



CITY OF SOUTHFIELD, MICHIGAN

BRANDING & GRAPHIC DESIGN STANDARDS



What is a Brand and Branding?

An organization's brand is the sum of how they are perceived by the public, including all internal and external stakeholders from residents and businesses to visitors, employees, and the media. Put simply, a "brand" is what a person (or the public) thinks of when they hear an organization's brand name.

Branding is the act of cultivating and maintaining a positive public perception that resonates with consumers, i.e. the residents and businesses that select Southfield. This is achieved through the promotion of the City of Southfield by means of public relations, advertising and distinctive design. The process involves creating a unique brand image with a consistent theme and coordinated elements such as brand colors, fonts, words, images and above all messages. The intention is to create a specific perception in customers' or consumers' minds concerning the qualities and attributes that make Southfield a preferred place to live, do business or visit. More importantly, effective branding incorporates and integrates all of these elements and communications across platforms in one clear and consistent voice.

The City of Southfield's brand is often the public's first impression of the City and its image. Therefore, it is vitally important that the City of Southfield presents and maintains a unified and cohesive brand identity and image that is consistent across all city departments, platforms and audiences. *City of Southfield Branding examples include: City logo/trademark/slogan/brand colors, fonts & key messages, City Graphics & Branding Standards Manual, advertising and photography, Business & Residential Welcome Packets (print & digital assets), Citywide E-mail Signature Policy, Evergreen banners, City Phone System Message of Hold (MOH), Evergreen Road Message Sign, Digital Displays throughout the Municipal Campus, Branded Southfield Merchandise, Promotional Items and Giveaways.*

Why is Branding Important?

The City of Southfield has a great opportunity to effectively build and maintain name recognition and strengthen its position as a major community, not only in Michigan but also around the country, through its brand identity program.

The City's identity is a key factor in building Southfield's "brand." Visual consistency helps create recognition and differentiates Southfield from other cities with which it competes for residents and businesses. Every representation of Southfield must consistently communicate the unique benefits it offers to its residents, businesses and visitors.

The City's Community Relations Department has selected the visual elements and formats in this manual as requested by Southfield elected officials and Administration. When all elements are applied carefully and thoughtfully, they create a unique, distinctive style that conveys a positive image of Southfield. If you have any questions on how to apply this tool, call the Community Relations Department at (248) 796-5130 or email communityrelations@cityofsouthfield.com.

For the City of Southfield's brand identity program to succeed, cooperation is needed from every Southfield employee

City of Southfield Brand Mission Statement

Protect, build and maintain the City of Southfield brand while welcoming and maintaining all existing and prospective new residents and businesses. The City's brand must position and communicate effectively:

- The benefits of the City of Southfield's unparalleled programs, services and location; and
- The value of the Southfield brand to the community's social, cultural and economic vitality and overall quality of life.

Southfield Primary Brand Identity: *The Center of It All*™

The City of Southfield brand needs to be strongly positioned in the market against other cities, not only locally, but nationally. More than geography, Southfield keeps its finger on the pulse of what keeps southeastern Michigan improving: bright people, open mindedness and global thinking. This message continues to be valid for both residents and businesses.

- Trademark Expiration: October 16, 2030

Southfield Brand Identity Facts:

- SEMOCC Study – *12 Mile & Telegraph is the Geographic Population Center of Southeast Michigan;*
- Business Center – *With more than 27 million square feet of office space, over 10,000 businesses including more than 100 "Fortune 500" companies – Southfield is Michigan's undisputed business center;* and
- Geographic Center – *Almost anywhere in metro Detroit in 20 minutes.*

City of Southfield Brand Key Messages

- **We Make Life Easy:** The City of Southfield continues its commitment to providing a high-quality of life for its residents and businesses. Southfield residents will always receive top value and return for their tax dollars with city services second to none, from public safety to snow removal.
- **A Place for Everyone:** Southfield welcomes people from around the world and around the corner. Our challenge is to demonstrate that diversity affects all city programs. The City must remain nimble and change as its residents do.
- **Safe & Secure:** Southfield residents and businesses enjoy the benefits of visible and responsive police, fire, EMS, emergency management and homeland security as well as proximity to world-class healthcare facilities and hospitals. Fast response times and proactive city services also means that Southfield streets are free from debris and snow and are regularly maintained and improved.
- **Lifelong Learning:** Good things are happening in Southfield schools and parents are largely satisfied with the education their children receive in both public and private institutions. Adults and students of all ages can continue their education at nationally rated programs such as Lawrence Technological University or Oakland Community College. The City of Southfield has continued to benefit from a strong Town & Gown approach with our institutions of higher learning, LTU in particular. The City of Southfield has fostered an environment of learning and supports students with ongoing opportunities to succeed from pre-school to grad school.
- **Everyone's Entertainment:** Southfield's leisure and recreational offerings are as diverse as its population – from jazz festivals with internationally acclaimed artists to diverse public art exhibitions. Southfield's many restaurants make dining in the city a pleasurable experience for business entertainment or a family night out, ranging from continental cuisine to national chains, neighborhood delis and the best in ethnic dining.
- **Welcoming Global Business:** Southfield businesses are also as global as its residential population. This provides Southfield with a window of global opportunities and the ability to respond to the needs of international companies. Southfield's business solutions include fiber-optic communications and infrastructure as well as a dedicated team that is ready to work with businesses of all sizes to find space or partners.

How to Use This Manual

This manual is designed to ensure that the City of Southfield visual brand identity is consistent in all uses, whether applied internally or externally, by a member of the staff or an outside agency. Any Southfield employee, consultant or vendor involved in producing collateral materials for the City of Southfield must follow these guidelines.

- **Design Principles:** The main objective of the visual identity is to provide information to target audiences clearly and concisely. The aim is to produce clean, uncluttered and professional materials.
- **Fonts:** Use Arial or Avenir type font for the headlines and titles, and Adobe Garamond, Gill Sans, or Avenir type font for main body text. Do not use too many font sizes, weights or styles to prevent a cluttered appearance.
- **Text:** Use left-aligned (jagged right) text when developing text-heavy documents. Justified, centered and right-aligned (jagged left) text is permitted when producing flyers, brochures, invitations and other documents with limited text. where it looks best.
- **White Space:** Overcrowded pages with dense copy can intimidate and may be hard to read. Utilize white space effectively to improve readability. If pages look overcrowded, add more pages to allow for more white space.
- **Bullet Points:** Use bullet points for lists, but not for emphasis. Use bold or italic type for emphasis.
- **Images:** Use images only to enhance the message; do not use them solely for decoration or to fill space. Never use poor-quality images. For high quality reproduction, images should be 300 Dots Per Inch (DPI); however, be sure to ask printers their preferred dots per inch and other printing requirements in advance. The Community Relations Department has a photo library, and it is preferred that selections be made from this approved stock photo collection.

All public facing external documents that are commercially printed or widely distributed, must be first approved by Administration and Community Relations. It is imperative that all city public information and marketing materials be clear, consistent and in keeping with the City of Southfield's overall primary branding.

The Official City of Southfield Logo

The visual focal point of Southfield's brand identity is the City's logo, which is comprised of two elements: symbol and type. The relationship between the two elements is fixed and never changes.

The logo was developed to enhance marketing and promotional communications. The logo itself contains Southfield's primary brand message, which is supported by the city's six brand key sub-messages.

The City of Southfield logo is the single most powerful element of our brand identity as our main identifying element and visual representation of our master brand. It succinctly identifies us. It represents our heritage and enduring commitment to our community. It embodies our values and portrays that to our constituents. Our brand architecture is organized based on a clear hierarchy designed to avoid confusion with our audiences. One City, one brand. It is the singular and foundational expression of our City's mission, brand positioning, and personality. It represents the face of our City and our brand at the highest level.

With proper and prominent use, the City of Southfield logo can achieve a strength and permanence that will serve the city well into the future. The logo helps build awareness and recognition. This is why it is so crucial that city logo usage be applied consistently and appropriately in all of our communications.

The logo represents Southfield's vision. The gray circle features forward-directed arrows, reflecting the energy and motion of the community and the City's vision for the future. The two arrows are symbols of the City's goal to be responsive to both its residential and business populations.

The City's logo should appear on all official city documents such as brochures, flyers, news releases, promotional items, marketing materials, signage, vehicles, and all other materials produced by and for the city. The City's logo must be included on all external collateral materials, advertising, and public facing documents. The City of Southfield logo is our main identifying element and represents our master brand. Keeping a consistent look and identity will prevent any confusion among our constituents.

An exclusion zone (the minimum unobstructed area that must surround the Southfield logo) ensures the logo is sufficiently prominent. The exclusion zone is equal to the measurement taken from the line under "Southfield" to the top of the "S" in "Southfield." No other graphic element to typography may enter into the exclusion zone:



- Always reproduce the Southfield logo from the approved reproduction artwork. Never try to recreate it without using this artwork. Do not make any changes to the artwork.
- The logo and City seal should not be used together in any instance.
- Never alter the logo in any way. Visual consistency is critical to ensure the Southfield logo is always presented correctly.

Logo Size, Color & Style Treatment

The City's logo should appear consistent in all uses across all platforms and mediums. The logo's standard size unaltered is 3.5 inches wide by 1 inch long. The logo's standard size may be slightly reduced as needed for graphical application; however, it may never be reproduced smaller than 2 inches wide by .5 inch long. The logo may be reproduced smaller than the prescribed minimum size if used for pre-approved promotional items such as pens, postcards or other marketing materials. The logo generally should not be reproduced larger than the standard size with few exceptions requiring use of a vector file format.

The City's logo is comprised of two colors: black screened at 60% (grey) and PMS 201 (burgundy). The logo should generally be produced in full color with exceptions being colored backgrounds that conflict or other graphic design elements that require use of the logo in all white, black or grayscale. **The logo may only be used in full color, white, black or grayscale. The logo may not be reproduced in any other color at any time for any reason.** The City's logo should also never appear with a box around it or any other conflicting graphic design or element.

Here are some examples of how not to use the logo:



Logo Technical Specifications: Print vs. Digital Usage

The City's logo should generally be produced in high resolution at 300 Dots Per Inch (DPI) in full four-color process (CMYK) for any print reproduction. For digital use, the logo should generally be produced in web resolution at 72 Dots Per Inch (DPI) in three-color process (RGB) for most electronic platforms and devices.

City of Southfield Department Logos

Every city department serves a unique purpose that directly supports and furthers the City's overall mission, primary functions, and positioning. Departments are sub-brands of the City of Southfield. Because sub-brands would not exist without the City, they must always be deliberately and consistently tied to the City master brand. Any department that has an approved department logo must also always include the City's primary logo on all public facing external documents. Use of only the department logo may be solely used for internal documents and materials per the department director's discretion.

Departmental Usage

Municipal departments comprise the City government's core operations. Southfield's City departments include:

- Accounting
- Administration
- Assessing
- Building
- Business & Economic Development
- **City Cable 15**
- **City Centre**
- Central Services
- City Attorney's Office
- City Clerk's Office
- City Treasurer's Office
- Code Enforcement
- Community Relations
- Emergency Management
- Fiscal Services/OMB
- **Fire**
- **Housing**
- Human Resources
- Human Services
- **Library**
- Neighborhood Information Center
- **Parks and Recreation**
- Planning
- **Police**
- **Public Arts Commission**
- Public Works (Streets & Highways, Water & Sewer, Administration, Traffic Engineering, Engineering, Motor Pool, Facilities Maintenance)
- Purchasing
- **Sustainable Southfield**
- **Southfield Career Center (Michigan Works!)**
- Technology Services

The departments/divisions appearing in **bold** above have previously-developed and approved logos. All departments/divisions except those in bold type above must use the generic templates on the City's network for memos, faxes and news releases. Departments with logos must use the corresponding templates on internal city communications as well. **No alterations are permitted.**

The illustrations in the next section provide examples of how departments/divisions with logos are visually represented on documents. Departments without existing logos are not permitted to develop departmental logos.

The above list should not be viewed as restrictive. Any internal group or committee wishing to use the logo should clear its use and graphics application prior to printing or distribution through the Community Relations Department at (248) 796-5130 or email communityrelations@cityofsouthfield.com.

It is imperative that all departments exercise visual consistency in all applications of the brand.

Use of City Logo by External Organizations

Any and all use of the City of Southfield logo by a partner organization must first be approved by the Community Relations Department. Any use of the City's logo by a third-party must also comply with all of the applicable guidelines outlined within this manual.

There are limited circumstances under which third parties may be granted permission to use the City logos on a case by case basis for reproduction (e.g., website, publications, print material, email, products, and signage). Any use that falls outside of the policy specifications is strictly prohibited. Any assumption of use, including past usage, is unacceptable.

With the exception of government agencies and public institutions, inaugural or one-time programs and events primarily sponsored by third parties that are unfamiliar to the City or without a direct collaborative history with the City are ineligible to use City logos. These parameters help the City manage community expectations and protect the City's public image by building and assessing new relationships with third party entities over time. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

To clarify any application, contact the Community Relations Department at (248) 796-5130 or email communityrelations@cityofsouthfield.com.

The City Seal








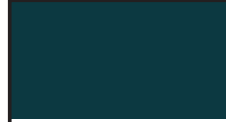






The City Clerk's Office is the official keeper of the City of Southfield's Seal. Southfield's official City seal may not be altered in any way.

By City Charter, the seal may be used only for official City business and documents, such as Joint Resolutions of the Mayor & Council, city letterhead, and business cards. To clarify uses, contact the City Clerk's Office at (248) 796-5150.

The City seal and logo never should be used together!

Color

City of Southfield Brand Approved Colors:

 PANTONE 201 CMYK: 0 100 63 29 RGB: 181 0 67 HEX: #B50043	 PANTONE 871 CMYK: 0 11 41 48 RGB: 132 117 78 HEX: #84754E	 PANTONE 131 CMYK: 14 48 100 2 RGB: 204 138 0 HEX: #CC8A00	 PANTONE 2756 CMYK: 100 94 0 29 RGB: 0 11 181 HEX: #000BB5	 PANTONE 3302 CMYK: 100 0 54 69 RGB: 0 79 36 HEX: #004F24	 PANTONE 303 CMYK: 100 11 0 74 RGB: 0 59 66 HEX: #003B42
 PANTONE 427C CMYK: 0 0 0 19 RGB: 211 213 214 HEX: #D3D5D6	 PANTONE 8003 (metallic) CMYK: 46 44 51 9 RGB: 139 178 117 HEX: #8B8075	 PANTONE 877 (metallic) CMYK: 49 38 38 3 RGB: 138 141 143 HEX: #8A8D8F	 PANTONE 431 CMYK: 58 45 40 8 RGB: 115 123 130 HEX: #737B82	 PANTONE 466 CMYK: 23 30 61 0 RGB: 198 170 118 HEX: #C6AA76	 PANTONE 1817 CMYK: 42 78 65 45 RGB: 101 52 54 HEX: #643335

The Southfield logo is comprised of two colors – Pantone (PMS) 201 (burgundy) and black. Using a 60% screen of black produces the gray area of the logo. The logo must always appear in these colors or in all black, a screen of black, or white reversed onto a solid approved color. A coordinated palette of supporting colors assists in creating a distinctive look for all Southfield communication materials. These colors are provided for your use. This selection of colors is broad enough to allow for visually appealing materials, yet narrow enough to maintain a strong identity. No additional colors should be used without prior approval from the Community Relations Department.

The colors have been selected for their adaptability across all mediums. When producing collateral, media or promotional materials, departments and agencies must work within the recommended color palette. For marketing collateral, try combining neutral colors with primary Southfield colors. When used correctly, color can be a valuable asset in the communications mix. Always use color to assist the visual message and content navigation, not solely for decoration.

Matching ink colors are required because they permit the most accurate, consistent and high-quality presentation of the Southfield logo. The objective always should be to achieve precisely the specified color.

There may be times when additional colors in the graphics are needed. To clarify, call the Community Relations Department at (248) 796-5130 or email communityrelations@cityofsouthfield.com.

NOTE: The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Refer to the PANTONE number or consult current PANTONE Color Publications for accurate color. PANTONE is the property of Pantone, Inc.


Samples

The following samples illustrate the City of Southfield's fax, memo and news release templates, which are located on the L drive of the City network.

Customized templates are available under the corresponding departmental folders on the L: Drive (for example, "Library"), with access provided only to members of those departments.

These documents may not be recreated or changed. Always use the document templates provided on the City's network.

Examples of templates for departments with pre-existing logos, as defined on Page 6.



Department: Mayor's Office
Phone: **248/796-5100**

News Release
Date: March 16, 2023
Subject: 2023 Community State of the City
Prepared by: Michael Manion, Community Relations Director
Contact: Vicki Perry, Mayor's Office

FOR IMMEDIATE RELEASE

Southfield Mayor Siver to host Community State of the City address March 30

(SOUTHFIELD, Mich.) – Mayor Ken Siver will hold a Community State of the City address on Thursday, March 30 at 7:00 p.m. in the Council Chambers, 26000 Evergreen Road.


The 2023 State of the City address theme will be *Patience & Persistence* with a focus on economic development, housing, the Northland redevelopment, community placemaking, and public art. The event will also include Mayor Siver's overview of the past year as well as his vision for the coming year and beyond.

Mayor Siver will deliver the 2023 State of the City address at the Southfield Area Chamber of Commerce Annual Meeting on March 27 at Regency Manor. The Community State of the City address will provide residents an opportunity to hear a re-cap of the Mayor's remarks followed by an open Q&A session.

The event is free and open to the public; however, seating is limited so please plan to arrive early. For more information, contact the Mayor's Office at (248) 796-5100.

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26000 Evergreen Rd. • P.O. Box 2055 • Southfield, Michigan 48037-2055 • www.cityofsouthfield.com



Department: Community Relations
Phone: (248) 796-5132

MEMO

To: All Staff Users
From: Michael Manion, Community Relations Director
cc: Fred Zorn, City Administrator
John Michrins, Deputy City Administrator
James Meadows, Human Resources Director
Rene Hinojosa, Technology Services Director
Date: April 21, 2022
RE: Mandatory Standardized Email Signature Policy

To reinforce the City of Southfield's image and brand, and in accordance with Section 19 of the City's Electronic Communications Policy, the City implemented a Standardized Email Signature Policy in 2018 that requires all employees (with the exception of the court and library) to include the following standardized email signature to their outgoing e-mail messages. An e-mail signature is the basic contact information that appears at the bottom of every e-mail that a sender distributes. It is very important that all outgoing e-mail messages contain the same basic contact information so that it is clear where the message is from and how recipients may reach the sender.

In order to present a more unified, consistent and professional image of the City and its employees, all City staff are required to use the standard e-mail signature format below. No background colors or other graphics are permitted. The use of photos is also now possible in Outlook and is encouraged; however, only professional looking headshots are acceptable. The following e-mail signature and social media icons may be copied and pasted directly in to Outlook. The icons are linked directly to the City's official social media pages when clicked. Technology Services will also offer assistance to staff in setting up their email signatures if needed.

City of Southfield Standard Email Signature Format
All e-mail signatures should contain employee name (in bold), preferred pronouns (optional), title, company, address, phone, fax (optional) and e-mail address followed by the City's website URL and social media icons. All signatures should use only Arial font in a 12-point size in black only (no additional colors). The format below should be followed with no deviation, extra spaces, attachments or other graphics. An example email signature follows:

Name (in bold followed by any professional designations)
Preferred Pronouns (she/her/hers, he/him/his, they/them/theirs – optional)
Title, Department (required unless title indicates dept.)
City of Southfield
26000 Evergreen Road, P.O. Box 2055
Southfield, MI 48037-2055

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