



Royal Oak // Brand Guide

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WELCOME



The goal of this guide is to introduce the City of Royal Oak's new brand and provide helpful ideas and parameters for utilizing it in design communications.



KEY INSIGHTS

The following key insights were discovered when researching Royal Oak.

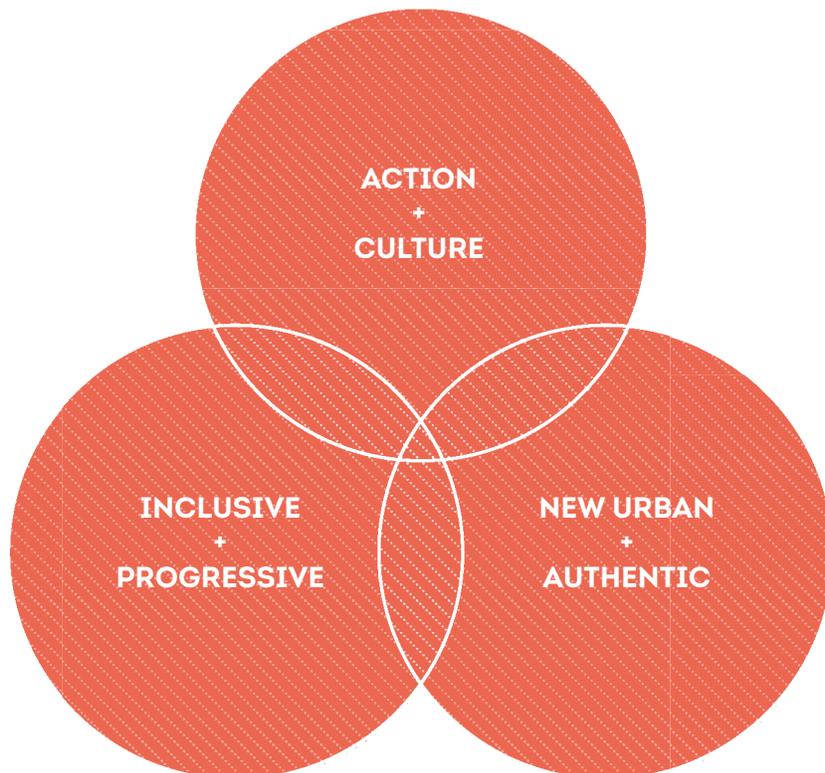
Royal Oak's abundance of "things to do" is unmatched in the Metro Detroit area.

Our downtown bars + restaurants are what we are known for, but we offer much more.

Royal Oak offers the traditions of an established city with a creativity, energy and progressiveness that stands out in Metro Detroit.

BRAND ATTRIBUTES

The following characteristics define our brand. When designing, writing, or even talking about Royal Oak these characteristics should be in focus.



THE BRAND ASSETS



Life Now Playing

TAGLINE RATIONALE

Royal Oak is a great place to live for people that love to play. Walk the neighborhoods and visit one of our 50+ parks. Explore downtown's many options for dining, nightlife and shopping, head to the zoo, attend an event like Arts Beats & Eats or Shakespeare in the Park. The combination of Royal Oak's neighborhoods, community events, downtown action, and recreation make our city top of the list for living a life of excitement in Metro Detroit.

In Royal Oak there is always an opportunity to play.



PRIMARY LOGO W/ TAGLINE



ALTERNATE LOGO W/ TAGLINE



LOGO RATIONALE

Modern yet organic typography represents Royal Oak's mix of an urban downtown and traditional neighborhoods. The circular icon represents Royal Oak's central location in Metro Detroit and creates a flexible short-hand mark that can be used on it's own. The sunset orange & cool gray color scheme represents our energetic and playful nature.



LOGO W/ TAGLINE COLOR VARIATIONS

Reverse + Color



Reverse



1 color cool grey



1 color sunset orange



LOGO COLOR VARIATIONS

Reverse + Color



Reverse



1 color cool grey



1 color sunset orange



ALTERNATE LOGO W/ TAGLINE COLOR VARIATIONS

Reverse + Color



1 color cool gray



Reverse



1 color sunset orange



ALTERNATE LOGO COLOR VARIATIONS

Reverse + Color



1 color cool gray



Reverse



1 color sunset orange



STAND ALONE ICON VARIATIONS

1 color sunset orange



1 color cool gray



1 color cool gray reverse



1 color sunset orange alternate



1 color cool gray alternate



1 color cool gray alternate reverse



CLEAR SPACE



The minimum clear space is shown above. The space is measured by using the width of the lowercase “a”. Giving the logo some space to breath will help maximize visibility and keep designed materials from looking too cramped.

MINIMUM SIZE



The logo with the tagline incorporated should be no smaller than 1.75” wide.



The logo without the tagline should be no smaller than 1.25” wide.



DEPARTMENT LOGOS FULL - 2 COLOR



DEPARTMENT LOGOS FULL - REVERSE + COLOR



DEPARTMENT LOGOS FULL - 1 COLOR



DEPARTMENT LOGOS FULL - REVERSE



The clean versions of the department logos may only be used when they are accompanied by the primary city logo. Examples may include city wayfinding signage or use on the city website.

DEPARTMENT LOGOS CLEAN - 2 COLOR



DEPARTMENT LOGOS CLEAN - REVERSE + COLOR



DEPARTMENT LOGOS CLEAN - 1 COLOR

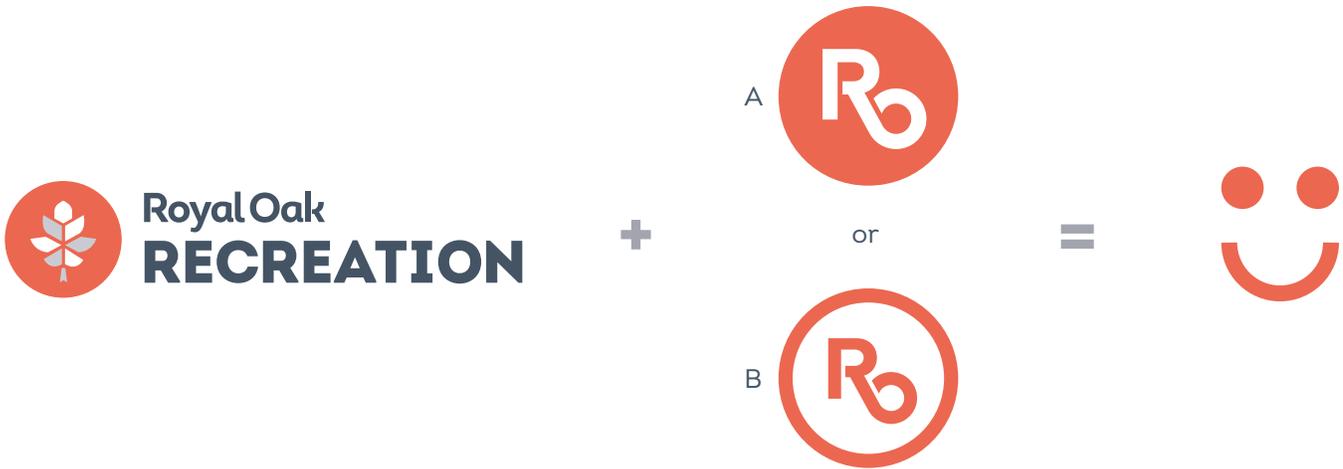


DEPARTMENT LOGOS CLEAN - REVERSE



USING THE DEPARTMENT LOGOS

When using a department logo in any design communications, the RO icon must always be integrated in close proximity to the department logo at a visible size. See the examples below for inspiration.



INTEGRATION EXAMPLES

letterhead



card front



card back



CITY SEAL

The city seal is to be used in brand communications that require an official feel or level of importance that the logo cannot achieve. Documents such as birth certificates or public records are good candidates for using the seal.

1 color cool gray



1 color sunset orange





Color arrangement has been selected for a reason. Don't mess with the balance.



Too much color can be a bad thing. Keep the logo free of gradients.



That's too tight! Don't adjust the kerning for any reason.



Our logo says NO to drop shadows!



Say NO to outer glow!



Don't rotate the logo. Not even a little bit.



Please don't stretch, warp, or distort the logo.



The icon should not be scaled to fit into small spaces. Use the alternative version if needed.



PRIMARY COLOR PALETTE



PMS 7545 C
CMYK 58/32/18/54
RGB 66/85/99
HEX #425563

VINYL
Avery 900
Supercast
"Med. Marine Gray"



PMS 7416 C
CMYK 0/72/70/0
RGB 229/106/84
HEX #E56A54

VINYL
Oracal 751 Cast
"033 Red Orange"



PMS 7545 C 20%
CMYK 14/10/9/0
RGB 215/217/221
HEX #D7D9DD

VINYL
Oracal 751 Cast
"072 Light Gray"

CONCEPTUAL SECONDARY COLOR PALETTE



PMS 429 C
CMYK 21/11/9/23
HEX #A2AAAD



PMS 5875 C
CMYK 9/4/31/5
HEX #D2CE9E



PMS 359 C
CMYK 40/0/50/0
HEX #A1D884



PMS 7709 C
CMYK 62/0/18/6
HEX #63B1BC



PMS 7668 C
CMYK 67/56/8/0
HEX #686E9F



The type family used in the Royal Oak logo is Intro Bold, this type family is ideal for headlines, but shouldn't be overused. A good companion type family is Gotham which is used in the Royal Oak tagline. Gotham is ideal for body copy and headlines as well.

Intro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789~@#\$\$%&*()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789~@#\$\$%&*()

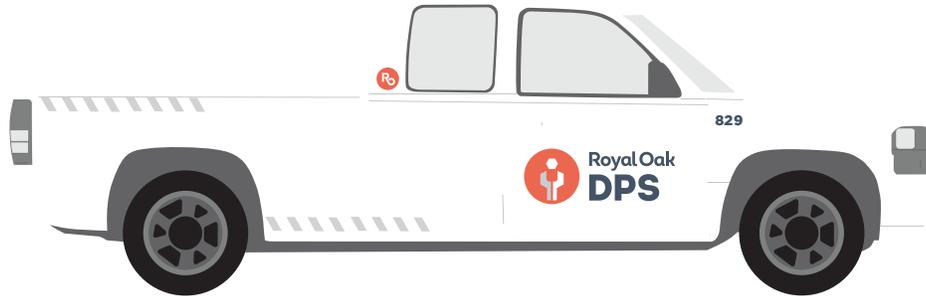
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789~@#\$\$%&*()

CONCEPTUAL BRAND APPLICATION



CONCEPTUAL VEHICLE APPLICATION



Department of Public Service pick-up



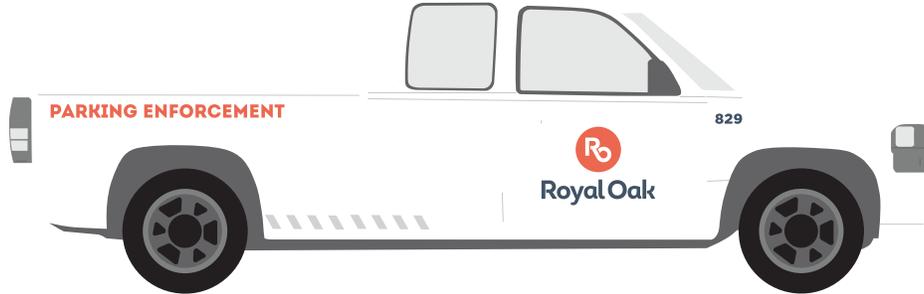
Department of Public Service commercial van



Recreation sedan



CONCEPTUAL VEHICLE APPLICATION



Parking Enforcement pick-up



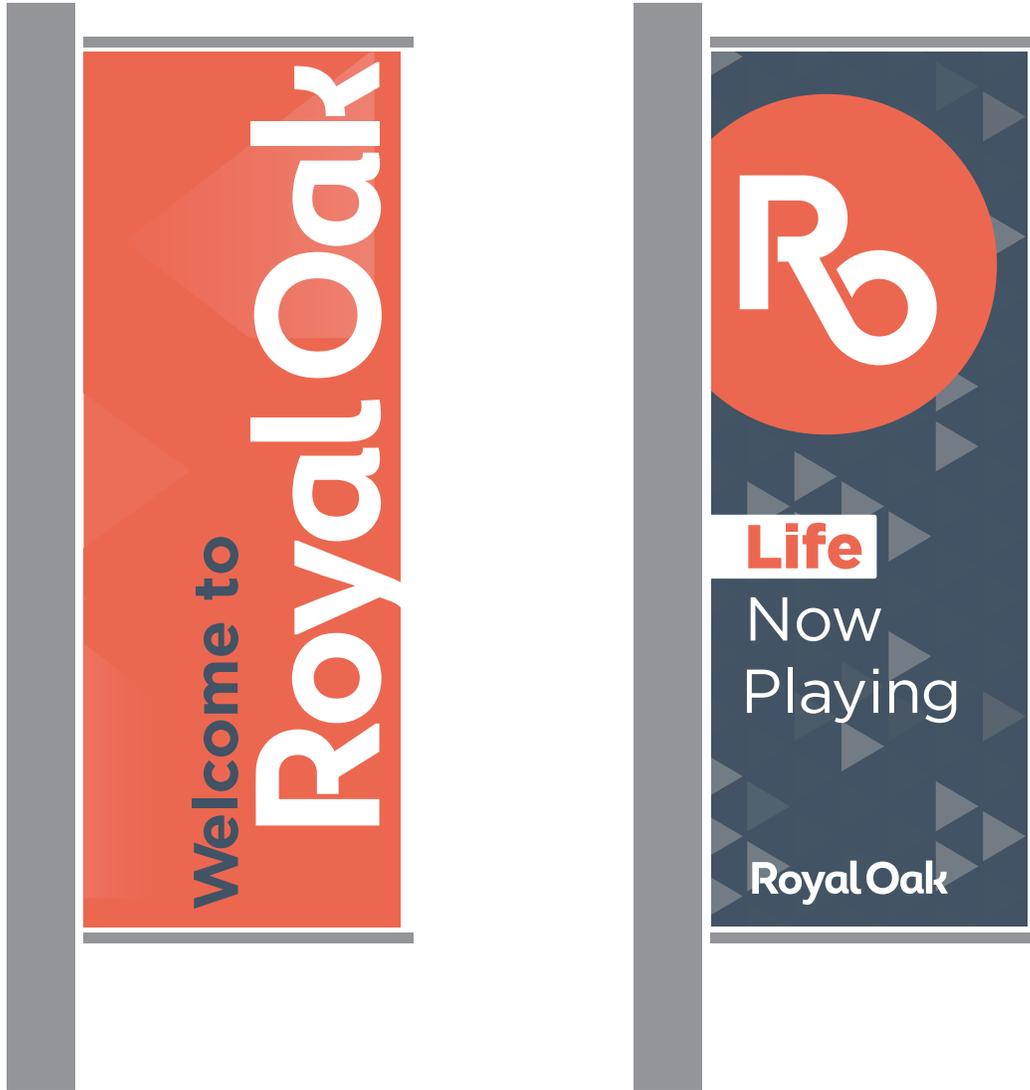
Police Department sedan



Building Inspector sedan



flag sign concept



CONCEPTUAL SIGNAGE APPLICATION

park sign concept



farmers market sign concept



welcome sign concept

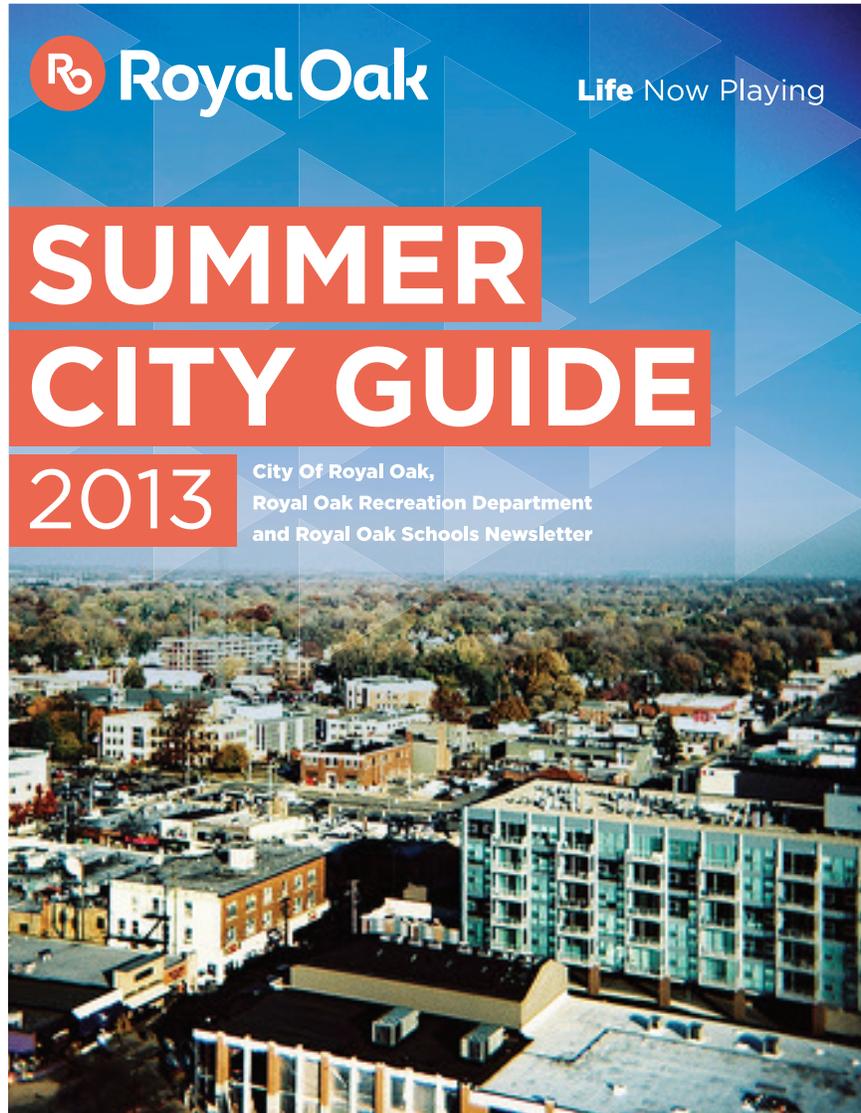


entry sign concept



CONCEPTUAL APPAREL APPLICATION







City of Royal Oak
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Life Now Playing

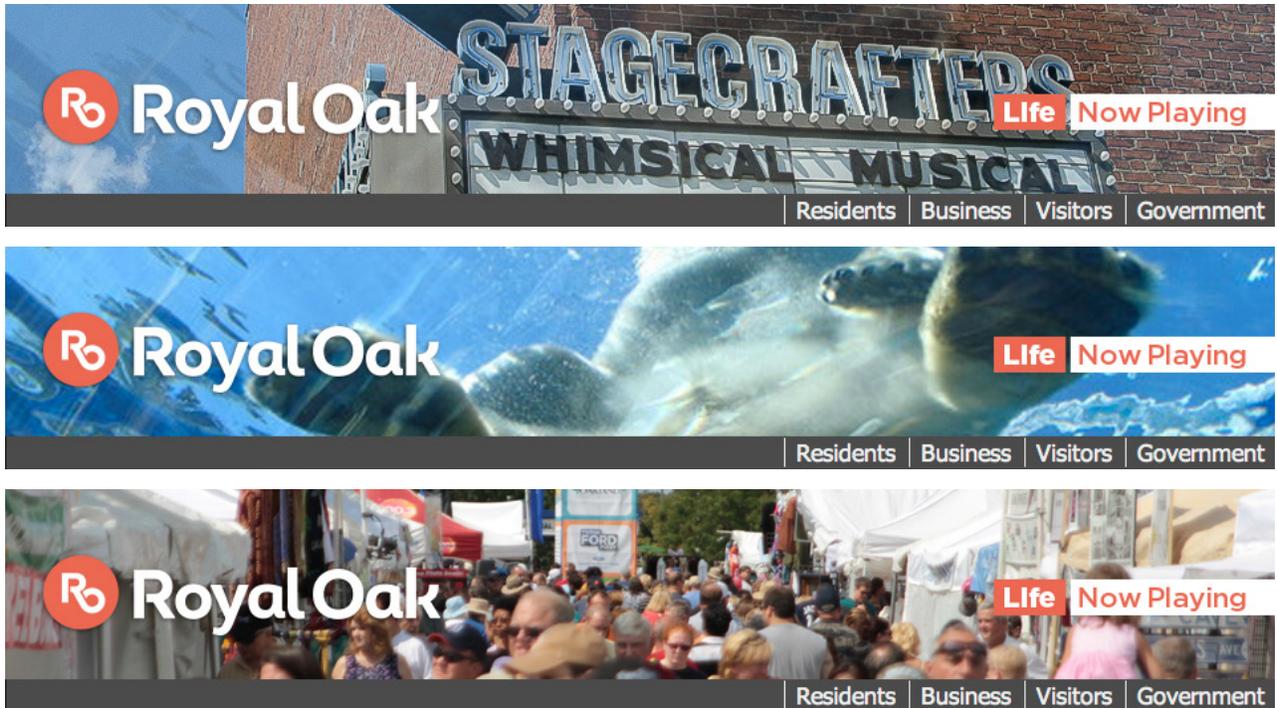
www.romi.gov

www.romi.gov

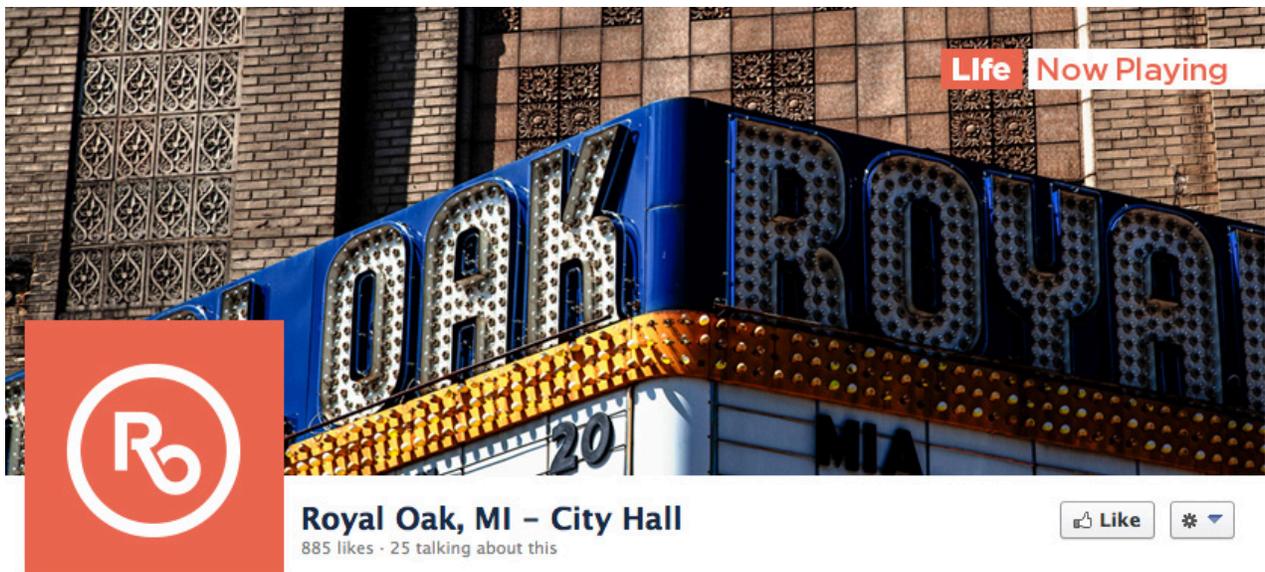
Life Now Playing



CONCEPTUAL WEBSITE HEADER APPLICATION



CONCEPTUAL FACEBOOK APPLICATION



OTHER CONCEPTUAL APPLICATIONS

coffee mug concept



e-mail signature concept

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PHOTOGRAPHY

Photography used in future marketing materials should reflect the strengths of the Royal Oak. Photography should feel exciting, authentic and creative. Try using unique crops and close ups to add a playful feel to the design. In most cases the reverse versions of the logo will work best over photography. The fill icon can also be used as a container for imagery.



THANK YOU, HAPPY BRANDING.

QUESTIONS?

Contact the City

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