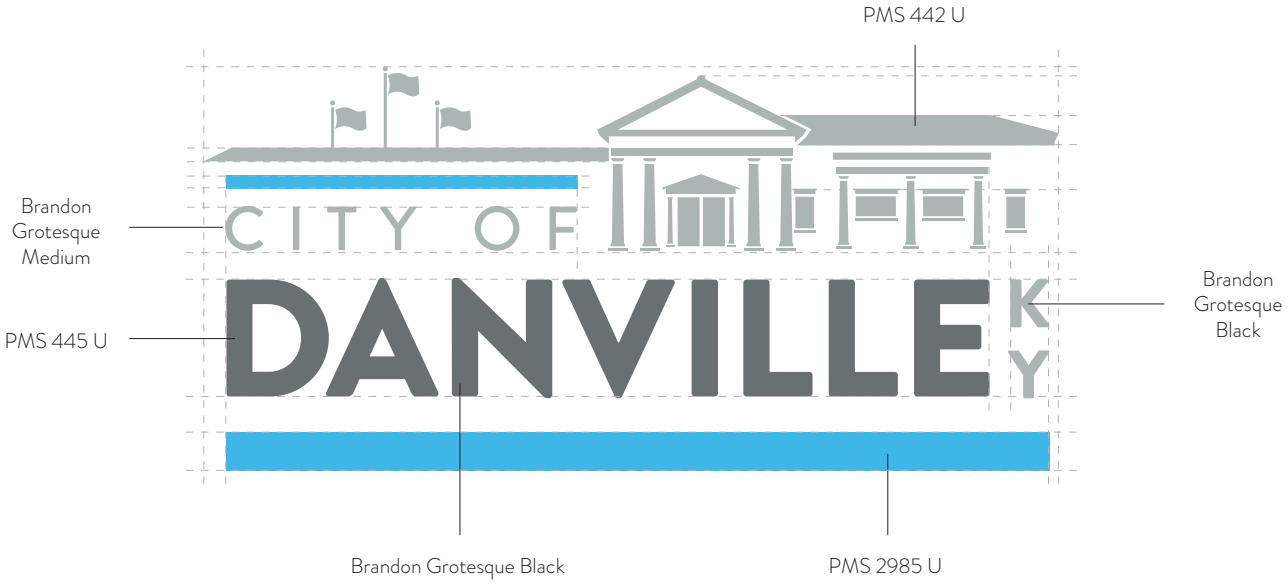
Mark In White

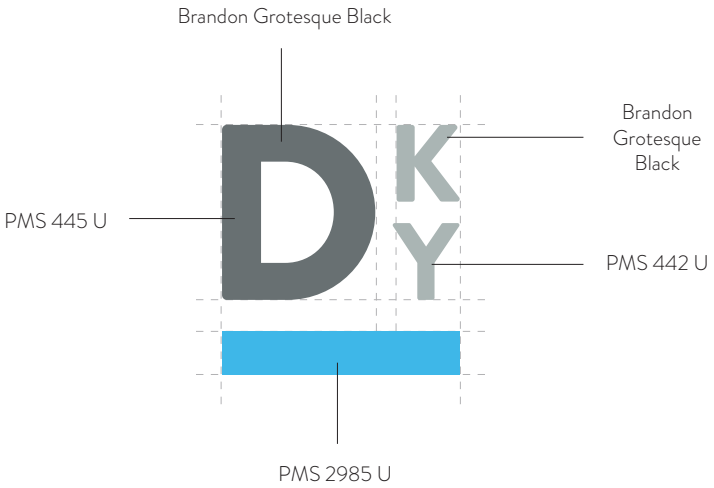
The City of Danville Seal is only to be used in special circumstances, which requires approval from the City Manager's Office. The seal exists in a raster PNG file. Do not attempt to recreate the seal.

Seal In Black

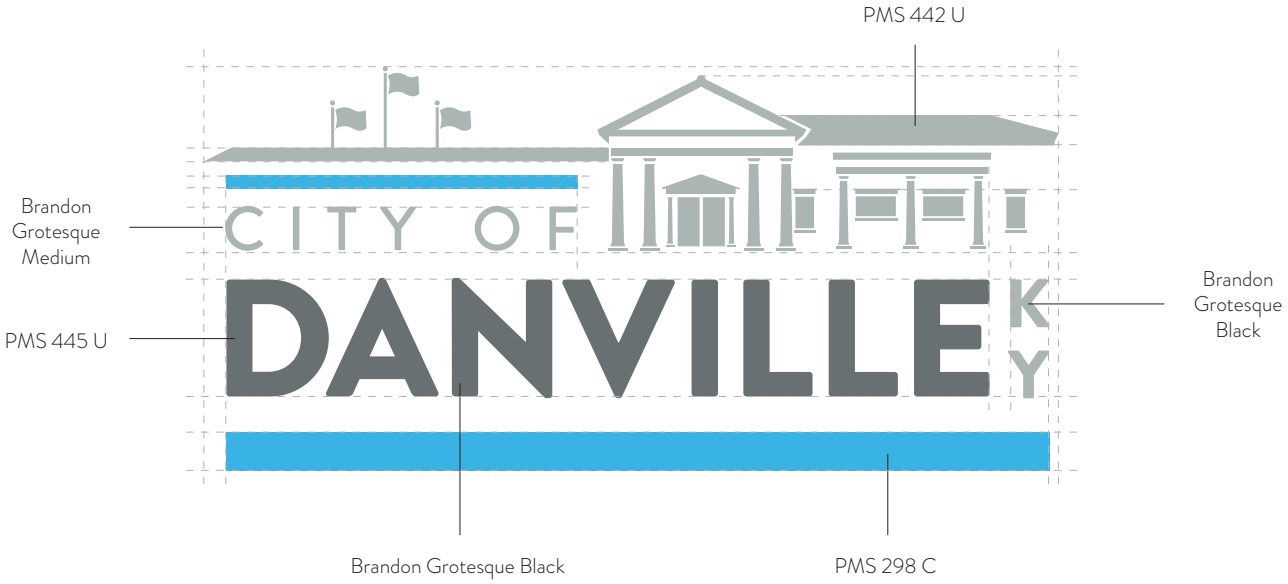
Seal In White

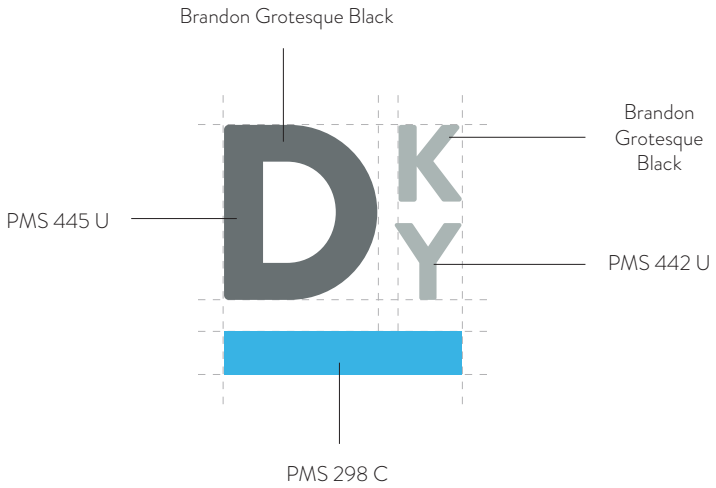
City of Danville Logo & DKY Mark (Uncoated Paper)



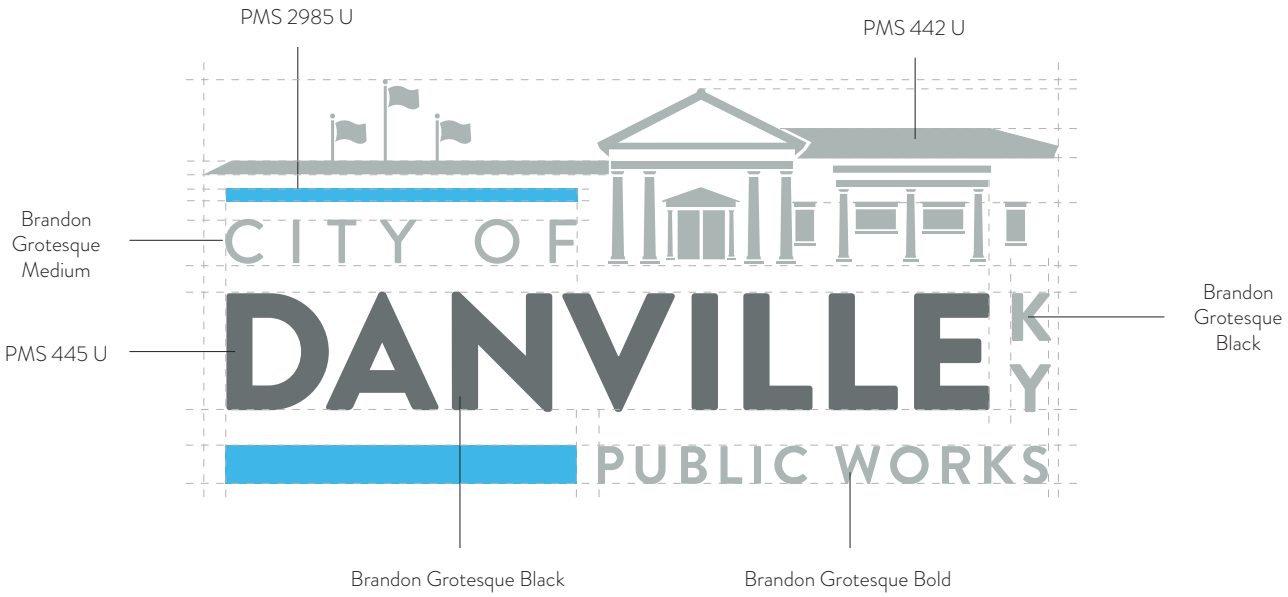


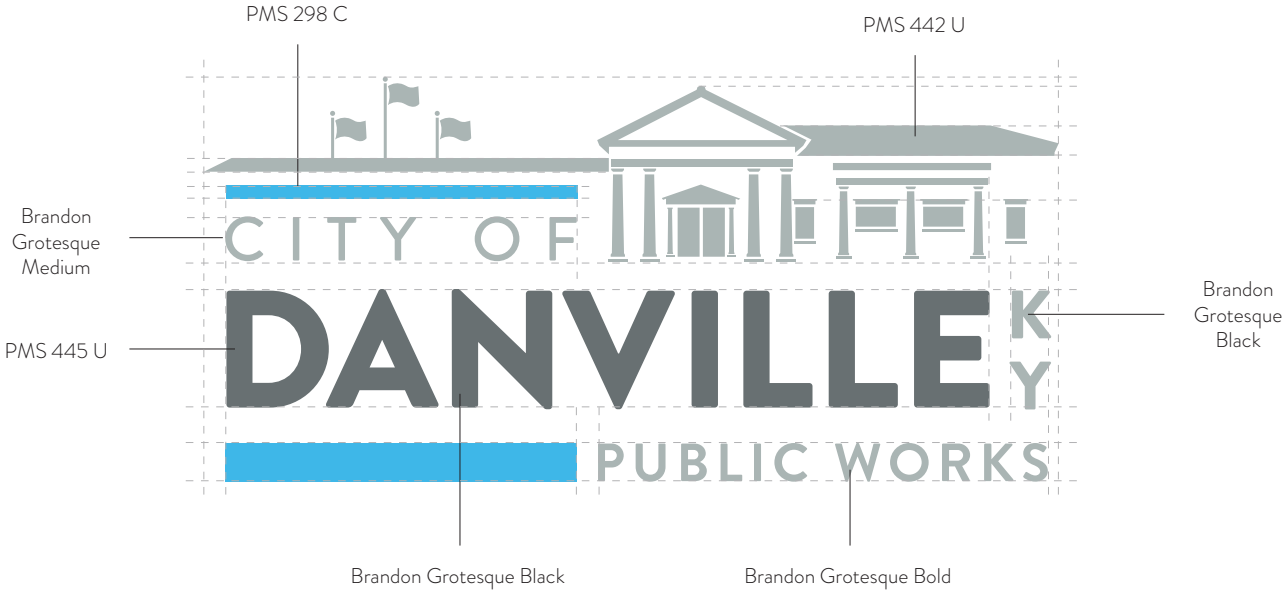
City of Danville Logo & DKY Mark (Coated Paper)





City of Danville Departments & Services Example (Uncoated & Coated Paper)





IMPROPER USAGE EXAMPLES

City of Danville Logo

To protect the integrity of the brand, the City of Danville logo may only be used in the manner illustrated in the "Visual Standards" section on page 3 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the City of Danville administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO

DO NOT CROP ANY PORTION OF THE LOGO

DO NOT CHANGE THE FONT OF THE LOGO

DO NOT ROTATE THE LOGO

DO NOT REARRANGE THE COMPONENTS OF THE LOGO

DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO

DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS

DO NOT PLACE THE LOGO IN SHAPES OR BOXES

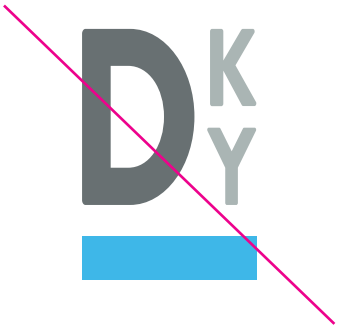
DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS

IMPROPER USAGE EXAMPLES

DKY Mark

To protect the integrity of the brand, the DKY mark may only be used in the manner illustrated in the "Visual Standards" section on page 4 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the City of Danville administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE MARK



DO NOT CROP ANY PORTION OF THE MARK

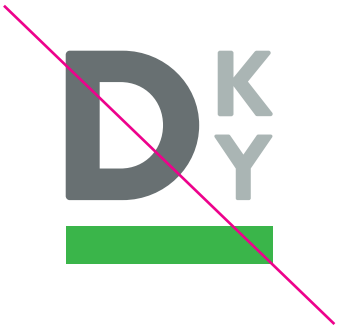
DO NOT CHANGE THE FONT OF THE MARK

DO NOT ROTATE THE MARK

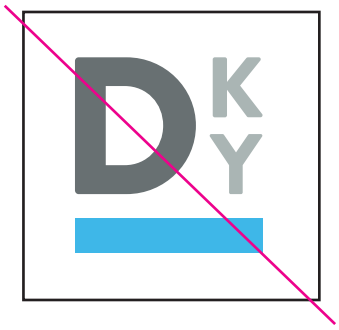
DO NOT REARRANGE THE COMPONENTS OF THE MARK

DO NOT ADD UNAPPROVED GRAPHICS TO THE MARK

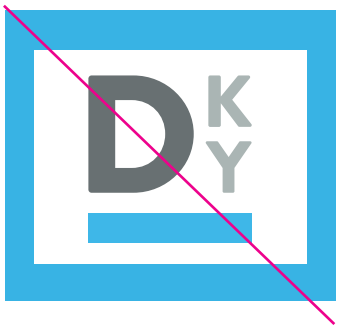
DO NOT CHANGE THE MARK TO UNAPPROVED COLORS



DO NOT PLACE THE MARK IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



COLOR PALETTE
All Branded Materials

The City of Danville has four official colors. These are vivid blue for uncoated paper stock (PMS 2985 U), vivid blue for coated paper stock (PMS 298 C), light gray (PMS 442 U), and dark gray (PMS 445 U).

Pantone color formulas are provided to ensure accurate and consistent reproduction of the color palette. The Pantone Matching System (PMS) is designed for use in printing, so using the provided color formulas for other materials may not accurately match the official colors. In these cases, color swatches should be provided to the vendor so that the official colors can be replicated and matched exactly.

OFFICIAL COLORS

PMS = 2985 U
CMYK = C64 M8 Y1 K0
RGB = R63 G182 B232
HEX = 40B7E8

PMS = 298 C
CMYK = C65 M10 Y1 K0
RGB = R61 G181 B230
HEX = 3DB5E6

PMS = 442 U
CMYK = C34 M21 Y25 K0
RGB = R172 G182 B182
HEX = ACB6B6

PMS = 445 U
CMYK = C61 M47 Y47 K14
RGB = R105 G113 B115
HEX = 697173

SECONDARY COLORS

CMYK = C0 M0 Y0 K0
RGB = R255 G255 B255
HEX = FFFFFF

CMYK = C75 M68 Y67 K90
RGB = R0 G0 B0
HEX = 000000

TYPOGRAPHY
All Branded Materials

The City of Danville has two official font families that should be used in publications. The primary font is the Brandon Grotesque font family and the secondary font is the Garamond font family. Brandon Grotesque may be used for headlines, subheads, pull-out quotes, and body copy. Garamond should only be used for body copy. Consistent use of these fonts will assure that the city maintains its brand look.

PRIMARY TYPEFACE

BRANDON GROTESQUE THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE THIN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRANDON GROTESQUE BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPEFACE

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DK
Y