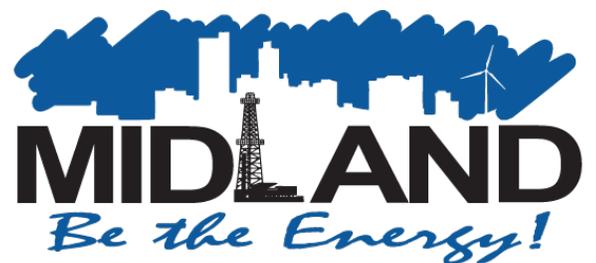


CITY OF MIDLAND
BRANDING GUIDELINES

2025



USAGE

All print or published materials and media must receive approval from the Strategic Communications or City Manager's Office prior to distribution or publication. This ensures that all content aligns with the City of Midland's brand standards and strategic messaging. Please submit materials for review well in advance to allow sufficient time for any necessary revisions.

TEMPLATE USE

To maintain consistency and keep the City's brand up to date, always use the provided templates for presentations, documents, and other materials. These templates include PowerPoint presentations, letterheads, and other branded documents. Utilizing these resources ensures a cohesive and professional appearance across all city communications. By adhering to these guidelines, we can ensure that all communications reflect the quality and integrity of the City of Midland brand. If you need access to the templates or have any questions about the approval process, please contact the Strategic Communications Office or the City Manager's Office.

THE CITY OF MIDLAND LOGO

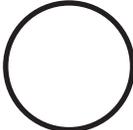
The City of Midland logo and colors are key elements for establishing and maintaining the identity of the City of Midland. They must be used appropriately and consistently across all printed and on-screen applications. It is vital the logo retains its intended shape, form and color. No attempts should be made to modify or recreate the logo under any circumstances.



COLOR

The accurate use of color must be maintained to ensure consistent control of the logo. The primary color choice for all reproductions of the City of Midland logo is Pantone 301 (Blue). The “City of Midland blue” will not be easily legible against certain background colors; therefore, employees have the option of using one-color black or white versions of the logo on certain items such as shirts, documents, and electronic presentations. The Pantone Matching System color palette should be used as a reference for vendors for printed and on-screen media using the City’s logo. Please reference the table on this page that shows the Pantone values converted to RGB, CMYK and HEX numbers. To ensure quality color reproduction: Use CMYK when printing and RGB/HEX for digital, onscreen reproduction. When in doubt, present the entire conversion table values on this page to vendors. Most importantly, ask vendors for a proof to compare colors to existing reproductions.

PRIMARY COLORS

	Midland Blue	True Black	True White
			
CMYK	97%-70%-10%-1%	75%-68%-67%-90%	0%-0%-0%-0%
RGB	0-89-156	0-0-0	255-255-255
HEX#	#00599c	#000000	#ffffff

SECONDARY COLORS

	Dark Blue	Light Blue #1	Light Blue #2
			
CMYK	41%-21%-0%-57%	48%-22%-0%-6%	21%-9%-0%-0%
RGB	4-56-109	118-185-240	202-231-255
HEX#	#04386D	#76B9F0	#CAE7FF

COLOR CONTINUED

Logo color options

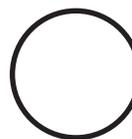
TRUE BLACK



FULL COLOR



TRUE WHITE



BACKGROUND COLORS

The preferred background is white when using the City of Midland full color logo. If white is not a background option when using the City of Midland blue logo, please use the white version of the logo or the black version of the logo depending on the background colors.

RULE OF THUMB

The all-black logo may be used on any light colored background, while the all-white logo may be used on darker colors. The original full color logo is preferred in all other instances.

Black on white/Light background



White on black/dark background



Color



SPACE AND POSITIONING

To ensure legibility, the logo may not be reproduced below 1.75" in width for printed materials. Exceptions exist for advertising and small promotional materials, which must be approved by the Strategic Communications Office. Distortion of the logo is NEVER permitted. The logo must maintain proper proportions. Changing dimensions of the logo on templates, such as letterheads, is not acceptable. The logo has been provided to each division in its correct proportion. If there is a need to resize the original, use a corner handle, which changes the height and width simultaneously, to resize. DO NOT "eyeball" the dimensions of the logo by changing height then width, or by attempting to "correct" an incorrectly proportioned logo. When in doubt, start with the original image or request one from the Strategic Communications Office.

INCORRECT PROPORTIONS



CORRECT PROPORTIONS



Maintaining a clean and uncluttered area around the logo maximizes the visual impact of the artwork. Do not allow any graphic elements, such as copy, photography or background patterns to clutter up the clear space. When the logo is positioned close to the edge of a page, the minimum distance from the edge should be roughly 1/8 the height of logo's "skyline," as shown below.



— 1/8

INCORRECT USAGE

Logo elements should not be manipulated in any way.



FONT GUIDELINES

For subheaders and body text

Arial (Regular) or **Arial (Bold)**

For headers (All CAPS BOLD)

CENTURY GOTHIC (BOLD)

CLOTHING/PROMOTIONAL ITEMS

Items such as shirts and coffee mugs are important reflections of the City of Midland's identity. Each item is a visual reminder of our branding as an organization.

SHIRTS

All clothing items including the City of Midland logo will be ordered through Administrative Services. For embroidery purposes, all threads must be matched as closely as possible to the PMS colors stated in this manual. Logo size on casual wear should be 2.5" wide. Logo size on work shirts should be 3" wide.

OTHER ITEMS

For other promotional items such as pens, coffee cups, etc. please ensure proper use of the logo, size, color and proportions. Any items in violation of these guidelines are not permissible. Please consult the Public Information Officer for questions or recommendations.

All logos on shirts should appear on the front upper left side.

EMAIL SIGNATURE

The template of the email signature may be found in a separate word file, along with a guide on how to implement the template into your email with your correct information.

Jane Doe

Department

Title/Position

(432) 000-000

300 N. Loraine Midland, TX, 79701

