



Morrisville

Live connected. Live well.

Brand Standards

**Current
December 2020**

1 | Logo Guidelines

Primary Logo Mark

This is the primary logo mark for the Town of Morrisville. This is the preferred mark and should be used on all Town of Morrisville branded materials except for official documents (see section 4). If the full logo mark cannot be used, one of the secondary marks should be used. The full logo mark has a color, black and white versions. Use the version of the logo that is the most readable and clear.



Morrisville
Live connected. Live well.

1 | Logo Guidelines

Secondary Logo Marks

These are the secondary logo marks. These marks should only be used when the primary logo mark cannot be used. The secondary logo marks have color, black and white versions. Use the version of the logo that is the most readable and clear. The Morrisville logo should be used on general Morrisville materials or on materials for multiple departments.



No Tagline



Morrisville
Live connected. Live well.

Vertical Lockup



Mark Only

1 | Logo Guidelines

Department Logo Marks

These are the department logo marks. The department logo marks have color, black and white versions. Use the version of the logo that is the most readable and clear. These marks should be used for department specific materials. When the materials are for one department no other Morrisville logos need to be used. If the materials are for multiple departments then the Morrisville logo should be used, not the individual department logos.

Horizontal Department Logos



Vertical Department Logos



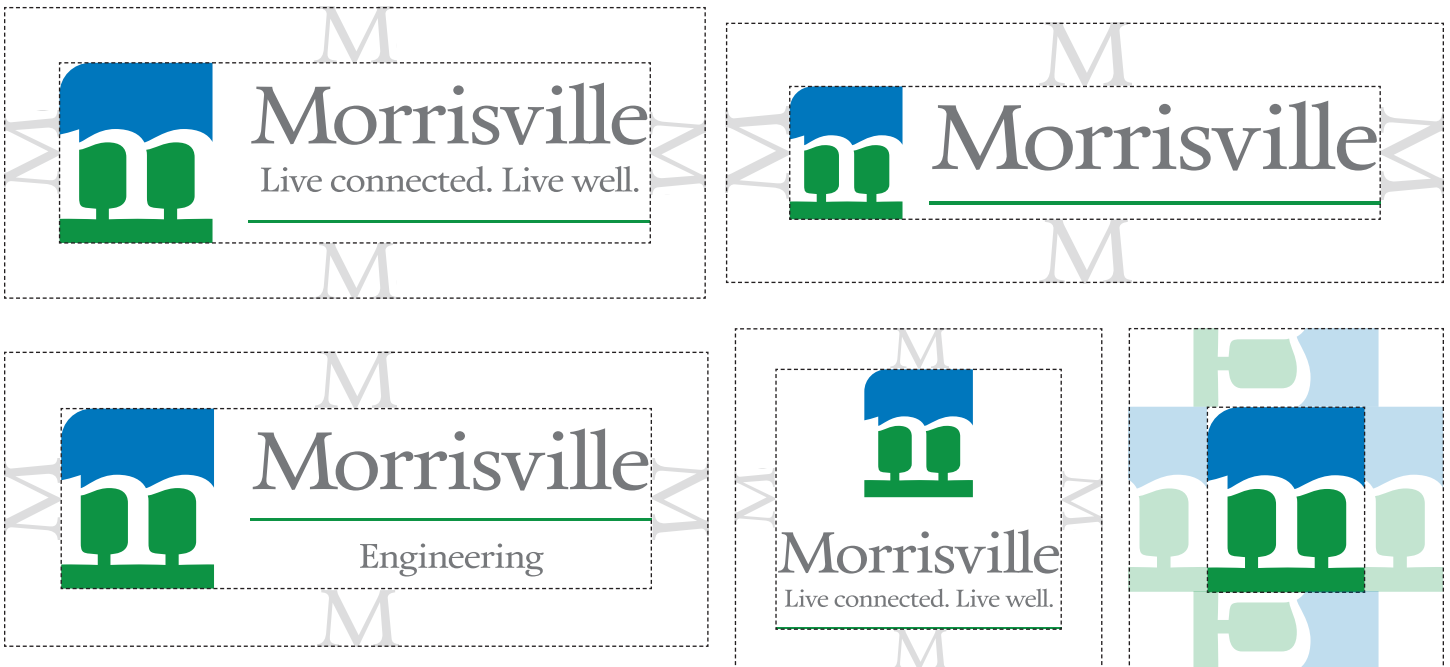
1 | Logo Guidelines

Clear Space

To maximize its visual presence and avoid any confusion, the logo requires a surrounding clear space free of any graphic elements and text.

For the full logo mark, mark without the tagline and department logos, the minimum clear space is equal to the height of the letter “M” in the word Morrisville.

For the mark only version of the logo the minimum clear space is equal to half the width of the mark.



Size

The logo should always be clearly legible.

1 | Logo Guidelines

Color Options

To maintain maximum visibility, the logos can be used in three different versions: full color, black and white.

The full color logos should be used whenever possible.



Morrisville
Live connected. Live well.

Full color



Morrisville
Live connected. Live well.

Black



Morrisville
Live connected. Live well.

White

1 | Logo Guidelines

Correct Usage

The full color logo should only be placed on a white background.

The black and white logos can be placed on color, photo, black or white backgrounds.

Use the logo that creates the most contrast and visibility.



1 | Logo Guidelines

Incorrect Usages

Incorrect use of the logo compromises its integrity and effectiveness. Never modify the logo in any way or attempt to recreate it.



DO NOT stretch or distort the logo vertically or horizontally



DO NOT place the full color logo on a color field or photo. Use the white or black version of the logo on color fields or photos.

2 | Brand Colors

Brand Colors

These are the primary colors of our logo and the colors we use to represent our brand.



CMYK: 85, 10, 100, 10
RGB: 0, 148, 68
HEX: 009444



CMYK: 100, 46, 2, 0
RGB: 0, 118, 187
HEX: 0076bb



CMYK: 0, 0, 0, 65
RGB: 119, 120, 123
HEX: 77787b

Secondary Colors

These are the secondary colors that may be used in addition to the brand colors. These colors should only be used as accent colors to compliment the primary color palette. No more than two accent colors should be used together in addition to the primary colors. These colors should be used at 100%. Tints of the accent colors should only be used in infographics, graphs, charts or tables.



CMYK: 58, 0, 80, 0
RGB: 115, 193, 102
HEX: 73c166



CMYK: 55, 19, 0, 0 RGB:
108, 173, 222
HEX: 6cadde



CMYK: 0, 56, 96, 0 RGB:
246, 137, 38
HEX: f68926



CMYK: 0, 9, 80, 0 RGB:
255, 224, 79
HEX: ffe04f



CMYK: 62, 60, 0, 0 RGB:
113, 111, 179
HEX: 716fb3

3 | Typography

Logo Typeface

The typeface used in the Town of Morrisville logo and seal is Calendas Plus.

Calendas Plus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Typeface

The typeface that should be used in all Town of Morrisville communications and materials is Georgia. Georgia comes in four weights: Regular, Italic, Bold and Bold Italic. All four weights allow for type hierarchy within materials.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

If Georgia is unavailable, Arial should be used instead. Arial comes in six weights: Regular, Italic, Bold and Bold Italic. All six weights allow for type hierarchy within materials.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4 | Seals

Seals

The Town of Morrisville seals should only be used on official documents. The seal has five color options: single black, single gray, single white, black and white, and gray and white. The preferred seals are the single gray or gray and white. Use the seal that creates the most visibility and clarity.



Single Gray

Gray and White

Single White

Black and White

Single Black

5 | Contact Information

For More Information

If you have any questions about these brand standards please contact:

Wil Glenn
Communications & Outreach Director
Town of Morrisville
wglenn@morrisvillenc.gov
(919) 463-6152