Allentown

Brand Guidelines Version 1.0

Logo Usage

Allentown

Logo Overview

The logo reflects Allentown's friendly, welcoming and creative nature. Timeless, not trendy, the cursive-style "l" reflects our waterways, presents a human element, and demonstrates how integral each individual is to our city's future. The final "n" provides a sense of positive, forward-movement.

Without Tagline

Allentown

With Tagline

Allentown
All Inspiring

Minimum Size

|--- .75" ---|
Allentown

Our logo should never be
scaled below a .75 inch width

|------ 1" ------|
Allentown
All Inspiring

When used with the tagline our logo should
never be scaled below a 1 inch width

Logo Versions

If space allows, our logo and themeline should be used together in all print and digital executions. This allows for a more complete communication. When using the logo with the themeline, the themeline is right-justified, locking up with the "t' and "n."

Allentown

The minimum clear space should be equal to one "O-height" around the entire lockup.

Allentown
All Inspiring

The minimum clear space should be equal to one "O-height" around the entire lockup.

Logo Clearances

Clearances describe the padding around the logo. This padding helps our logo stand out, be recognizable, and not feel cramped or cluttered.

Do not use multiple colors in mark.

Do not change the font of the mark.

Do not stretch or squeeze mark.

Do not outline the mark.

Do not alter spacing or kerning of mark.

Do not rotate the mark.

Do not put mark on a background without sufficient contrast.

Do not use mark over a busy background.

Logo Rules

Our logo is sacrosanct and should never be changed or altered. Though it may be tempting to mix it up a bit, don't. Follow the rules to the left to maintain a clean, clear, consistent logo and our brand standards.

Allentown
All Inspiring

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Vector Files

Open this PDF in Illustrator to access these workable vector versions of our log.

Typography

Headline Font

Avenir Next Condensded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Body Font

Avenir Next Font Family - All weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Font

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
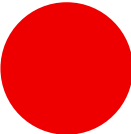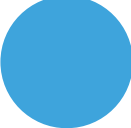abcdefghijklmnopqrstuvwxyz1234567890

Headline
& Body

Our headline font is Avenir Next Condensed Bold, a clean, modern font that pairs nicely with our logo and works well over web and print applications. The body font is Avenir Next Font Family. All weights of the body font are included for greater design options. When Avenir Next is not readily available, use the Verdana Font Family.

Colors

	Name	Pantone	CMYK	RGB	Hex
Primary Colors					
●	**Navy**	534 C	100 85 39 33	21 48 86	153056
○	**Pearl**	P 7-9 C	2 4 15 0	249 240 217	F9F0D9
Secondary Colors					
●	**Green**	360 C	60 0 100 0	114 191 68	72BF44
●	**Red**	2347 C	0 100 100 0	239 0 0	EF0000
●	**Gold**	1235 C	2 27 97 0	248 188 31	F8BC1F
●	**Blue**	2171 C	68 20 0 0	62 164 220	11A9F5

Brand Colors

Allentown's primary brand palette uses our city's flag as inspiration, then adds saturation and complimentary shades and hues for liveliness, pops of color and ample design options. This palette can be used across the entire brand.

Graphics

All Inspired

Headline Font

Do's & Dont's

Allentown has it All

Do not use "All" icon in sentences, paragraphs or written documents

All Delighted

Keep statements short, preferably one word following our All icon.

All Festive

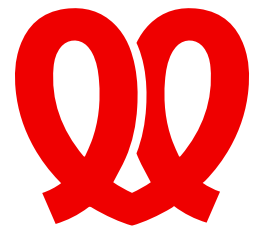**Do not** use any font other than Avenir Next Condensed Bold

All All All All

Do not overuse "All" icon. Best if used once per design

"All" Usage

The "All" icon is a supporting graphic for our brand to convey what we're all feeling. All festive. All Delighted. All Inspired!

Community Icon

Allentown loves its friendly, welcoming and nurturing neighbors and newcomers. Working together we can create a bolder, brighter future.
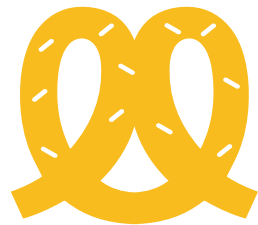
Culture Icon

Inspired by a creative, innovative population, our arts scene is gowing and diverse arts, music and cultural experiences abound.

Nature Icon

Allentown is a natural with wooded trails, riverfront pathways, tree-lined streets and plenty of parks and green spaces.

Culinary Icon

Our city is proud to share its many tastes and traditions, from ethnic festivals to award-winning restaurants to local eateries.

Economic Development Icon

We welcome business with a ready and able workforce, robust entrepreneurial ecosystem, and the best tax incentives on the East Coast.

Digital Icon

Our digital icon is only used for digital and social executions, such as social profile pictures. The digital icon does not have its own color palette, but instead uses our primary colors.

Category Icons

To highlight key messages and areas of focus, our brand includes categories for community, culture, culinary, nature and economic development. Each category has its own clever, whimsical,and inviting icon inspired by the cursive "l" in the Allentown logo.

Illustration

Brand Illustration

Using only our primary color palette, our brand illustrations are vibrant and bold—much like Allentown itself. This illustrative style can be used to showcase our city's diversity, strengths and offerings, or as design elements, which allow for broader communications and interpretation.

When Creating Graphic Elements for Brand Illustrations:

Select an Allentown benefit; green spaces, waterways, city life, etc.

Create an abstract, one-dimensional graphic that illustrates the benefit.

Use simple shapes, lines and color blocks to add interest, depth and balance.

Keep it simple, do not add detail. The graphic shouldn't be literal, but open for interpretation.

Example:

The Albertus Meyers Bridge or 8th Street Bridge makes a great abstract graphic by simply mimicking the shape of its arches.
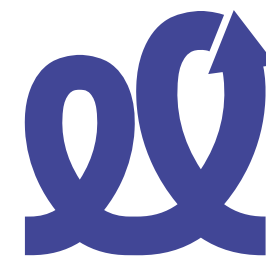
Brand Illustration Rules

- Illustrations are abstract, graphic, simple shapes; not complex

- Allentown-specific graphics refer to benefits, our green spaces, waterways, city life and more

- Use complementary design elements, such as simple shapes, lines and color blocks

- Only brand colors can be used in brand illustrations

- No one color should dominate the design, keep colors balanced

- When including a logo in brand illustrations, it should be navy or pearl

Category Illustration

Our category illustrations utilize a distinctive, dynamic and abstract style. By using category-specific design elements, these illustrations add depth and interest to the City of Allentown's story.

FCA9A9	B8E6F4	DDFCCA	F9DFAA	C8C8E8
FF8585	8BD8F7	C7FCA4	FCD98B	AFAED3
FF4949	6DD7F7	AAF779	FCD266	777BB5
FF2C2C	34C0F7	95EA5E	FFC74A	4F559F
EF0000	11A9F5	72BF44	F8BC1F	414696
C60505	0690C6	53B718	FAA61A	303287
9B0202	0777AF	419E05	F79420	1D316A
6D0000	154E7C	18961E	F96806	153056
490101	163056	186D06	FC4D00	040E21

Category Colors

Each category features a primary color and an expanded color palette of monochromatic shades and tints. These distinctive category palettes help define and showcase specific aspects of our city and messaging.

When Creating Graphic Elements for Category Illustrations:

Follow the same process as for brand illustrations; however graphics for category illustrations should refer to category messaging.

Use the appropriate category icon and color palette.

Keep it simple, do not add detail. The graphic shouldn't be literal, but open for interpretation.

Example:

A frothy mug of beer can make a great abstract element for our culinary category by adding a color block at the top to represent the foam and circles for the bubbles.

Category Illustration Rules

- Illustrations should be abstract and simple, not complex

- Category illustrations must use the appropriate icon and color palette

- Additional graphics must refer to the category benefits or messaging

- Use simple shapes, lines, and color blocks as complementary design elements

- Always use high contrast colors when including our logo or type in category illustrations