Style Guide

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City of Hot Springs

The Public Information Department at the City of Hot Springs strives to maintain a consistent style and brand for internal and external communications. This style guide, developed in August 2019, outlines some standard practices to help achieve this branding goal.

www.cityhs.net/public-info
501-321-6806
info@cityhs.net
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Master logo
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Logo variations

Grayscale

Color with City Slogan

Government at Your Service

White Outline
Avoid Stretching Logo
Hold “Shift” key when resizing logo to maintain aspect ration in Word and most other software programs.

Allow Ample Spacing
Provide room between logo and other elements.

Use Current and Official Logo
Avoid using former versions of the logo or ones downloaded from Google images. Contact Public Information at info@cityhs.net to get appropriate logo files as needed.
Palatino Linotype

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+='?<>  

Regular

Berchic totaqua spellacest, iuntur miliqino uaspid et autationest vlore officatam, volor

Italic

Berchic totaqua spellacest, iuntur miliquaspid et autationest vlore officatam, volorem el moditi aut

Bold

Berchic totaqua spellacest, iuntur miliqino uaspid et autationest vlore officatam, volor
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Typography

**Arial**

Paragraph font

ABCDEFGHJKLMNổPQRSTUVW
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=?:><

Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.**
Style Guide

Color palette

**Primary**
- Pantone 294
  - HEX #002f6d
  - R0 G47 B100
  - C100 M90 Y29 K19
- Pantone 321
  - HEX #008996
  - R0 G137 B150
  - C84 M29 Y38 K3

**Secondary**
- Pantone 7735
  - HEX #36573d
  - R54 G87 B61
  - C76 M43 Y78 K38
- Pantone 469
  - HEX #6a4024
  - R106 G64 B36
  - C40 M69 Y87 K43
- Pantone 619
  - HEX #9f912a
  - R159 G145 B42
  - C39 M34 Y100 K7
- Pantone 3165
  - HEX #004e5a
  - R0 G78 B90
  - C100 M53 Y52 K33
- Pantone 633
  - HEX #007298
  - R0 G114 B152
  - C100 M42 Y28 K4
RGB
(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CYMK
(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector
Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

JPEG/JPG
JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads.

EPS
EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG
PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors.

AI
AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF
PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

TIFF/TIF
TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You’ll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a “container” for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.