
CITY OF HOMER
**LOGO AND GRAPHIC USE
STANDARDS MANUAL**



March 2013

CITY OF HOMER LOGO AND GRAPHICS USAGE AND STANDARDS

City Seal History

In October, 1964 the Homer City Council voted to hold a contest to obtain ideas for design of a City seal and offered prizes to the top three winners, Millie Morowitz, Susie Hurley, and Leonard Dubber. The top entries were sent to Toby Tyler to develop composite designs for a City seal. In March of 1965, City Council approved a design for the City seal.

The symbolism incorporated into the design is the ship's wheel, based on Homer being a small port whose chief occupation and sport is fishing. It includes the 4 ½ mile spit that extends into Kachemak Bay the mountains across the bay, and a banner with the date of Homer's incorporation as a first class City.



The original seal was based on this sketch by Homer artist Toby Tyler.

Logo Features

The logo is established to create a visible symbol that serves as a unifying brand. It will not replace the City Seal, but rather create a consistent identity for the future. The logo follows the initial intent of the original design, includes the City's colors: gold, white, black, and blue, and draws in a shade that ties the logo to the City's website.



The logo to the left was based on the historical logo use and designed by City of Homer employee Rachel Tussey.

OFFICIAL LOGO USAGE AND CONFIGURATION

In order to consistently communicate the City of Homer brand identity, standard usage guidelines must be set in place to ensure proper and accurate implementation of the logo. This version of the logo communicates a more professional and modern vision of Homer's past, present and future. The official logo is to be applied to formal City uses.

Official Logo Usage

Uses of the official logo include:

- Letterhead
- Business Cards
- Envelopes
- Address Labels
- Fax Cover Sheet
- Memorandum
- Request for City Council Action
- City Banners for Events
- Department Forms
- City Newsletter
- Brochures
- City Vehicles
- Employee Id Badges
- Ceremonial Name Tags
- City Signage
- City Facility Signage
- Trailhead Signage
- Website

Department Logos

- Homer Police Department
- Port and Harbor Department
- Planning Department
- Homer Public Library
- Information Technology
- Public Works Department
- City Clerk's Office
- Office of the City Manager
- Finance Department
- Homer Volunteer Fire Department
- Human Resources

Other:

- Just for the Health of it!
- Parks and Recreation
- Office of the Mayor

OFFICIAL LOGO AND USAGE CONFIGURATION

Description of acceptable official logo configuration

The City of Homer logo consists of the logo mark and logotype. Since visual recognition is critical, the logo cannot be compromised in any manner, especially the logotype and its letter form, which must not be altered or re-proportioned in any way.

As shown, the primary use of the City of Homer logo encompasses the logo mark with typeface included within the logo. The spatial and proportional relationship of the logo mark and logotype within the logo is fixed and should not be altered in any way.

Appropriate Logo Usage



Full Color Logo



Grayscale Logo



Line Drawing Logo

Inappropriate Logo Usage

Use of the logo below should be discontinued after adoption of Logo and Graphic Usage Standards Manual. Product with the logo below may be used until it is exhausted. However, any new product should be consistent with the logo and graphic use standards.



USE OF LOGO BY COMMUNITY ORGANIZATIONS

Use of the City of Homer informal logo must be approved by the City Manager. The City of Homer logo may not be used for political purposes by elected officials or for non-City sponsored events/programs.

LOGO STAGING

Proper logo staging provides a minimum separation of .125 inches between logo and any other graphic or text.



Appropriate Logo Staging



Inappropriate Logo Staging

EXAMPLE DEPARTMENT LOGOS

Each department will have their own full-color, grayscale and black and white outline logo for use specific to their department.



TYPOGRAPHY

The typography component of the City of Homer logo usage standard is integral to the impact and consistency of all organizational communications.

Specific type families have been chosen for use within the City of Homer graphic standards. The range of weights and styles within the families listed below allow the flexibility required by the diversity of the marketing needs of the City of Homer.

The ChunkFive and Junction typeface families are used for all headline and subheads in professionally created marketing communications materials. It should be used for covers, title pages, heading throughout brochures, direct mail pieces, advertising, proposals, and presentations.

The Source Sans Pro typeface family is used for all body copy in professionally created marketing communications materials, including brochures, direct mail pieces, advertising, proposals and presentations.

For internally created documents and presentation, especially those created for electronic distribution, Source Sans Pro is the primary san-serif type family to be used for headings, fax covers, and title pages. The primary serif type family to be used in internally created documents is Sorts Mill Goudy.

With consistent use over time, these typeface families will become associated with the City of Homer and its wide range of communications.

Type families:

ChunkFive: A good use for this font is headings. 1234567890 ? * ! ()

Junction: This is a good design font. Easy to read and stylish. 1234567890 ? * ! ()

Source Sans Pro: This is the default font for all body text. Very readable. 1234567890 ? * ! ()

Sorts Mill Goudy: This is a serif body text. 1234567890 ? * ! ()

Raleway: This is a design font. 1234567890 ? * ! ()

CITY OF HOMER COLORS

In single –color applications, the City of Homer logo may be printed only in black, or reversed in white.

In full-color applications, the City of Homer logotype should be presented in black on backgrounds with values lighter than 50% black, and white on surfaces with values darker than 50% black.

In electronic applications, such as Microsoft Word or PowerPoint, or when used on the Web, the full-color logo should be used, and RGB or hexadecimal equivalents of the PMS colors should be used.

The color combinations shown below constitute the only authorized color combinations for the City of Homer logo. Any exceptions must be approved by the City Manager’s Office.

When alternate surfaces such as metal, stone, or glass are used, use appropriate values of the one-color version to match the surface being inscribed.

Blue:	Green:	Yellow:	White:	Black:	Light Blue (for Logo only):
R-38	R-53	R-248	R-255	R-0	R-158
G-87	G-103	G-223	G-255	G-0	G-201
B-135	B-50	B-67	B-255	B-0	B-226
C-92%	C-79%	C-4%	C-0%	C-75%	C36%
M-69%	M-36%	M-7%	M-0%	M-68%	M-9%
Y-24%	Y-100%	Y-85%	Y-0%	Y-67%	Y-4%
K-7%	K-28%	K-0%	K-0%	K-90%	K-0%
Web Swatch					
#265787	#356732	#F8DF43	#FFFFFF	#000000	#9EC9E2

SCALING IN DOCUMENTS

The Homer logo is always used in its original, as-designed proportions.

Do not distort (stretch or compress) the height or width dimensions of the logo or any of its elements. In many applications, holding the shift key while scaling maintains the correct aspect ratios. If you are scaling by dragging a “handle” on the logo, always drag a corner handle, not a side, top, or bottom handle. If the logo looks distorted in anyway, the scaling properties should be checked to ensure that the logo is scaled proportionally.

Correct Scaling



Incorrect Scaling



APPENDIX

City of Homer Logo Full-color
City of Homer Logo Grayscale
City of Homer Logo Black and White Outline
Sample Memo
Sample Letter Head
Sample Business Card
Sample No. 10 Envelope



City of Homer Logo Full-color



City of Homer Logo Grayscale



**City of Homer Logo
Black and White Outline**



City of Homer

www.cityofhomer-ak.gov

Office of the City Manager

491 East Pioneer Avenue

Homer, Alaska 99603

citymanager@cityofhomer-ak.gov

(p) 907-235-8121

(f) 907-235-3148

Memorandum

TO:

THROUGH:

FROM:

DATE:

SUBJECT:



City of Homer

www.cityofhomer-ak.gov

City Council

491 East Pioneer Avenue
Homer, Alaska 99603

clerk@cityofhomer-ak.gov

(p) 907-235-3130

(f) 907-235-3143

Sample Letter Head

Sample Business Card

<p>City of Homer Administration Katie Koester Community & Economic Development Coordinator</p>	 The logo for the City of Homer, Alaska, is a circular emblem. It features a central landscape with a yellow sun, blue sky, and green trees. The words "CITY OF HOMER ALASKA" are written around the perimeter of the circle, and "March 31, 1964" is written at the bottom. The emblem is flanked by two crossed anchors.
<p>www.cityofhomer-ak.gov 491 East Pioneer Avenue Homer, Alaska 99603</p>	<p>kkoester@ci.homer.ak.us (p) 907.435.3101 (f) 907.235.3148</p>

Sample No. 10 Envelope



City of Homer
City Hall
491 East Pioneer Avenue
Homer, Alaska 99603