

TOWN OF QUEEN CREEK
**BRAND
GUIDE**
DEC 2020



INTRODUCTION

CONTACT

TOWN OF QUEEN CREEK
COMMUNICATIONS, MARKETING
AND RECREATION DEPARTMENT

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A brand guide is the face of an organization. Consistent use of a brand guide builds a unique, recognizable presence that embodies a promise to the general public, as well as internally within an organization's employee base. In essence, a brand guide answers the questions: ***Who are we?***, ***What do we look like?*** and ***What sets us apart?***

This guide has been created to explain the approved usage of the Town of Queen Creek's brand program. Since the brand program is the cornerstone of all communication efforts, it is essential that its integrity be protected. Use of the brand carries with it the responsibility to uphold the goals and mission of the Town of Queen Creek. It benefits the Town when the brand guide is applied with consistency and purpose to convey one clear message.

The Town of Queen Creek's **Communications, Marketing and Recreation Department** must have prior knowledge and approve any exceptions to these guidelines. Additionally, if questions should arise regarding an application that has not been outlined in this guide, or if further clarification is needed, please directly contact the **Communications, Marketing and Recreation Department**.

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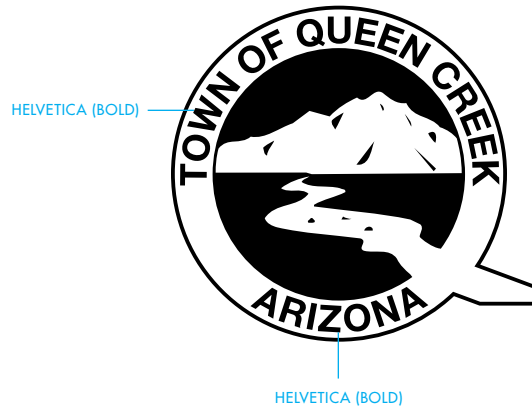
1.0

IDENTITY

PRIMARY IDENTITY

TOWN LOGO

The official logo for the Town of Queen Creek is shown to the right. The logo consists of an inner illustration portraying mountains and a creek, surrounded by the text "TOWN OF QUEEN CREEK ARIZONA." The creek intentionally breaks through the outermost circle to form the letter "Q." The text is set in **Helvetica (Bold)**. Elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered outside of these guidelines.



COLOR USAGE

Color guidelines for the Town logo use the primary color palette (page 1.4). The logo may appear in either **Green (PMS 2280)**, **Brown (PMS 462 C, PMS 4625 U)**, or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

There may be instances when the Town logo will need to be used in other approved Town brand colors. **Please contact the Communications, Marketing and Recreation department for more information and/or usage approval.**

480-358-3000
communication@queen creek.org

PMS 2280



PMS 462 C / PMS 4625 U



BLACK



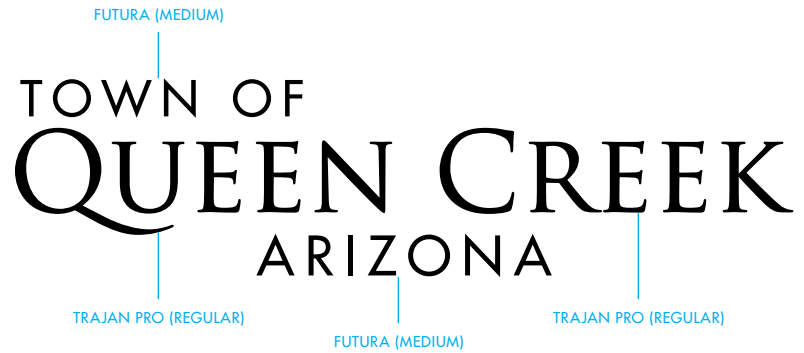
SECONDARY IDENTITY

TOWN WORD MARK

The secondary word mark for the Town of Queen Creek is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered outside of these guidelines.

FONTS

The word mark is based on the fonts **Trajan Pro (Regular)** and **Futura (Medium)**. Font or weight substitutions and/or any changes to the word mark configuration are unacceptable.



COLOR USAGE

Color guidelines for the Town word mark use the primary color palette (page 1.4). The word mark may appear in either **Green (PMS 2280)**, **Brown (PMS 462 C, PMS 4625 U)**, or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

There may be instances when the Town word mark will need to be used in other approved Town brand colors. **Please contact the Communications, Marketing and Recreation department for more information and/or usage approval.**

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LOGO WITH WORD MARK

HORIZONTAL CONFIGURATION

In applications where it is necessary to combine both the Town logo and the Town word mark together, the approved horizontal configuration must be used. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered outside of these guidelines.

The Town word mark is always positioned to the right of the Town logo at a fixed distance (0.25 X) and vertically aligned with the center of the Town logo.



COLOR USAGE

Color guidelines for the Town logo with word mark configuration use the primary color palette (page 1.4). The configuration may appear in either **Green (PMS 2280)**, **Brown (PMS 462 C, PMS 4625 U)**, or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

There may be instances when the Town configuration will need to be used in other approved Town brand colors. **Please contact the Communications, Marketing and Recreation department for more information and/or usage approval.**

480-358-3000
communication@queencreek.org

WHITE (PMS 2280)



PMS 2280



WHITE (PMS 462 C / PMS 4625 U)



PMS 462 C / PMS 4625 U



WHITE (BLACK)



BLACK



PRIMARY COLOR PALETTE

COATED PAPER/DIGITAL

The Town of Queen Creek has established a color palette for use in all public facing and departmental applications. This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications.

PRIMARY

When the Town logo or word mark appear in color, they must be either **Green (PMS 2280)** or **Brown (PMS 462 C, PMS 4625 U)**.

ACCENT

Accent colors may be used to compliment the primary colors in any application.

Accent colors may not be applied to the Town logo or word mark.

PRIMARY

PRINT	DIGITAL
PMS: 2280 C C: 60 M: 5 Y: 100 K: 50	R: 74 G: 106 B: 29 HEX: #4a6a1d
80%	60%
40%	20%

PRINT	DIGITAL
PMS: 462 C C: 25 M: 45 Y: 75 K: 70	R: 92 G: 70 B: 43 HEX: #5c462b
80%	60%
40%	20%

ACCENT

PRINT	DIGITAL
PMS: 576 C C: 55 M: 5 Y: 95 K: 23	R: 120 G: 157 B: 74 HEX: #789d4a
80%	60%
40%	20%

PRINT	DIGITAL
PMS: 465 C C: 10 M: 30 Y: 70 K: 25	R: 185 G: 151 B: 91 HEX: #b9975b
80%	60%
40%	20%

UNCOATED PAPER

To ensure the Town identity maintains the integrity of the primary color palette when printing on uncoated paper, alternate uncoated colors are recommended.

These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

PRIMARY

PRINT
PMS: 2280 U C: 55 M: 0 Y: 100 K: 40
PMS: 4625 U C: 25 M: 55 Y: 85 K: 50

ACCENT

PRINT
PMS: 2303 U C: 42 M: 7 Y: 75 K: 0
PMS: 466 U C: 10 M: 25 Y: 55 K: 10

EXTENDED COLOR PALETTE (DARK)

COATED PAPER/DIGITAL

The Town of Queen Creek has established an extended color palette for use in all public facing and departmental applications to compliment the primary palette (**page 1.4**). This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications. Extended colors are also for use in branding and/or applications specific to Town programs, events and all sub brands.

WARM

PRINT	DIGITAL
PMS: 117 C	R: 201 G: 151 B: 0
C: 5 M: 25 Y: 95 K: 15	HEX: #c99700

PRINT	DIGITAL
PMS: 718 C	R: 190 G: 77 B: 0
C: 5 M: 75 Y: 95 K: 15	HEX: #be4d00

PRINT	DIGITAL
PMS: 201 C	R: 157 G: 34 B: 53
C: 5 M: 95 Y: 65 K: 30	HEX: #9d2235

COOL

PRINT	DIGITAL
PMS: 7664 C	R: 101 G: 50 B: 121
C: 65 M: 95 Y: 5 K: 15	HEX: #653279

PRINT	DIGITAL
PMS: 7462 C	R: 0 G: 85 B: 140
C: 95 M: 50 Y: 5 K: 25	HEX: #00558c

PRINT	DIGITAL
PMS: 2280 C	R: 74 G: 106 B: 29
C: 60 M: 5 Y: 100 K: 50	HEX: #4a6a1d

UNCOATED PAPER

To ensure the Town identity maintains the integrity of the extended color palette when printing on uncoated paper, alternate uncoated colors are recommended.

These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

WARM

PRINT
PMS: 110 U
C: 0 M: 15 Y: 95 K: 13

PRINT
PMS: 718 U
C: 0 M: 55 Y: 95 K: 10

PRINT
PMS: 187 U
C: 0 M: 92 Y: 65 K: 20

COOL

PRINT
PMS: 2613 U
C: 55 M: 85 Y: 0 K: 5

PRINT
PMS: 7691 U
C: 95 M: 30 Y: 00 K: 20

PRINT
PMS: 2280 U
C: 55 M: 0 Y: 100 K: 40

EXTENDED COLOR PALETTE (BRIGHT)

COATED PAPER/DIGITAL

The Town of Queen Creek has established an extended bright color palette for use in all public facing and departmental applications to accent the primary (page 1.4) and extended (page 1.5) palettes. This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications. Bright extended colors are also for use in branding and/or applications specific to Town programs, events and all sub brands.

WARM

PRINT PMS: Pantone Yellow C C: 0 M: 0 Y: 100 K: 0	DIGITAL R: 254 G: 221 B: 0 HEX: #fedd00
--	--

PRINT PMS: 1585 C C: 0 M: 60 Y: 100 K: 0	DIGITAL R: 255 G: 106 B: 19 HEX: #ff6a13
---	---

PRINT PMS: 199 C C: 0 M: 100 Y: 75 K: 0	DIGITAL R: 213 G: 0 B: 50 HEX: #d50032
--	---

COOL

PRINT PMS: 527 C C: 65 M: 100 Y: 0 K: 0	DIGITAL R: 128 G: 49 B: 167 HEX: #8031a7
--	---

PRINT PMS: 3005 C C: 100 M: 35 Y: 0 K: 0	DIGITAL R: 0 G: 119 B: 200 HEX: #0077c8
---	--

PRINT PMS: 361 C C: 75 M: 0 Y: 100 K: 0	DIGITAL R: 67 G: 176 B: 42 HEX: #43b02a
--	--

UNCOATED PAPER

To ensure the Town identity maintains the integrity of the extended bright color palette when printing on uncoated paper, alternate uncoated colors are recommended.

These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

WARM

PRINT PMS: Pantone Yellow U C: 0 M: 0 Y: 100 K: 0
--

PRINT PMS: 151 U C: 0 M: 45 Y: 90 K: 0

PRINT PMS: 2035 U C: 0 M: 85 Y: 70 K: 0
--

COOL

PRINT PMS: 2069 U C: 45 M: 85 Y: 0 K: 0
--

PRINT PMS: Pantone Pro. Blue U C: 90 M: 15 Y: 0 K: 0

PRINT PMS: 368 U C: 55 M: 0 Y: 90 K: 0

PRIMARY TYPEFACES

DISPLAY AND HEADLINE

Trajan Pro is authorized for use in Town of Queen Creek public facing and departmental publications, uniforms, signage, vehicle graphics, collateral and all communication documents, both print and digital.

Trajan Pro is recommended primarily for display (larger-sized) content, but may also be used for short 1-5 word headlines or titles.

Shown here are the approved font styles available for use.

TRAJAN PRO

A A B B 1 2 3

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

REGULAR
BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

HEADLINE AND TEXT

Futura Std is authorized for use in Town of Queen Creek public facing and departmental publications, uniforms, signage, vehicle graphics, collateral and all communication documents, both print and digital.

Futura Std is recommended for use in any typographical application, including small to large text fields, short to long headlines or sub headlines, and display (larger-sized) content areas.

Shown here are the approved font styles available for use.

Futura Std

A a B b 1 2 3

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Light
Book
Medium
Heavy
Bold
Extra
Bold

Light
Medium
Bold
Extra
Bold

abcdefghijklm
nopqrstuvwxyz

1234567890

DIGITAL FONTS

WEB

Poppins and Open Sans are authorized for use on the Town of Queen Creek website. Both Poppins and Open Sans are free licensed font families from Google and can be downloaded at fonts.google.com.

Poppins and Open Sans may be used in internal Town documents only when Futura Std is unavailable. They should never be used in public facing printed collateral, uniforms, signage, or vehicle graphics.

Poppins is recommended for use in any typographical application, including small to large text fields, short to long headlines or sub headlines, and display (larger-sized) content areas.

Open Sans is recommended for use in small to large text fields only.

Poppins

Aa12

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Open Sans

Aa12

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

SYSTEM

Twentieth Century (Tw Cen MT) and Century Gothic are system fonts authorized for use in internal Town documents only when Futura Std is unavailable.

Tw Cen MT and Century Gothic should never be used in public facing printed collateral, uniforms, signage, or vehicle graphics.

Tw Cen MT is a recommended substitute for Futura Std. Century Gothic is a recommended substitute for Poppins. Tw Cen MT and Century Gothic should never be used together within the same internal Town document.

Tw Cen MT

Aa12

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Century Gothic

Aa12

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

LOGO WITH SIGNATURE

DEPARTMENT CONFIGURATIONS

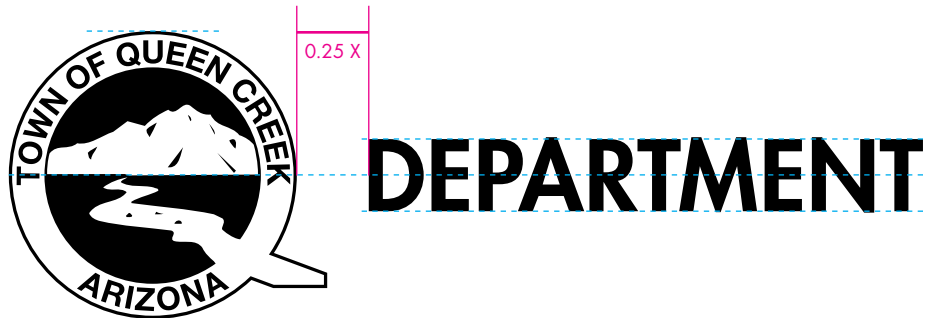
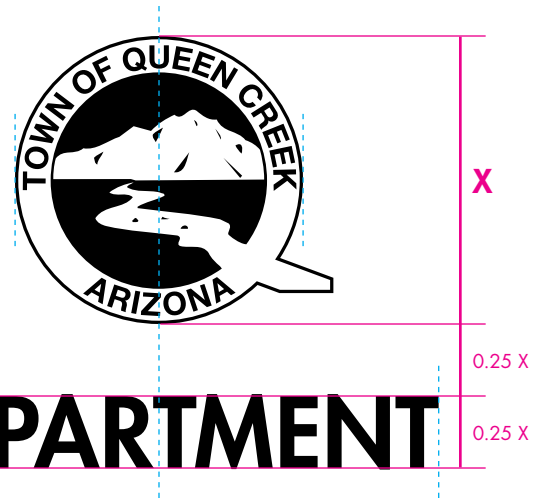
Approved department signature configurations are shown to the right. All signatures utilize the font **Futura (Medium)**. All department names must appear in all capital letters. Ampersands should be used for signatures containing multiple descriptors (e.g. Parks & Recreation, Zoning & Planning). Signatures must be the same color as the Town logo.

STACKED

The signature in the stacked configuration is always positioned below the Town logo at a fixed distance (**0.25 X**) and centered aligned. The height of the department line is equal to the fixed distance.

HORIZONTAL

The signature in the horizontal configuration is always positioned to the right of the Town logo at a fixed distance (**0.25 X**) and vertically aligned with the center of the Town logo. The height of the department line is equal to the fixed distance.



TWO- AND THREE-LINE CONFIGURATIONS

Department names may require multiple lines, depending upon the number of characters or number of words. Each department line may contain approximately **12-15 characters** or **two words**. Ampersands should be used for signatures containing multiple descriptors (e.g. Parks & Recreation, Zoning & Planning).

Horizontal signature configurations are always left justified and vertically aligned with the center of the Town logo as shown.



**LOGO WITH SIGNATURE
SAMPLE CONFIGURATIONS**



**CODE
COMPLIANCE**



**FLEET
SERVICES**



**RECREATION
PARTNER**



**DEVELOPMENT
SERVICES**



**PARKS &
RECREATION**



WATER



**CODE
COMPLIANCE**



**PARKS &
RECREATION**



**DEVELOPMENT
SERVICES**



**RECREATION
PARTNER**



**FLEET
SERVICES**



WATER

CLEAR SPACE AND MINIMUM SIZE

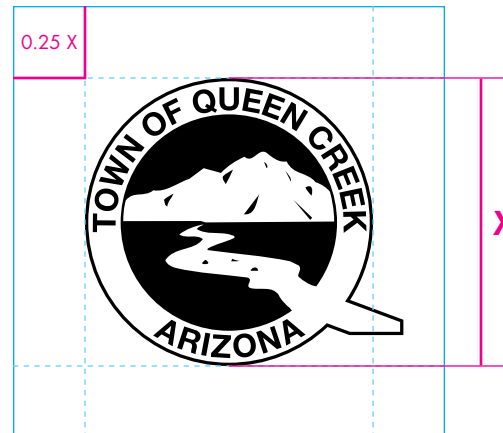
CLEAR SPACE

TOWN LOGO

To ensure the Town identity has visual impact and to keep it from competing with other visual elements, it should always be surrounded by a minimum amount of clear space. Clear space surrounding the Town logo should be **0.25 X** as shown to the right. The same clear space should be applied to all department signature configurations on **page 1.9**.

TOWN WORD MARK

Clear space surrounding the Town word mark should be equal to or greater than the height of the letter "U" in "QUEEN."



MINIMUM REPRODUCTION SIZE

To ensure the Town identity maintains legibility at smaller reproduction sizes, the Town logo should never appear less than **0.4375" wide**. The Town word mark should never appear less than **1" wide**. If smaller applications are required, please contact the **Communications, Marketing and Recreation Department** for authorization.

0.4375"



1"

TOWN OF
QUEEN CREEK
ARIZONA

UNACCEPTABLE USAGE



Do not distort, crop or use low resolution files (print and digital media).



Do not rotate or apply gradients.



Do not add special effects (drop shadows, perspectives, outlines, etc).



Do not remove or change elements and their proportions.



Do not use multiple colors or change the identity color palette.



Do not place on multi-color, patterned or photographic backgrounds.



Do not distort, crop or use low resolution files (print and digital media).



Do not apply tints, gradients or use as a watermark.



Do not add special effects (drop shadows, perspectives, outlines, etc).



Do not remove or change elements and their proportions.



Do not use multiple colors or change the identity color palette.



Do not place on multi-color, patterned or low-contrast backgrounds.

2.0

SUB BRANDS

QUEEN CREEK FIRE AND MEDICAL

MALTESE LOGO

The approved maltese logo for the Town of Queen Creek Fire and Medical Department is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The maltese logo may appear in either **3-color** or **solid Black**. Grayscale (tints of Black) may not be used.

3-COLOR



SOLID BLACK



COLOR PALETTE

COATED PAPER/DIGITAL

The approved sub brand color palette for the Town of Queen Creek Fire and Medical Department is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek Fire and Medical Department sub brand maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

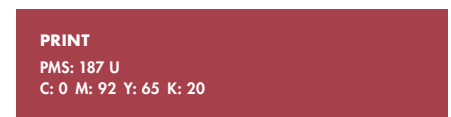


ACCENT



UNCOATED PAPER*

PRIMARY



ACCENT



QUEEN CREEK POLICE DEPARTMENT

COLOR LOGO

The approved color logos for the Town of Queen Creek Police Department (QCPD) are shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The QCPD logo has two color variations. The primary color logo (left) should be used in most color applications. The special use color logo (right) may only be used with approval from the Police Chief.

COLOR
PRIMARY USE



COLOR
SPECIAL USE ONLY



COLOR PALETTES

The approved sub brand color palettes for the Town of Queen Creek Police Department are shown to the right. The special use color palette may only be used with approval from the Police Chief. Any/all supporting gray colors may be used with either the primary or special use palettes.

PRIMARY

PRINT	DIGITAL
Black	R: 0 G: 0 B: 0
C: 70 M: 50 Y: 30 K: 100	HEX: #000000

PRINT	DIGITAL
PMS: 7462 C	R: 0 G: 85 B: 140
C: 95 M: 50 Y: 5 K: 25	HEX: #00558c

SPECIAL USE

PRINT	DIGITAL
PMS: 2188 C	R: 0 G: 66 B: 106
C: 100 M: 0 Y: 43 K: 55	HEX: #00426a

PRINT	DIGITAL
PMS: 729 C	R: 181 G: 129 B: 80
C: 10 M: 43 Y: 65 K: 18	HEX: #b58150

PRINT	DIGITAL
PMS: 2170 C	R: 95 G: 155 B: 198
C: 62 M: 22 Y: 1 K: 1	HEX: #5f9bc6

PRINT	DIGITAL
PMS: 2009 C	R: 239 G: 182 B: 97
C: 0 M: 28 Y: 67 K: 0	HEX: #efb661

SUPPORTING GRAYS

PRINT	DIGITAL
PMS: Cool Gray 9 C	R: 117 G: 120 B: 123
C: 50 M: 40 Y: 34 K: 17	HEX: #75787b

PRINT	DIGITAL
PMS: Cool Gray 6 C	R: 167 G: 168 B: 170
C: 33 M: 24 Y: 20 K: 2	HEX: #a7a8aa

PRINT	DIGITAL
PMS: Cool Gray 8 C	R: 136 G: 139 B: 141
C: 44 M: 34 Y: 29 K: 10	HEX: #888b8d

PRINT	DIGITAL
PMS: Cool Gray 5 C	R: 177 G: 179 B: 179
C: 28 M: 21 Y: 18 K: 1	HEX: #b1b3b3

PRINT	DIGITAL
PMS: Cool Gray 7 C	R: 151 G: 153 B: 155
C: 38 M: 29 Y: 24 K: 5	HEX: #97999b

PRINT	DIGITAL
PMS: Cool Gray 4 C	R: 187 G: 188 B: 188
C: 24 M: 17 Y: 15 K: 0	HEX: #bbbcb

QUEEN CREEK POLICE DEPARTMENT

1-COLOR LOGO

The approved solid 1-color logos for the Town of Queen Creek Police Department (QCPD) are shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

Note, separate artwork has been created for application to light or dark color backgrounds. Using artwork not intended for its correct background is unacceptable.

1-COLOR
LIGHT BACKGROUND



1-COLOR
DARK BACKGROUND



COLOR PALETTES

The approved sub brand color palettes for the Town of Queen Creek Police Department are shown to the right. The special use color palette may only be used with approval from the Police Chief. Any/all supporting gray colors may be used with either the primary or special use palettes.

PRIMARY

PRINT	DIGITAL
Black	R: 0 G: 0 B: 0
C: 70 M: 50 Y: 30 K: 100	HEX: #000000

PRINT	DIGITAL
PMS: 7462 C	R: 0 G: 85 B: 140
C: 95 M: 50 Y: 5 K: 25	HEX: #00558c

SPECIAL USE

PRINT	DIGITAL
PMS: 2188 C	R: 0 G: 66 B: 106
C: 100 M: 0 Y: 43 K: 55	HEX: #00426a

PRINT	DIGITAL
PMS: 729 C	R: 181 G: 129 B: 80
C: 10 M: 43 Y: 65 K: 18	HEX: #b58150

PRINT	DIGITAL
PMS: 2170 C	R: 95 G: 155 B: 198
C: 62 M: 22 Y: 1 K: 1	HEX: #5f9bc6

PRINT	DIGITAL
PMS: 2009 C	R: 239 G: 182 B: 97
C: 0 M: 28 Y: 67 K: 0	HEX: #efb661

SUPPORTING GRAYS

PRINT	DIGITAL
PMS: Cool Gray 9 C	R: 117 G: 120 B: 123
C: 50 M: 40 Y: 34 K: 17	HEX: #75787b

PRINT	DIGITAL
PMS: Cool Gray 6 C	R: 167 G: 168 B: 170
C: 33 M: 24 Y: 20 K: 2	HEX: #a7a8aa

PRINT	DIGITAL
PMS: Cool Gray 8 C	R: 136 G: 139 B: 141
C: 44 M: 34 Y: 29 K: 10	HEX: #888b8d

PRINT	DIGITAL
PMS: Cool Gray 5 C	R: 177 G: 179 B: 179
C: 28 M: 21 Y: 18 K: 1	HEX: #b1b3b3

PRINT	DIGITAL
PMS: Cool Gray 7 C	R: 151 G: 153 B: 155
C: 38 M: 29 Y: 24 K: 5	HEX: #97999b

PRINT	DIGITAL
PMS: Cool Gray 4 C	R: 187 G: 188 B: 188
C: 24 M: 17 Y: 15 K: 0	HEX: #bbbcb

PUBLIC WORKS BETTER ROADS AHEAD

PROGRAM LOGO

The approved logo for the Town of Queen Creek "Better Roads Ahead" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "Better Roads Ahead" program logo is available in two configurations: **stacked** and **horizontal**.



PROGRAM WORD MARK

The approved word mark for the Town of Queen Creek "Better Roads Ahead" program is shown to the right.

The "Better Roads Ahead" program word mark is available in two configurations: **2-line centered** and **3-line justified**.



COLOR PALETTE

COATED PAPER/DIGITAL

The approved sub brand color palette for "Better Roads Ahead" is shown to the right.

PRINT C: 15 M: 90 Y: 100 K: 10	DIGITAL R: 192 G: 59 B: 37 HEX: #c03b25
PRINT C: 10 M: 65 Y: 100 K: 10	DIGITAL R: 203 G: 107 B: 34 HEX: #cb6b22
PRINT C: 15 M: 20 Y: 100 K: 0	DIGITAL R: 222 G: 192 B: 36 HEX: #dec024

PUBLIC WORKS QC RECYCLES, DO MORE BLUE

PROGRAM LOGO

The approved logo for the Town of Queen Creek "QC Recycles" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "QC Recycles" program logo may appear in either **Blue (PMS 3005 C, Pantone Process Blue U)** or **solid Black**.

1-COLOR



SOLID BLACK



PROGRAM LOGO

The approved logos for the Town of Queen Creek "Do More Blue" program are shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "Do More Blue" program logo may appear as **2-colors** in **Blue (PMS 3005 C, Pantone Process Blue U)** and **solid Black**. Grayscale (tints of Black) may not be used.

2-COLOR



2-COLOR



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek "QC Recycles" and "Do More Blue" programs are shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek "QC Recycles" and "Do More Blue" programs maintain the integrity of their color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

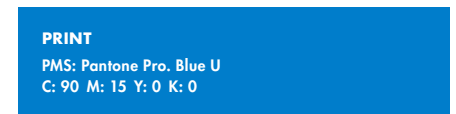


ACCENT

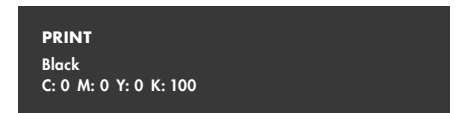


UNCOATED PAPER*

PRIMARY



ACCENT



WATER SERVICES/UTILITIES REDUCE THE USE

PROGRAM LOGO

The approved logo for the Town of Queen Creek "Reduce The Use" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "Reduce The Use" program logo is available in two configurations: **stacked** and **horizontal**. The program logo may appear in either **full-color** or **solid Black**. Grayscale (tints of Black) may not be used.

FULL-COLOR



SOLID BLACK



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek "Reduce The Use" program is shown to the right.



ECONOMIC DEVELOPMENT INVEST THE QC

PROGRAM WORD MARK

The approved word marks for the Town of Queen Creek “Invest The QC” program are shown to the right. They are based on the font Futura and should not be reconfigured or altered in any way. They may appear in **Blue (PMS 7462 C, PMS 7691 U)** or **Gray (PMS Cool Gray 10 C, PMS Cool Gray 11 U)**. Grayscale (tints of Black) may not be used.

The “Invest The QC” program word mark is available in two configurations: **single-line** and **2-line justified**.

1-COLOR BLUE



1-COLOR GRAY



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek “Invest The QC” program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek “Invest The QC” program maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

COATED PAPER/DIGITAL

PRINT	DIGITAL
PMS: 7462 C C: 95 M: 50 Y: 5 K: 25	R: 0 G: 85 B: 140 HEX: #00558c

PRINT	DIGITAL
PMS: Cool Gray 10 C C: 63 M: 52 Y: 44 K: 33	R: 83 G: 86 B: 90 HEX: #53565A

UNCOATED PAPER*

PRINT
PMS: 7691 U C: 95 M: 30 Y: 00 K: 20

PRINT
PMS: Cool Gray 11 U C: 63 M: 52 Y: 44 K: 33

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

ECONOMIC DEVELOPMENT SHOP QC (PRIMARY)

PROGRAM WORD MARK

The approved word mark for the Town of Queen Creek "Shop QC" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The primary "Shop QC" program word mark is available in two configurations: **with** or **without** "QUEEN CREEK, ARIZONA" in all caps and justified below "SHOP QC."



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palettes for the Town of Queen Creek "Shop QC" program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek "Shop QC" program maintains the integrity of its color palettes when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

PRINT	DIGITAL
PMS: Cool Gray 10 C C: 63 M: 52 Y: 44 K: 33	R: 83 G: 86 B: 90 HEX: #53565A

PRINT	DIGITAL
PMS: 7462 C C: 95 M: 50 Y: 5 K: 25	R: 0 G: 85 B: 140 HEX: #00558c

ACCENT

PRINT	DIGITAL
PMS: 199 C C: 0 M: 100 Y: 75 K: 0	R: 213 G: 0 B: 50 HEX: #d50032

UNCOATED PAPER*

PRIMARY

PRINT
PMS: Cool Gray 11 U C: 63 M: 52 Y: 44 K: 33

PRINT
PMS: 7691 U C: 95 M: 30 Y: 00 K: 20

ACCENT

PRINT
PMS: 2035 U C: 0 M: 85 Y: 70 K: 0

ECONOMIC DEVELOPMENT SHOP QC (HOLIDAY)

PROGRAM WORD MARK

The approved word mark for the Town of Queen Creek holiday "Shop QC" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The holiday "Shop QC" program word mark is available in two configurations: **stacked** and **horizontal**. They should only be used to promote the end-of-year holiday season. The primary word mark (page 2.8) should be used all other times of the year.



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek holiday "Shop QC" program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek holiday "Shop QC" program maintains the integrity of its color palettes when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

PRINT	DIGITAL
PMS: 462 C	R: 92 G: 70 B: 43
C: 25 M: 45 Y: 75 K: 70	HEX: #5c462b

PRINT	DIGITAL
PMS: 576 C	R: 120 G: 157 B: 74
C: 55 M: 5 Y: 95 K: 23	HEX: #789d4a

ACCENT

PRINT	DIGITAL
PMS: 199 C	R: 213 G: 0 B: 50
C: 0 M: 100 Y: 75 K: 0	HEX: #d50032

UNCOATED PAPER*

PRIMARY

PRINT
PMS: 4625 U
C: 25 M: 55 Y: 85 K: 50

PRINT
PMS: 2303 U
C: 42 M: 7 Y: 75 K: 0

ACCENT

PRINT
PMS: 2035 U
C: 0 M: 85 Y: 70 K: 0

HORSESHOE PARK & EQUESTRIAN CENTRE

HPEC LOGO

The approved logo for the Town of Queen Creek Horseshoe Park & Equestrian Centre (HPEC) is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The HPEC logo consists of an illustration depicting a horseshoe encompassing a horse, mountains and a creek. The HPEC logotype is always positioned beneath the illustration as shown.

The HPEC logo with the destination identifier, "QUEEN CREEK AZ," is applicable when promoting HPEC outside of the immediate Queen Creek area.

Two versions have been approved for use: **3-color** and **solid Black**. Grayscale (tints of Black) may not be used.

3-COLOR



HORSESHOE PARK
EQUESTRIAN CENTRE

SOLID BLACK



HORSESHOE PARK
EQUESTRIAN CENTRE



HORSESHOE PARK
EQUESTRIAN CENTRE



HORSESHOE PARK
EQUESTRIAN CENTRE

COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Horseshoe Park & Equestrian Centre is shown to the right.

UNCOATED PAPER*

To ensure the Horseshoe Park & Equestrian Centre sub brand maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

PRINT	DIGITAL
PMS: 4695 C	R: 91 G: 52 B: 39
C: 25 M: 75 Y: 85 K: 70	HEX: #5b3427

ACCENT

PRINT	DIGITAL
PMS: 7525 C	R: 154 G: 106 B: 79
C: 12 M: 55 Y: 65 K: 35	HEX: #9a6a4f

PRINT	DIGITAL
PMS: Cool Gray 4 C	R: 187 G: 188 B: 188
C: 12 M: 9 Y: 9 K: 20	HEX: #bbbcbcb

UNCOATED PAPER*

PRIMARY

PRINT
PMS: 7610 U
C: 35 M: 70 Y: 60 K: 30

ACCENT

PRINT
PMS: 7515 U
C: 20 M: 45 Y: 50 K: 0

PRINT
PMS: Cool Gray 3 U
C: 7 M: 5 Y: 5 K: 11

HORSESHOE PARK & EQUESTRIAN CENTRE

HPEC WORD MARK

The approved word mark for the Town of Queen Creek Horseshoe Park & Equestrian Centre (HPEC) is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The HPEC word mark may be used in place of the logo in extreme horizontal applications.

Three versions have been approved for use: **2-color**, **1-color** and **solid Black**. Grayscale (tints of Black) may not be used.

2-COLOR

HORSESHOE PARK
&
EQUESTRIAN CENTRE

1-COLOR

HORSESHOE PARK
&
EQUESTRIAN CENTRE

SOLID BLACK

HORSESHOE PARK
&
EQUESTRIAN CENTRE

COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Horseshoe Park & Equestrian Centre is shown to the right.

UNCOATED PAPER*

To ensure the Horseshoe Park & Equestrian Centre sub brand maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

PRINT	DIGITAL
PMS: 4695 C C: 25 M: 75 Y: 85 K: 70	R: 91 G: 52 B: 39 HEX: #5b3427

ACCENT

PRINT	DIGITAL
PMS: 7525 C C: 12 M: 55 Y: 65 K: 35	R: 154 G: 106 B: 79 HEX: #9a6a4f

PRINT	DIGITAL
PMS: Cool Gray 4 C C: 12 M: 9 Y: 9 K: 20	R: 187 G: 188 B: 188 HEX: #bbbcbcb

UNCOATED PAPER*

PRIMARY

PRINT
PMS: 7610 U C: 35 M: 70 Y: 60 K: 30

ACCENT

PRINT
PMS: 7515 U C: 20 M: 45 Y: 50 K: 0

PRINT
PMS: Cool Gray 3 U C: 7 M: 5 Y: 5 K: 11

PARKS & RECREATION

LIVE PLAY LEARN
WORD MARK

The approved word marks for the Town of Queen Creek Parks & Recreation department are shown to the right. They are based on the font Futura and should not be reconfigured or altered in any way. They may appear in **Blue (PMS 3005, PMS Process Blue U)**, **Yellow (Pantone Yellow)**, or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

Two variations have been approved for use: "LIVE PLAY LEARN THE QC" and "LIVE PLAY LEARN" (as shown). "THE QC" may not be used on its own.

LIVEPLAYLEARN



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek Parks & Recreation department word marks is shown to the right.

UNCOATED PAPER*

To ensure the Parks & Recreation department word marks maintain the integrity of their color palette when printing on uncoated paper, alternate uncoated colors are recommended.

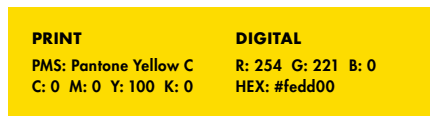
*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

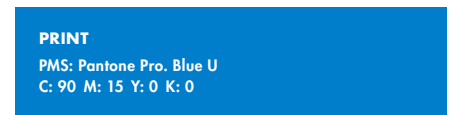


ACCENT

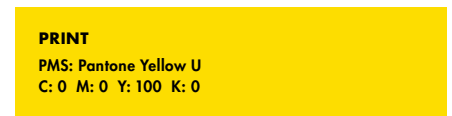


UNCOATED PAPER*

PRIMARY



ACCENT



PARKS & RECREATION

EXPERIENCE THE QC WORD MARK

The approved word marks for the Town of Queen Creek Parks & Recreation department are shown to the right. They are based on the font Futura and should not be reconfigured or altered in any way. They may appear in **Blue (PMS 3005, PMS Process Blue U)**, **Yellow (Pantone Yellow)**, or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

The "Experience The QC" program word mark is available in two configurations: **single-line** and **2-line justified**.

EXPERIENCETHEQC



**EXPERIENCE
THE QC**



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek Parks & Recreation department word marks is shown to the right.

UNCOATED PAPER*

To ensure the Parks & Recreation department word marks maintain the integrity of their color palette when printing on uncoated paper, alternate uncoated colors are recommended.

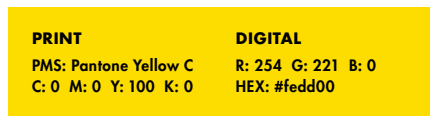
*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

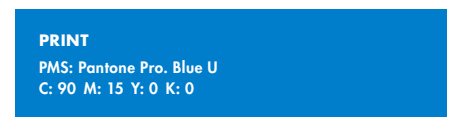


ACCENT

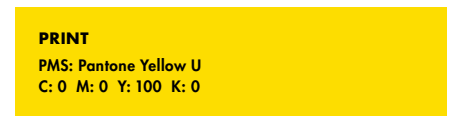


UNCOATED PAPER*

PRIMARY



ACCENT



3.0

ADDITIONAL
BRAND ELEMENTS

CITIZEN LEADERSHIP INSTITUTE

PROGRAM LOGO

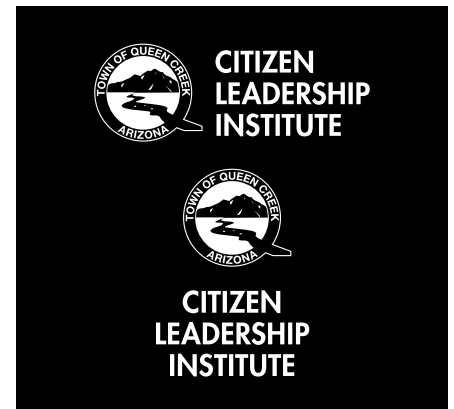
The approved logo for the Town of Queen Creek "Citizen Leadership Institute" program is shown to the right. The logo has been created using Town department configuration specifications (page 1.9). All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "Citizen Leadership Institute" program logo may appear in either **Orange (PMS 718)** or **solid Black or White** (reversed out of a color). Grayscale (tints of Black) may not be used.

1-COLOR



SOLID BLACK



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek "Citizen Leadership Institute" program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek "Citizen Leadership Institute" program maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRINT	DIGITAL
PMS: 718 C	R: 190 G: 77 B: 0
C: 5 M: 75 Y: 95 K: 15	HEX: #be4d00

UNCOATED PAPER*

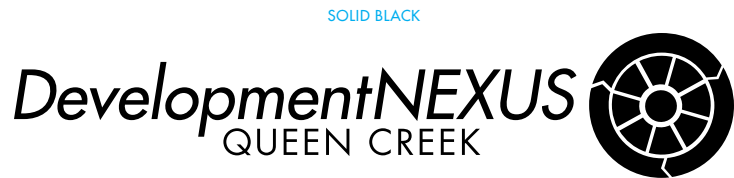
PRINT
PMS: 718 U
C: 0 M: 55 Y: 95 K: 10

DEVELOPMENT NEXUS

PROGRAM LOGO

The approved logo for the Town of Queen Creek "Development NEXUS" program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.

The "Development NEXUS" program logo may appear in either **full-color** or **solid Black**. Grayscale (tints of Black) may not be used.



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek "Development NEXUS" program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek "Development NEXUS" program maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRINT	DIGITAL
PMS: 3005 C C: 100 M: 35 Y: 0 K: 0	R: 0 G: 119 B: 200 HEX: #0077c8

PRINT	DIGITAL
PMS: 1585 C C: 0 M: 60 Y: 100 K: 0	R: 255 G: 106 B: 19 HEX: #ff6a13

PRINT	DIGITAL
Black C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0 HEX: #000000

UNCOATED PAPER*

PRINT
PMS: Pantone Pro. Blue U C: 90 M: 15 Y: 0 K: 0

PRINT
PMS: 151 U C: 0 M: 45 Y: 90 K: 0

PRINT
Black C: 0 M: 0 Y: 0 K: 100

ONE TOWN ONE TEAM

PROGRAM LOGO

The approved logo for the Town of Queen Creek “One Town One Team” program is shown to the right. All elements have been carefully arranged to form a balanced, readable identity and may not be reconfigured or altered in any way.



COLOR PALETTE

COATED PAPER/DIGITAL

The approved color palette for the Town of Queen Creek “One Town One Team” program is shown to the right.

UNCOATED PAPER*

To ensure the Town of Queen Creek “One Town One Team” program maintains the integrity of its color palette when printing on uncoated paper, alternate uncoated colors are recommended.

*These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press-check be conducted to ensure proper color accuracy.

COATED PAPER/DIGITAL

PRIMARY

PRINT	DIGITAL
PMS: 2280 C C: 60 M: 5 Y: 100 K: 50	R: 74 G: 106 B: 29 HEX: #4a6a1d

ACCENT

PRINT	DIGITAL
PMS: 117 C C: 5 M: 25 Y: 95 K: 15	R: 201 G: 151 B: 0 HEX: #c99700

PRINT	DIGITAL
PMS: 718 C C: 5 M: 75 Y: 95 K: 15	R: 190 G: 77 B: 0 HEX: #be4d00

PRINT	DIGITAL
PMS: 201 C C: 5 M: 95 Y: 65 K: 30	R: 157 G: 34 B: 53 HEX: #9d2235

PRINT	DIGITAL
PMS: 7664 C C: 65 M: 95 Y: 5 K: 15	R: 101 G: 50 B: 121 HEX: #653279

PRINT	DIGITAL
PMS: 7462 C C: 95 M: 50 Y: 5 K: 25	R: 0 G: 85 B: 140 HEX: #00558c

UNCOATED PAPER*

PRIMARY

PRINT
PMS: 2280 U C: 55 M: 0 Y: 100 K: 40

ACCENT

PRINT
PMS: 110 U C: 0 M: 15 Y: 95 K: 13

PRINT
PMS: 718 U C: 0 M: 55 Y: 95 K: 10

PRINT
PMS: 187 U C: 0 M: 92 Y: 65 K: 20

PRINT
PMS: 2613 U C: 55 M: 85 Y: 0 K: 5

PRINT
PMS: 7691 U C: 95 M: 30 Y: 00 K: 20



TOWN OF QUEEN CREEK

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QueenCreek.org

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[YouTube.com/TheQCChannel](https://www.youtube.com/TheQCChannel)