WIXOM
• MICHIGAN •

BRAND STYLE GUIDE

VERSION 1 | JULY 9, 2024

Guide

→Contents

→ Brand Overview

Developing a consistent and recognizable look and feel to communications materials helps people readily identify the source and content of the communication. It is a way of distinguishing yourself, helping to make a memorable impression.

BRAND

A symbolic embodiment of all the information connected to a community, serving to create associations and expectations around it.

LOGO

The visual embodiment of a brand — a recognizable mark that represents the organization.

A STANDOUT NAME

Wixom has a lot of good things going for it, but the one that makes it truly stand out — against most ANYwhere — is its name. WIXOM. The word itself is great just to look at, given it's not quite perfect symmetry (which in and of itself gives it even MORE character). The X in the middle? That seals the deal.

A REGIONAL DESTINATION

Crossroads are often associated with the letter X, and that certainly applies to Wixom. Some places just lend themselves to people coming together. Wixom is one of those places. With its central location, Air Line Trail access, and emerging Downtown, Wixom opens up as a regional destination while allowing its residents and easy way get around and to enjoy the outdoors.

X MARKS THE SPOT

Wixom's Arrow X is about more than just the physical place. It shows a city that has a proud history of responding to the times – constantly building an even brighter future. It speaks to a place where things are happening. Well loved community events and activities encourage residents and business owners to come together to celebrate all the amenities the city has to offer.

WIXOM
· MICHIGAN ·

WIXOM
· MICHIGAN ·

WXM

CITY OF
WIXOM
MICHIGAN

WIXOM · MI.USA

DOWN
TOWN
WIXOM

PARKS
REC
WIXOM

→ Brand Personality

Friendly

Fun

Welcoming

Active

Growing

Approachable

Helpful

Solid & Dependable

→About the Logo

ARROW X

LOGOTYPE

STATE (OPTIONAL)
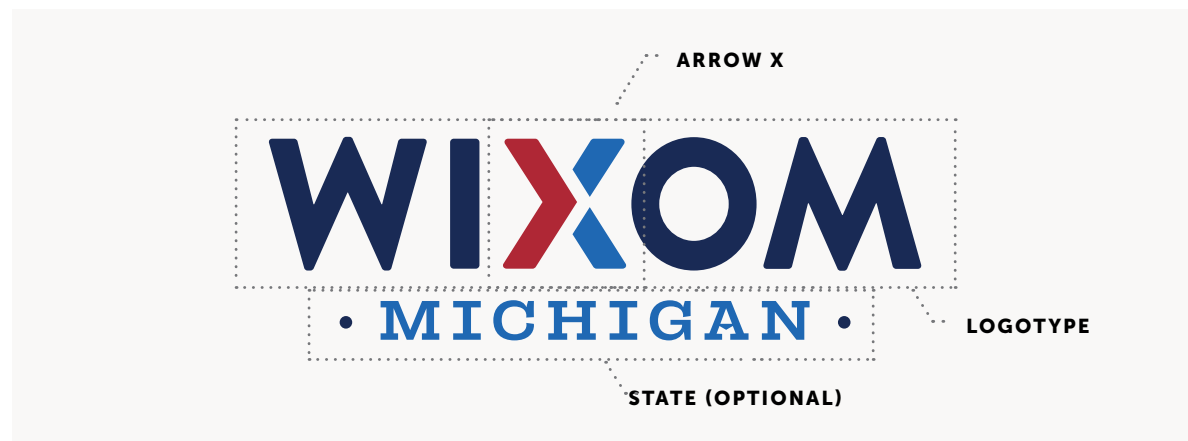
ABOUT THE LOGO

This mark re-imagines Wixom's previous identity, preserving a piece of history but evolving it to better reflect where Wixom is going. The arrow X speaks to a city that is on the move – one that is active, vibrant and poised for even greater things in the future. The central location of the arrow x within the logotype gives a nod to Wixom's central location, as a transportation hub and destination for both vehicles as well as foot and bike traffic on Wixom's trail network.

An open font lets the mark breathe and lends a friendly and welcoming character to the logo, while remaining strong and steadfast. The classic color scheme is pure Americana, hearkening back to the city's Midwest roots as a manufacturing powerhouse. This mark captures a sense of "work hard, play hard, live easy" in its bold but still approachable nature.

LOGO CONSTRUCTION

The Wixom Logo has two components: the logotype and the optional state line. The arrow x is a key piece of the logotype and may be utilized as outlined in this guide.

ART FILES / DERIVATIVE MARKS AND DESIGN

Contact a brand manager for approved logo files. Do not attempt to recreate the mark. **Any new designs using the brand must be approved by a brand manager.**

→Wixom Logos and Derivative Marks

Primary Logo

Logo Badge

Call Letters

Wixom Made

While the Primary Logo and Logo Badge should be used in most cases, the option exists to use these alternate versions for informal applications.

PRIMARY LOGO & LOGO BADGE

The primary logo and the logo badge are the main marks that should be used to represent the city. Choose the one that fits your application space best. The primary logo may also be used without the Michigan line where appropriate.

CALL LETTERS & WIXOM MAKE MARKS

The WXM call letters logotype and the Wixom Made logos are more informal representations of the city. They may be used for more casual applications, which may include merchandise, signage, and graphic applications.

Use of the WXM call letters or Wixom Made marks must be approved by the brand manager prior to use.

→Logo Clearspace & Sizing

½ X   ½ X

X

½ X   ½ X

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.

CLEARSPACE

The logo must be surrounded on all sides by an adequate clearspace — a space equal to or greater than half the height of the letter "X" in "Wixom"—on all sides as shown.

.75"   .75"   .5"

SIZE

Proper size and positioning is critical when using the logo. If the logo is reproduced at a smaller size, the quality of reproduction or screen appearance will degrade. Please refer to the guidelines provided below.

MINIMUM SIZE

The minimum size of the primary and badge logo is .75" wide. When using the logotype without the state, the minimum width is .5".

MAXIMUM SIZE

There is no specific maximum size. However, the logo size should always be proportional to the content of the piece being created.

→Special Department Logos

Downtown Logo

Parks & Rec Logo

The Downtown logo may also be use on its side

The Downtown logo color variations.

The Downtown Wixom and Wixom Parks & Rec logos are part of the Wixom brand family. They have been created using components from the primary city logo to strengthen the connection between them and provide for better brand family recognition among audiences.

DOWNTOWN LOGO

The Downtown logo been provided in full color for light and dark backgrounds, along with a version that utilizes emerald in place of brick. The primary full color logo should be used most often. The emerald arrow x logo may also be used in special circumstances as approved by the Brand Manager.

The Downtown logo has also been provided in 1 color versions from the brand palette.

PARKS & REC LOGO

The Parks & Rec logo been provided in full color, along with a 1 color versions in white, grass, navy and lake.

OTHER DEPARTMENTS

All other departments should utilize the primary or badge Wixom logos for a consistent look.

→Logo Misuse

LOGO DON'TS

The logo should not be redrawn or altered in any way. Always use an approved master artwork file. Please refer to the guidelines provided below.

1. **DON'T** distort or manipulate the proportions of the logo.

2. **DON'T** reproduce the logo in unapproved colors.

3. **DON'T** re-type any of the text in the logos. Use approved logo files only.

4. **DON'T** change the graphics around the logo.

5. **DON'T** place the logo over a color or pattern that makes it difficult to read.

6. **DON'T** rotate or tilt the logo.

LOGO DO'S

DO use any of the approved logos over solid, textured and image-based backgrounds that provide enough contrast for the logo to remain legible.

→ Color Palette

The Wixom brand colors consist of primary and secondary color palettes. The color palette is stimulating and forward looking, yet rooted, solid and trustworthy – representative of Wixom's past, as well as its vibrant future.

These should be the main colors used in materials and other applications.

The consistent use of these colors will create recognition and strengthen the identity. Secondary colors may be used as accents and to compliment the primary colors.
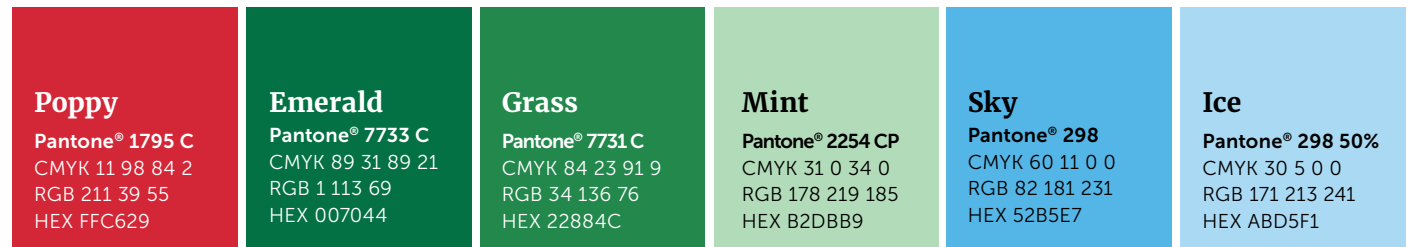
Tints of any colors in the palette may be used.

Colors may vary on different monitors. The values listed on this page are the Pantone® coated process color equivalents.

PRIMARY COLORS

Navy
Pantone® 655 C
CMYK 100 90 35 34
RGB 0 38 87
HEX 192A55

Brick
Pantone® 1805 C
CMYK 22 97 83 13
RGB 175 39 53
HEX AF2735

Lake
Pantone® 2144 C
CMYK 88 60 0 0
RGB 31 104 179
HEX 1F68B3

SECONDARY COLORS

Poppy
Pantone® 1795 C
CMYK 11 98 84 2
RGB 211 39 55
HEX FFC629

Emerald
Pantone® 7733 C
CMYK 89 31 89 21
RGB 1 113 69
HEX 007044

Grass
Pantone® 7731 C
CMYK 84 23 91 9
RGB 34 136 76
HEX 22884C

Mint
Pantone® 2254 CP
CMYK 31 0 34 0
RGB 178 219 185
HEX B2DBB9

Sky
Pantone® 298
CMYK 60 11 0 0
RGB 82 181 231
HEX 52B5E7

Ice
Pantone® 298 50%
CMYK 30 5 0 0
RGB 171 213 241
HEX ABD5F1

NEUTRALS

Black
Pantone® Process Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

Stone
Pantone® Warm Grey 1
CMYK 15 14 17 0
RGB 214 209 202
HEX D6D1CA

White
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

→ Color Accessibility Guide

Normal
Large Bold
Large

BKG: **Navy** | HEX #192A55
TXT: **White** | HEX #FFFFFF

Normal
Large Bold
Large
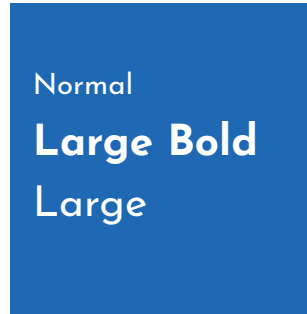
BKG: **Lake** | HEX #1F68B3
TXT: **White** | HEX #FFFFFF

Normal
Large Bold
Large

BKG: **Brick** | HEX #AF2735
TXT: **White** | HEX #FFFFFF

Normal
Large Bold
Large

BKG: **Emerald** | HEX #007044
TXT: **White** | HEX #FFFFFF

Normal
Large Bold
Large

BKG: **White** | HEX #FFFFFF
TXT: **Navy** | HEX #192A55

Normal
Large Bold
Large
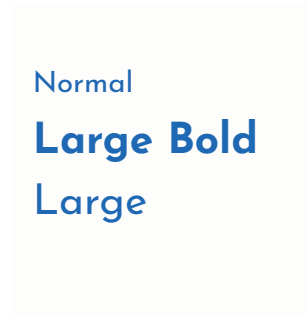
BKG: **White** | HEX #FFFFFF
TXT: **Lake** | HEX #1F68B3

Normal
Large Bold
Large
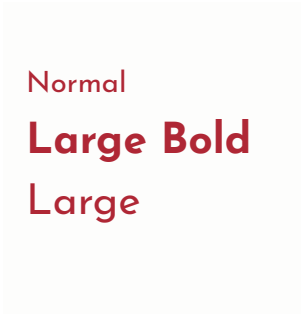
BKG: **White** | HEX #FFFFFF
TXT: **Brick** | HEX #AF2735

Normal
Large Bold
Large

BKG: **White** | HEX #FFFFFF
TXT: **Emerald** | HEX #007044

Normal
Large Bold
Large
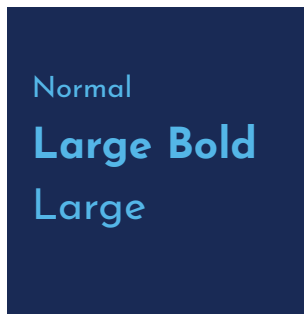
BKG: **Navy** | HEX #192A55
TXT: **Sky** | HEX #52BE7

Normal
Large Bold
Large
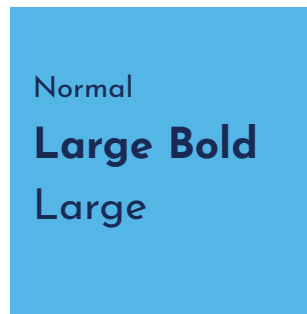
BKG: **Sky** | HEX #52BE7
TXT: **Navy** | HEX #192A55

These combinations should be used most often.

ACCESSIBLE COLOR COMBINATIONS

For web applications, the following color combinations provide maximum contrast, so that text and non-decorative images are legible for people with low vision or color deficiencies. Not all acceptable range color combinations are shown here. To check accessibility, and find more accessible combinations, visit **https://abc.useallfive.com/**
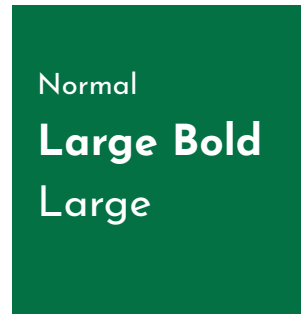
→Logo Colors – Full and 1-Color Options

FULL COLOR PRIMARY LOGO | LIGHT BACKGROUND

FULL COLOR LOGO | DARK BACKGROUND

FULL COLOR LOGO | EMERALD ARROW X

1-COLOR LOGOS

FULL COLOR LOGOS

The logo has been provided in full color for light and dark backgrounds, along with a version that utilizes emerald in place of brick. The primary full color logo should be used most often. The emerald arrow x logo may also be used in special circumstances as approved by the Brand Manager such as on apparel and give away items.

All versions of the logos (primary, badge, call letters and Wixom made) have been provided in the same color variations.

1 COLOR LOGOS

The solid, 1-color logo may appear in navy, white or black. The logo colors and accompanying backgrounds may be chosen from the primary and supporting color palettes and should provide enough contrast for the logo to remain legible.

PRODUCTION

The preferred printing process is offset printing, using 4-color process (CMYK) or spot colors (Pantone). The logo may also be produced digitally, with the understanding that colors may vary depending on the output device or paper.

The 1-color logo may also be produced in grey, or in other materials in the case of signage (such as aluminum, etc).

For the most contrast and readability, the white logo can be used over any color in the palette aside from stone.

For a more subtle, watermark effect, the logo may also appear in a tint of white or black.

→ Graphic Elements

ARROW X

STAY INFORMED

Sign up to receive the latest Wixom news

√ Example: White arrow x with opacity reduced as a subtle graphic accent.

LET'S HIT THE TRAIL

AIR LINE TRAIL WIXOM

√ Example: White arrow x over bottom right of image as a an indicator of movement/graphic accent.

WIXOM

DOWN X TOWN

√ Example: Sky arrow x on Downtown banner as bold statement.

LET'S HIT THE TRAIL

X **DO NOT** flip the arrow x so it faces the opposite direction.

A family of graphic elements and patterns has been created for use with the Wixom brand. They are an extension of the logo and swatches shown prior.

GRAPHIC ELEMENTS | ARROW X

The arrow x may appear in any of the colors shown here and may be scaled or cropped as appropriate for the application.

The arrow x may be used as a large element on a layout that can indicate motion/direction, help break up page layout space, or point to something on a layout.

If the arrow x is used on a layout that contains the primary Wixom logo, it should appear much larger or smaller than the logo itself to avoid competition between the two.

Do not flip the arrow x so it faces the opposite direction.

→ Graphic Elements

ARROW

STAY INFORMED

Sign up to receive the latest Wixom news

✓ Example: White arrow x with opacity reduced as a subtle graphic accent.

LET'S HIT THE TRAIL

AIR LINE TRAIL WIXOM

✓ Example: White arrow x over bottom right of image as a an indicator of movement/graphic accent.

LET'S HIT THE TRAIL

✗ **DO NOT** flip the arrow x so it faces down or back.

A family of graphic elements and patterns has been created for use with the Wixom brand. They are an extension of the logo and swatches shown prior.

GRAPHIC ELEMENTS | ARROW

The arrow may appear in any of the colors in the brand palette and may be scaled or cropped as appropriate for the application.

The arrow may be used as a large element on a layout that can indicate motion/direction, help break up page layout space, or point to something on a layout.

If the arrow is used on a layout that contains the primary Wixom logo, it should appear much larger or smaller than the logo itself to avoid competition between the two.

The arrow may face forward or up, but not down or back.

→Graphic Elements

ARROW TREE

A family of graphic elements and patterns has been created for use with the Wixom brand. They are an extension of the logo and swatches shown prior.

GRAPHIC ELEMENTS | ARROW TREE

The arrow tree is a component of the Parks & Rec logo that may be used on its own as well. Its primary use is to support Parks & Rec, but may be used as a graphic for other departments if appropriate.

The arrow tree may appear in any of the colors shown here and may be scaled or cropped as appropriate for the application.

The arrow tree may be used as a large element on a layout that can indicate motion/direction, help break up page layout space, or point to something on a layout.

If the arrow tree is used on a layout that contains the primary Wixom logo or the Parks & Rec logo, it should appear much larger or smaller than the logo itself to avoid competition between the two.

✓ Example: White arrow tree with opacity reduced over bottom right of color block as a an indicator of movement/graphic accent.

LIKE TO HIKE?

Sign up for Trail Trekkers today!

✓ Example: White arrow x over bottom right of image as a an indicator of movement/graphic accent.

GILBERT WILLIS PARK
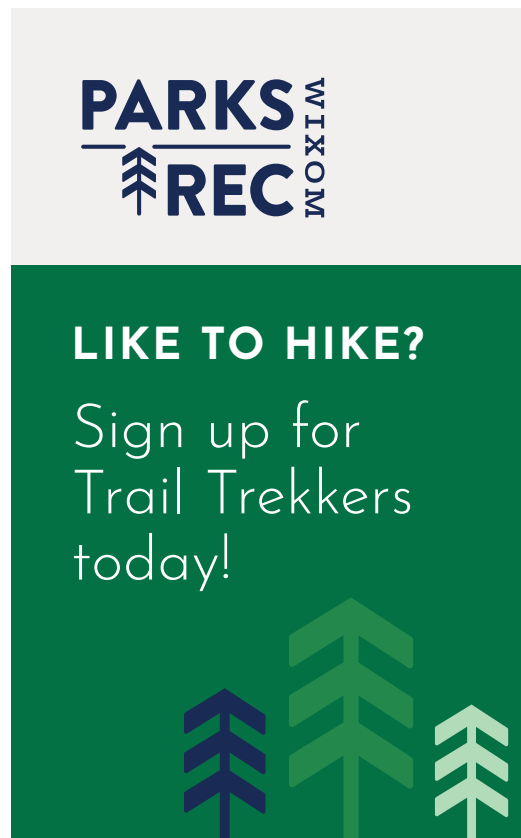
✓ Example: White arrow tree with opacity reduced over bottom right of color block as a an indicator of movement/graphic accent.

→ Graphic Elements

X PATTERN

1-color x patterns

1-color x patterns shown at 20% opacity for more subtle effect

ARROW PATTERN

1-color arrow patterns may be used pointing up or to the right

1-color arrow patterns shown at 20% opacity for more subtle effect

A family of graphic elements and patterns has been created for use with the Wixom brand. They are an extension of the logo and swatches shown prior.
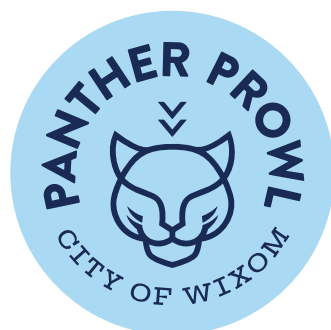
PATTERNS

The X and Arrow Patterns may be used in any color from the Wixom brand palette, and may be scaled, cropped or repeated as appropriate for the application.

The 1-color white patterns may be used over top of color blocks at a reduced opacity (recommend 10-30%) for a more subtle effect/texture.

The 1-color patterns are appropriate for use on the same layout as the any of the logos in the Wixom brand family.

→Illustration Style | Wixom Originals Badges

A family of graphic elements and patterns has been created for use with the Wixom brand. They are an extension of the logo and swatches shown prior.

WIXOM ORIGINALS BADGES

These badges have been created to celebrate some of Wixom's fun and unique events, stories, and features. They utilize brand elements and follow the same illustration style to connect back to the brand family. They may be used as print or digital graphics to promote events or activities, or simply as a vehicle to tell a unique Wixom story. The may also be used on apparel, merchandise or signage.

A handful of color options are shown here, but they may appear in any color from the brand palette.

ILLUSTRATION STYLE | DERIVATIVE MARKS

In addition to representing some of Wixom unique points of pride, these badges serve as a guide to create additional badges to support the brand family.

When creating a new badge, follow along with the simple, friendly and fun illustration style used here. Aim for similar line weights, and incorporate either the arrow x or the arrow into the badge. These badges should utilize the brand fonts used for logo development – Brandon Grotesque and Campaign Slab.

New badges must be approved by the brand manager.

→ Photography Style
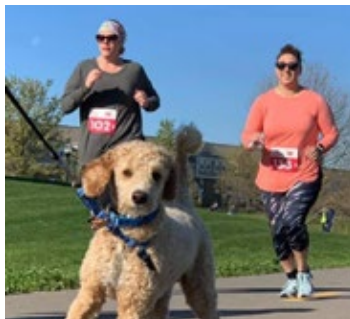
PHOTOGRAPHY STYLE

Photography used with the City Brand should express one or more characteristics associated with Wixom, including:

- Friendly
- Fun
- Welcoming
- Active
- Approachable
- Helpful
- Solid & Dependable
- Small Town Feel

Your color palette is one of the most recognizable aspects of your brand identity. Aim to include brand colors, or colors of similar hues in your photos when possible. The goal is to reflect a consistency in your images, rather than jumping around to different tones.

Image content should showcase the City's many assets, including downtown, trails, and parks & recreation. Look to include a range of downtown, residential, rural, commercial, industrial and public spaces, and natural beauty. In addition, build up your library of photos that highlight city amenities - well-loved gathering places that are activated by members of the community, such as downtown, parks, city assets, public events, historic sites, sporting events, and popular destinations around the City.

It is encouraged to include people or a human element into photos. When including people in an image, they should be engaging with each other and the community in dynamic compositions.

Lighting should typically be bright and warm to create a friendly and inviting tone.

→ Typefaces

These typefaces have been selected to be used with the Wixom brand. Their consistent use will strengthen the Wixom brand identity.

Josephin Sans

Aa

Light
Regular
Semibold
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()_+<>?{}/

TYPEFACE ONE - JOSEPHIN SANS

Well suited for headings, and areas of emphasis. All versions may be used for headlines, subheads, and body copy. Headings and subheadings may be set in all caps or in sentence or title case.

This free font family is available at:
fonts.google.com

Barlow Condensed

Aa

Light   **Semibold**
Regular   **Bold**
Medium   **Extrabold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()_+<>?{}/

TYPEFACE TWO - BARLOW CONDENSED

May be used in the same ways as Josephin. Barlow provides a condensed option if space is at a premium or as a point of contrast to Josephin.

This free font family is available at:
fonts.google.com

Zilla Slab

Aa

Light
Regular
Semibold
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()_+<>?{}/

TYPEFACE THREE - ZILLA SLAB

Best suited for subheads and body copy.

This free font family is available at:
fonts.google.com

FONTS UTILIZED IN LOGOS

Brandon Grotesque

Campaign Slab

OTHER BRAND TYPEFACES

Brandon Grotesque and Campaign Slab are the typefaces used to create the Wixom logo family. They are noted here for reference but should not be used without the approval of the brand manager.

These font families are available at:
fonts.adobe.com

If you are unable to use the above brand typefaces and require a universally sharable typeface (emails, Word docs shared outside of the organization), use these similar substitutes:

Josephin: Arial/Helvetica   Barlow Condensed: Arial/Helvetica Condensed

→ Typography Structure Examples

Headline in Josephin Bold

SUBHEAD IN JOSEPHIN BOLD CAPS

Feature text in Zilla Slab Light. Sed undel im liberit is volum que vendem. Sum corunt, si ullam volorro maio odic temquiae beri ipsant, ab ium nihicias dolorepedit, vel idus.

Body copy in Josephin Light. Simperum il is con core volupta quibers perfero optia dolorion rest fugiaeri quuntem vellacc ullaute net esciis ute molupti doluptae volo iuntem rem qui natqui incte atem que et illabor aut exerum fugitempore cusaeptat quam culliquia endit, consedi taturiae. Itas dolorit perero el mod modissitati blatia qui aut et voluptatio.

Headline in Josephin Bold
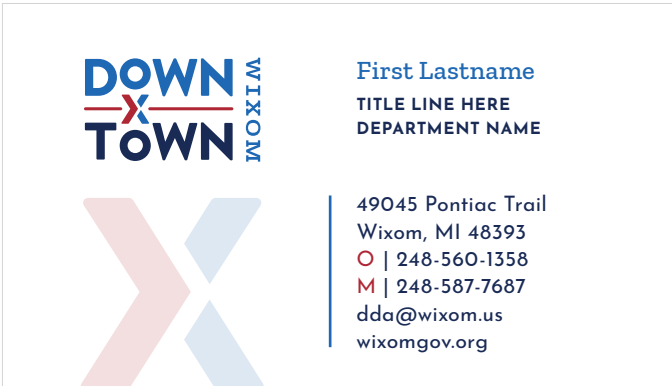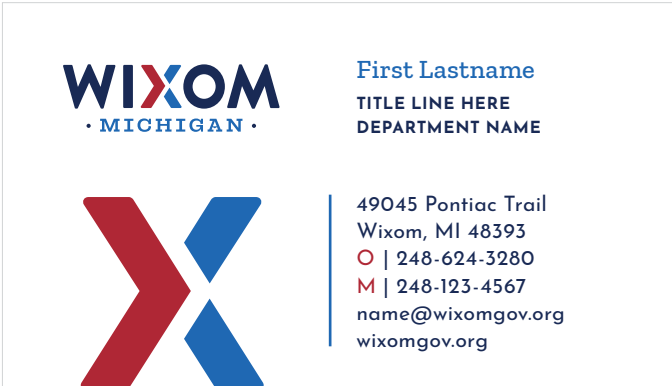
SUBHEAD IN ZILLA SLAB BOLD CAPS

Feature text in Barlow Condensed Regular. Sed undel im liberit is volum que vendem. Sum corunt, si ullam volorro maio odic temquiae beri ipsant, ab ium nihicias dolorepedit, vel idus.

Body copy in Josephin Light. Simperum il is con core volupta quibers perfero optia dolorion rest fugiaeri quuntem vellacc ullaute net esciis ute molupti doluptae volo iuntem rem qui natqui incte atem que et illabor aut exerum fugitempore cusaeptat quam culliquia endit, consedi taturiae. Itas dolorit perero el mod modissitati voluptatio.

> **Type Tip:** All three font families are available to you, but you don't have to use all of them at once. The example on the left uses Josephin and Zilla, while the example on the right uses all three. Select the typefaces that work best in your application and use them consistently therein.

→Business Card Examples

WIXOM
· MICHIGAN ·

First Lastname
TITLE LINE HERE
DEPARTMENT NAME

49045 Pontiac Trail
Wixom, MI 48393
O | 248-624-3280
M | 248-123-4567
name@wixomgov.org
wixomgov.org

CITY OF
WIXOM
MICHIGAN

DOWN
x
TOWN
WIXOM

First Lastname
TITLE LINE HERE
DEPARTMENT NAME

49045 Pontiac Trail
Wixom, MI 48393
O | 248-560-1358
M | 248-587-7687
dda@wixom.us
wixomgov.org

CITY OF
WIXOM
MICHIGAN

Option: reduced opacity arrow x

Option: different color backs

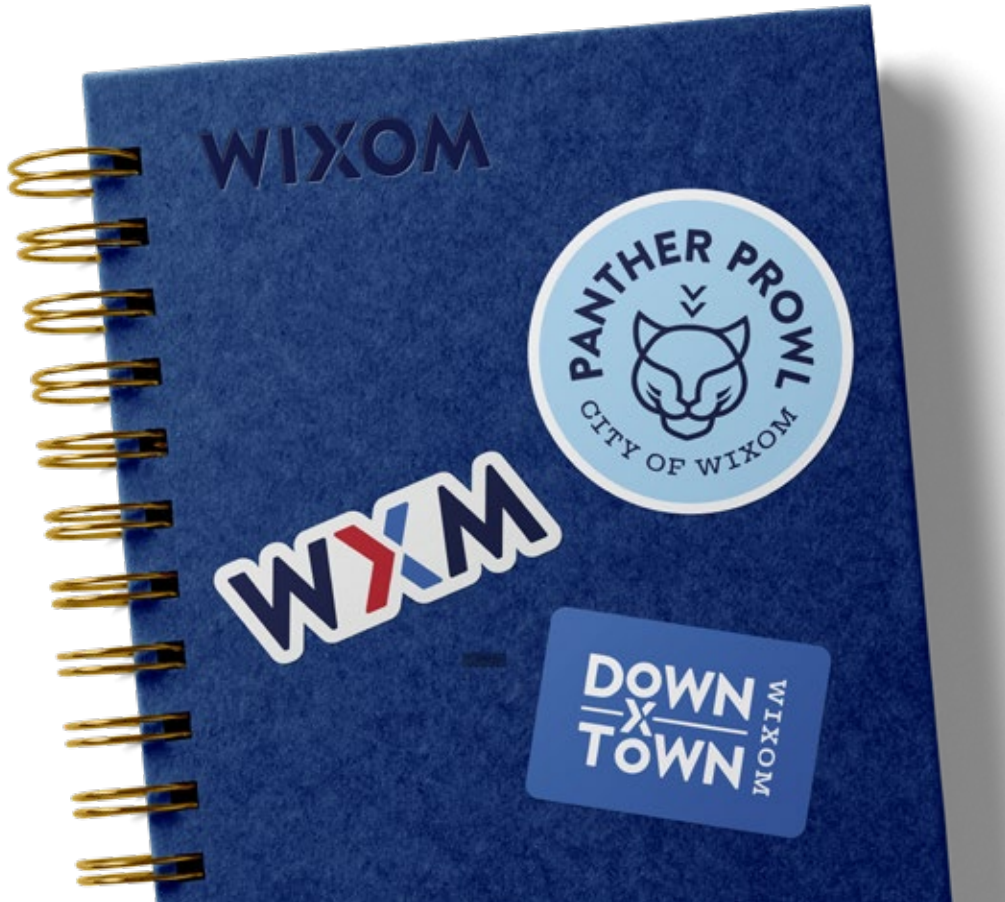→ Apparel and Product Examples

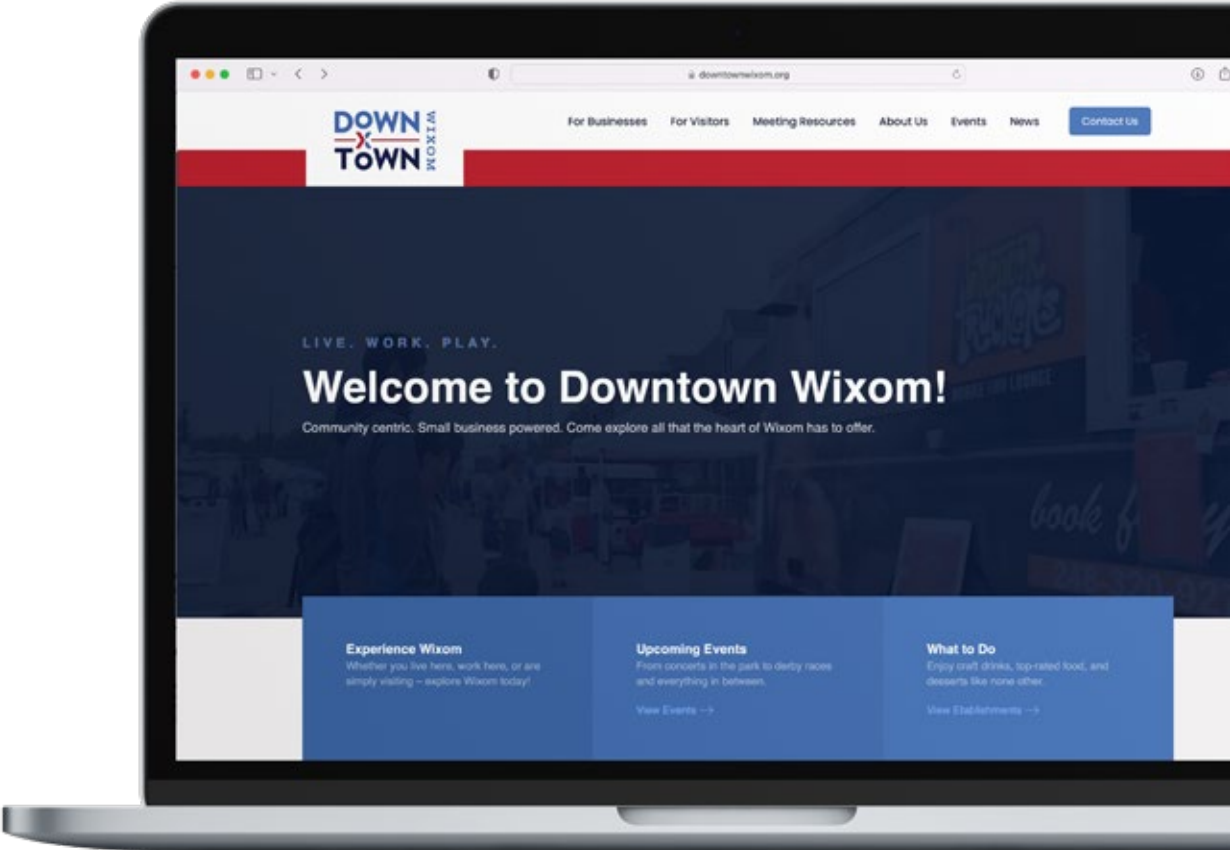# →Give Away and Product Examples

→Vehicle Graphic Example

→Apparel Examples

→Badge Use Examples

→ Website/Social Media Examples

→ Banner Examples

→Signage Examples

→Water Tower Example

→ File Format Guidelines

EPS FILE FORMAT

EPS file format allow vector logos to be enlarged and reduced without affecting printability. EPS is the preferred format for printing logos. EPS files may only print properly on PostScript printers or printers that are running a PostScript interpreter (RIP).

SVG FILE FORMAT

XML-based, scaleable vector image format that supports interactivity and animation.

PDF FILE FORMAT*

A versatile file format created by Adobe that gives people an easy, reliable way to present and exchange documents - regardless of the software, hardware, or operating systems being used by anyone who views the document.

JPG FILE FORMAT*

Use this format for photos/artwork/logos that will appear on a website or that will be viewed on screen. Jpg files are cross-platform compatible. Jpgs do not support transparency.

PNG FILE FORMAT*

Commonly used to store web graphics, digital photographs, and images with transparent backgrounds.

*universal file format