MARANA AZ
BRAND
MANAGEMENT

DESIGN CREATES CULTURE.
CULTURE SHAPES VALUES.
VALUES DETERMINE THE FUTURE.

– Robert L. Peters

LET’S GET STARTED.

MARANA AZ

LOGO reverse

MARANA AZ

LOGO black

MARANA AZ

LOGO

color department identifier

MARANA AZ

PARKS & RECREATION

MARANA AZ

ESTABLISHED 1977

WHITE SPACE: A minimum distance of 1.5 times the width of the letter "M" in the word Marana is required between the mark and other elements. A minimum distance of two times the width of the letter "M" in the word Marana is required between the mark and the edge of the page.

LOGO guidelines

SIZE: Width no smaller than 0.75”

BACKGROUNDS: The logo should be clearly visible. This includes print, digital, vehicles, uniforms, etc.

ALTERATIONS: Do not alter the mark. This includes, but is not limited to, compressing, stretching, tilting, cropping, changing the color, changing the font, or flipping any part or whole.

MARANA AZ

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FONTS options

PRIMARY: Century Gothic is to be used on MaranaAZ materials. Century Gothic is modern, showing Marana's approach to technology and innovation. It may not be available on all systems.

SECONDARY: These fonts are acceptable if Century Gothic is not available. Arial should be used for electronic communications.

CENTURY GOTHIC

primary font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z a b c d

e f g h i j k l m n

o p q r s t u v w x

y z 1 2 3 4 5 6 7 8

9 0 ! * # ' % ( ) @

? + - / = , . ; : &

PIER

primary font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z a b c d

e f g h i j k l m n

o p q r s t u v w x

y z 1 2 3 4 5 6 7 8

9 0 ! * # ’ % ( ) @

? + – / = , . ; : &

ARIAL

secondary font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z a b c d

e f g h i j k l m n

o p q r s t u v w x

y z 1 2 3 4 5 6 7 8

9 0 ! * # ’ % ( ) @

? + - / = , . ; : &

BOOK ANTIQUA

secondary font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z a b c d

e f g h i j k l m n

o p q r s t u v w x

y z 1 2 3 4 5 6 7 8

9 0 ! * # ’ % ( ) @

? + - / = , . ; : &

COLOR palette

SKY

PMS:
284C
HEX:
#75aaab
CMYK:
60,18, 0, 0
RGB:
117, 170, 219

TURQUOISE

PMS:
321C
HEX:
#008c9a
CMYK:
100, 0, 30, 23
RGB:
0, 140, 154

SAGUARO

PMS:
369C
HEX:
#56aa1c
CMYK:
64,16, 100, 0
RGB:
86, 170, 28

RIVER

PMS:
7469C
HEX:
#006c94
CMYK:
100, 27, 0, 42
RGB:
0, 108, 148

RIDGELINE

PMS:
2517c
HEX:#560c70
CMYK:
76, 100, 32, 4
RGB:
86, 12, 112

FIRE

PMS:
186C
HEX:
#ce1126
CMYK:
0, 100, 84, 22
RGB:
206, 17, 38

GOLD

PMS:
146C
HEX:
#c7984c
CMYK:
0, 27, 72, 24
RGB:
199, 152, 76

DUSK

PMS:
7544c
HEX:
#7c929e
CMYK:
19, 0, 0, 46
RGB:
124, 146,158

MIDNIGHT

PMS:
Black
HEX:
#2c2a29
CMYK:
0, 0, 0, 100
RGB:
44, 42, 41

COLLATERAL

official use

See your department ambassador for orders of collateral materials.

EMPLOYEE BADGES

building access

For employee badge photos, please schedule an appointment with the Vickie Hathaway / phone 382-1984 phone vhathaway@maranaaz.gov

In external messaging, the voice and tone of the message is as important as the content itself. In all public outreach efforts, it is crucial that the Town apply the appropriate voice and tone, consistent with our core values of respect, teamwork, dedicated service, and engaged innovation. That means that in some contexts, a playful, humorous tone is employed to engage our audience's sense of fun. At other times, a serious, matter-of-fact voice is a better fit. In most cases, you know best what voice and tone are most appropriate for your audience. In general, we encourage words of inclusion, like "us," "together," and "collaboratively." We couch requests for public compliance in terms of respect, like "please," "we would appreciate," and "thank you." We avoid jargon in favor of plain English, always prioritizing clarity and simplicity.

Crafting the right message is both critical and often challenging. That's why your Communications and Marketing Team is here to help. Big questions about organization and theme are welcome. Minor questions about grammar and word choice are welcome. Words often matter far more than we realize. Together, we can choose the right ones.

EMAIL guidelines

FORMAT: No backgrounds, no decorative fonts and no out of the ordinary colors. The font Tahoma should be used, Arial is also acceptable. Images and/or graphics approved by the Town Manager's Office are acceptable.

SIGNATURE:
Name
Title
Department
Town of Marana
Street address
City, State Zip
Phone
Cell (optional)
Fax (optional)

ADDITIONS ALLOWED: confidentiality statements, Town's Web address, social media information, environmental statements, legal disclaimers and information about Town events and/or programs.

IMAGERY

Images can tell a strong story when used to promote, inform, or compel viewers. Photographs that showcase people, experiences, and lifestyles are effective in promoting a positive quality of life in the community.

Always use Town-owned or royalty-free images. Never download images from the internet without checking to see if they are for general public use. Many images found on the internet are owned by other entities and should not be used by the Town of Marana. Town-owned images are managed by the Communications and Marketing Team, and new images can be acquired and added to the library on a project-by-project basis. Clip art is not an appropriate style of imagery, and should not be used when representing Town of Marana.

VEHICLES department identifier single line

VEHICLES

department identifier double line

QUESTIONS contact

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MaranaAZ.gov