



**BUSINESS OF THE CITY COUNCIL  
AGENDA STATEMENT**

Item No. 14  
For Meeting of 4.21.2016

**ITEM TITLES:** Discussion regarding the City branding standards and the Norwalk Nexus App logo.

**CONTACT PERSONS:** Wade R. Wagoner, AICP LEED GA, Planning and Economic Development Director

**SUMMARY EXPLANATION**

The City's logo style, font, color and use are controlled by the City's Branding Standards, included on the following pages. The document describes proper and improper ways to use the City's log in order to promote a clear and concise brand and marketing campaign.

Recently the Norwalk Chamber of Commerce has worked to develop an app called Norwalk Nexus. The app seeks to be an informational portal to connect people with the main functions of the community; the schools, the chamber, and the City. Through the app development process a logo was initially developed that was identified as an improper use of the City's logo and brand. Newton Standridge will discuss the efforts to develop the app logo and various options.

In addition to the Branding Standards, staff has included a packet of correspondence and draft logos from the past week.

Resolution  Ordinance  Contract  Other (Specify) \_\_\_\_\_

Funding Source: NA

A handwritten signature in blue ink, appearing to read "Wade R. Wagoner", is written over a horizontal line.

APPROVED FOR SUBMITTAL \_\_\_\_\_  
Planning and Economic Development Director



## BRAND STANDARDS

- 01 LOGO MARK
- 02 COLORS
- 03 FONTS

GATEWAY OF POTENTIAL

This brand treatment transmits the idea of the connectivity between the community and its inhabitants. “Noticeably Norwalk” echoes that thought through the voices of the people, who take pride in saying they’re happy with their decision to locate and work in Norwalk. The graphic symbol represents the “gateway” that enables individuals, families and businesses to come to Norwalk and experience life (and success) here.

The new logo for the City of Norwalk is for use on all communications going forward. This includes advertising, signage, printed promotional materials, websites, official city documents, and news releases.

If you have questions concerning use of the new logo, or you would like guidance in the preparation of materials using the logo, please contact Catherine Wedgwood at Strategic America, (515) 453-2056, or [cwedgwood@strategicamerica.com](mailto:cwedgwood@strategicamerica.com).

2-color



1-color



black



black and 50% grey



# 01 LOGO MARK

Departments and tagline are to be in all caps Chalet, LondonNineteenEighty

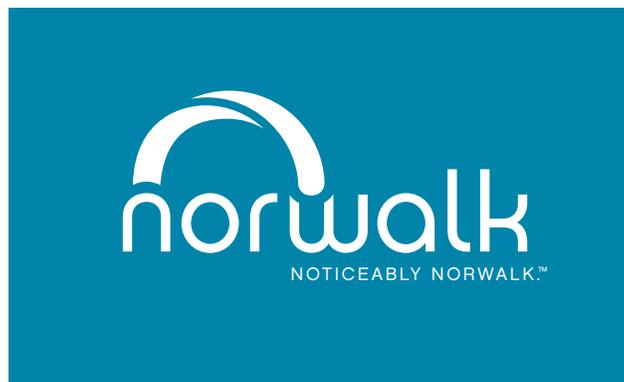
with department



with department and tag



reversed out



Do not alter the logo mark or logotype, enlarge or rearrange one element, use a different color or font or re-create it in any way.

Chalet is the primary typeface to be used in all Norwalk materials. Consistent use of typography helps create a distinct visual identity. Organizations that have developed high-equity brands use consistent typographic styles to bring a distinct tone and manner to all of their communications.

When Chalet is not available, substitute Century Gothic/Avant Garde/Helvetica/Arial.  
(Listed in order of preference.)

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## Chalet

ParisNineteenEighty

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\*

LondonNineteenEighty

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\*

**NewYorkNineteenEighty**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\***

## Century Gothic

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\*

Century Gothic Bold

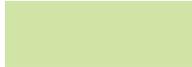
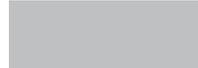
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\***

## 02 COLORS

Color is an important design element when used to express the Norwalk brand. Color can emotionally connect us with our audience and work to make our communications more noticeable and memorable. Secondary colors have been selected to complement and give depth and tone to our primary colors.

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primary colors			secondary colors		
		pantone			
314 U 7468C 7469M	376U 377C 377M		3945U	366U	Cool Grey 5U
		cmyk			
100.0.9.30	50.0.100.0		3.0.85.0	20.0.44.0	0.0.0.29
		rgb			
0.132.169	141.198.63		253.239.66	208.228.166	190.192.194
		web			
0084A9	8DC63F		FDEF42	D0E4A6	BEC0C2

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Here are a few principles to consider when choosing color combinations:

1. Use colors that contrast with each other (light and dark).
2. Always use color to make type legible and never use a light color for type on a light background or a dark color for type on a dark background.
3. When choosing colors, let one color be dominant and the other colors complement and contrast with it.
4. When possible, try to use our primary and secondary colors at 100 percent.

Avant  
Garde  
Gothic

Avant Garde Gothic Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&amp;\*

Avant Garde Gothic Extra Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&\** 

Avant Garde Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&amp;\*

Avant Garde Gothic Book Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&\** 

Avant Garde Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&amp;\*

Avant Garde Gothic Medium Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&\** 

Avant Garde Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&amp;\*

Avant Garde Gothic Demi Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&\**

PROPER USE OF CITY OF NORWALK LOGO



IMPROPER USE OF CITY OF NORWALK LOGO

Do not introduce additional techniques. Do not stretch or distort logo.  
 Do not use other than approved colors. Do not use logo as a design element.  
 Do not use any other wording besides "NOTICEABLY NORWALK."



PROPER COLORS



Pantone 314U  
 CMYK 100.0.9.30  
 RGB 0.132.169  
 HEX 0084A9



Pantone 376U  
 CMYK 50.0.100.0  
 RGB 141.198.63  
 HEX 8DC63F

These are the only acceptable colors.

Always use the approved electronic version of the logo. Do not attempt to recreate or reproduce it by other means. If you have any questions about logo usage, please contact Catherine Wedgwood at Strategic America, (515) 453-2056, or cwedgwood@strategicamerica.com.

Newton:

In an effort to meet your timeline, the general consensus is that I've pushed too hard and the logo conversation has progressed too swiftly.

As is always the case with electronic votes, there has been no discussion. Electronic votes should be reserved for the most time sensitive items where consensus is a given.

As should not be the case with an electronic vote, there has been confusion with this one. Confusion that has been introduced by over and under communicating the issue (my fault) and by the fact that now we've got multiple version of a potential logo floating around (the n with "circle arches" in black and white, the n with "circle arches" in color [both from your original transmission], the n with the regular arches in black and white (your last transmission) and the result is at the end of the day no one, especially electronically, knows what they are voting on.

Here's my preference.

1. Slow down. Discuss this at a future council meeting and reschedule the launch party.
2. If the launch party can not be rescheduled, then ok with the "promotional" logos. Can coozies and flyers will come and go. Hold your party, but know that the logo is not approved for permanent use on the app.

At the end of the day, when there's a logo for an app, that could be living on our phones in perpetuity, that logo, based on our brand standards, needs council's blessing and needs it in a vote that is not electronic. In the words of one of our council... "there's no reason to rush this, and we've got one chance to get it right."

We have a meeting Thursday night, please let me know if you'd like added to that agenda.

Newt:

Implementing and branding a consistent visual identity is the goal here.

A simple, recognizable mark that elicits a positive response from our residents and those considering locating here is the goal. The document I sent you outlines how we hope to achieve that. As equity in the brand builds over time – through success of our police and fire departments, the wisdom of our future planning efforts, our economic development efforts, the quality of our parks and library **and constant application by the city**– it becomes synonymous as a symbol of the city. A strong brand is the goal. Careful quality control, graphics application and standardization is imperative.

The City set usage standards for its marks. As an interested individual or stakeholder in our product, we ask you to consider the guidelines established (the ones I sent) to ensure proper application and investment in this identity

Your latest submittal speaks to secondary marks. The City has none, it also has no rules about text encroaching into a protected field. But, I have some thoughts as it pertains to the matter.

These are the arches, I'm ok with you using just these in the color pantones or in black and white



Just the arches are not altering the logo, just using a portion. Most marketing companies would consider this an acceptable secondary logo.



Just using the n would be a portion. Most marketing companies would consider this an acceptable secondary logo.

Additional strips below the logo, like you've shown in the attached, would be frowned upon.

Either of these secondary logos (or both used in conjunction) in the approved pantones or in B&W are ok by me.

Anything else beyond this I'd prefer to take to the council, I know you're up against a timeline, but in the future I'd rather discuss any deviations other than what I've shown above in an open council meeting.

Currently the electronic vote is 1-1 on your original logo that had the circle of arches around the n.

NORWALK NEXUSapp



NORWALK NEXUS  
CHAMBER-SCHOOL-CITY6NORWALK

**launch party!**

April 28, 2016  
WARRIOR RUN  
4:00-7:00 p.m.

7:00 PM  
Fri, January 29



Connecting the people  
of Norwalk with their  
community!

**nexus** noun  
a relationship or  
connection between  
people or things

