

Website Redevelopment

No. 2015-04



**Lehi City Corporation
Administrative Services Department**

RESPONSES ARE DUE PRIOR TO:

**February 19, 2015
5:00 PM MDT**

Preferred method is to submit electronically to:
www.bidsync.com

Responses may be mailed or hand-delivered to:
Lehi City Administration
Attn: Robert Ranc
No. 2015-04
153 North 100 East
Lehi, UT 84043

WEBSITE REDEVELOPMENT – REQUEST FOR QUALIFICATIONS (RFQ)

REFERENCE NUMBER: 2015-04
PROJECT TITLE: "Website Redevelopment"
PROJECT LOCATION: Lehi City, Utah
PROJECT BUDGET: \$30,000

SUBMISSION DEADLINE: February 19, 2015
SUBMISSION TIME: 5:00 PM MDT
SUBMISSION PLACE: Lehi City Administration
153 North 100 East
Lehi, Utah 84043

PROJECT DESCRIPTION: Lehi City invites interested firms to submit a Statement of Qualifications (SOQ) for the redevelopment of the city's website to include both a new, restructured and redesigned website and a new content management system.

PROJECT CONTACT: Robert Ranc
Assistant to the City Administrator
(385) 201-2271
rranc@lehi-ut.gov

RESPONDENTS: Carefully read all instructions, requirements and specifications. Give all requested information properly and completely. Submit your SOQ with appropriate supplements and/or samples. Please submit responses through Bidsync.com, or mail or deliver to the Lehi City Administration address above by the submission deadline. SOQs received after February 19, 2015 at 5:00 PM MDT will not be considered.

Additional instructions for submitting responses:

- A. It is the responsibility of the respondent to "Log In" through BidSync. For assistance contact BidSync at 1-800-990-9339.
- B. Questions regarding this RFQ should be submitted through BidSync. The respondent may also contact Robert Ranc, Assistant to the City Administrator (see "Project Contact" above) for specific questions regarding the SOQ content. Reference No. 2015-04 must

be referenced on all responses and correspondence related to the RFQ. Significant questions that arise subsequent to the issue of this RFQ will be consolidated and answers will be provided to all respondents on record as receiving this RFQ. All questions should be received three (3) working days prior to the RFQ due date.

- C. The recommended method to submit your response is through BidSync. By using alternate methods of delivery, respondent bears all risks if documents are not received at the Administrative Office prior to the submission deadline. Respondents should call to verify that Robert Ranc has received the hard-copy response prior to the RFQ closing. If using an alternative method, respondents may either mail or hand-deliver one (1) bound hardcopy and one (1) CD electronic copy to the Administration Office. Responses should be addressed as follows:

No. 2015-04: Website Redevelopment
Lehi City Administration
Attn: Robert Ranc
153 North 100 East
Lehi, Utah 84043

Following the deadline, the names of those responding to the RFQ will be made public. All other information will remain confidential, as required by law. (See Section 1.9)

Unless specifically authorized by the City's Administrative Office, telephonic SOQs or modifications of SOQs will not be considered. However, modifications by email, fax, etc. for SOQs already submitted through the proper channels will be considered, if received prior to the time for the submission deadline.

SECTION 1: INSTRUCTIONS TO RESPONDENTS

1.1 ADMINISTRATIVE GUIDANCE

The information provided in this RFQ is designed to provide interested respondents with sufficient information to submit responses meeting minimum requirements, but it is not intended to limit response content or to exclude any relevant or essential data therefrom. Respondents are at liberty and are encouraged to expand upon the specifications to give additional evidence of their ability to provide the services requested in this RFQ.

1.2 SCOPE OF TERMS & CONDITIONS

Before submitting a response, the respondent shall understand all contract conditions referred to in this document, and any addenda issued before the RFQ submission date. It shall be the respondent's responsibility to ensure that the response includes all addenda issued prior to the RFQ submission date. By submitting a response, the respondent acknowledges and accepts the Terms and Conditions described herein.

1.3 RESPONSE PREPARATION COSTS

Lehi City is not liable for any cost incurred by the respondent associated with the preparation of the response or the negotiation of a contract for services prior to the issuing of the contract.

1.4 SUBSTANTIVE RESPONSES

The respondent certifies that, (a) the respondent's response is genuine and is not made in the interest of, or on behalf of, an undisclosed person, firm, or corporation; (b) the respondent has not directly or indirectly induced or solicited any other respondent(s) to submit a false response; (c) the respondent has not solicited or induced any other person, firm, or corporation to refrain or abstain from submitting a response; (d) the respondent has not sought by collusion to obtain for itself any advantage over any other respondent(s) or over Lehi City; and (e) respondent shall not violate or cause any person to violate the Utah Municipal Officers and Employees Ethics Act, or any other Federal, State, or Municipal law.

All responses in response to this RFQ will be evaluated in a manner consistent with Lehi City policies and procedures, and Utah State Procurement Code 63g-6a-101, et seq. and all applicable rules, regulations, and policies.

1.5 RESTRICTIONS

All responses must clearly set forth any restrictions or provisions deemed necessary by the respondent to effectively service the proposed project.

1.6 RESPONSES SHALL BE BINDING SUBJECT TO ACCEPTANCE

Responses shall be binding upon the respondents for sixty (60) calendar days from submission deadline. A respondent may withdraw or modify its response any time prior to the submission deadline by written request, signed by the same authorized officer or agent who signed the original response.

1.7 ADDENDUM TO THE RFQ

In the event that it becomes necessary to revise this RFQ in whole or in part, an addendum will be provided to all respondents on record as having received this RFQ. A statement issued in an addendum shall have the effect of modifying a portion of the response documents when the statement in the addendum specifies a section, paragraph, or text, and states that it is to be so modified.

Any other communication, whether verbal or written, which are received by any representative of the respondent from sources other than official addendum should be confirmed by the respondent with the RFQ contact as being true and accurate prior to incorporating such information into its response. This refers to both formal and informal conversations and communications.

1.8 ALTERNATIVE RESPONSES

Respondents may submit more than one response, each of which must follow the criteria of Section 3 and satisfy the requirements of this RFQ. If alternative responses are submitted, the respondent must explain the reasons for the alternative(s) and its alternative's comparative benefits. Each response submitted will be evaluated on its own merits.

1.9 DISCLOSURE OF RESPONSE CONTENT

Under the Government Records Access and Management Act, Section 63-2-101 et seq., Utah Code Ann. (1993 and supp. 1996), as amended ("GRAMA") certain information in the submitted response may be open for public inspection. If the respondent desires to have information contained in its response protected from such disclosure, the respondent may request such treatment by providing a "written claim of business confidentiality and a concise statement of reasons supporting the claim of business confidentiality" with the response (GRAMA, Section 63G-2-309). Pricing elements of any response will not be considered protected. All material contained in and/or submitted with the response becomes the property of Lehi City and may be returned only at the city's option.

SECTION 2: BACKGROUND AND PROJECT DESCRIPTION

2.1 BACKGROUND

Lehi City is a family friendly, safe and active community of approximately 55,000 people located halfway between Salt Lake City and Provo, Utah. The mountains above Lehi watch over a dynamic community that has always represented the best of each generation. Today, high tech companies from across the nation have come to embrace Lehi's lifestyle of opportunity and optimism.

The city's current website, located at www.lehi-ut.gov, houses a vast amount of information that is vital for the city's efforts to communicate with its residents. The website, along with the city's social media platforms, is the primary vehicle the city uses to communicate with the public online.

The most recent website update was completed in 2013. Since that time, the city has undergone a complete rebranding process that has resulted in a new logo and brand elements that need to be incorporated into the website. The website is also in need of significant reorganization and a much-improved content management system.

2.2 PROJECT DESCRIPTION

Lehi City is seeking to redevelop its website to become an interactive, user-friendly communication tool. The purpose of this RFQ is to solicit a Statement of Qualifications (SOQ) from firms with expertise in developing large websites with high functionality. The city's website is large and complex, so experience with successful management of similar projects is integral to this project's success. This is a significant project as it will require a newly reorganized and redesigned website as well as a new content management system.

The redeveloped website must incorporate the best practices of successful, interactive commercial and municipal sites with a focus on both the end-user experience and ease of use by website administrators.

The following is a list of end-user features that the city is seeking in its redeveloped website. This list is not comprehensive, but it should be considered an outline of the city's end-user goals and objectives:

- Create logical pathways to content that mirror user tasks.
- The creation of an elegant and simple design that is in accordance with the *Lehi City Brand Usage & Style Guide* (see Appendix A).
- Creation of mechanisms for user feedback.

- Strong integration between the website and the city's social media platforms.
- Easy ability to search for specific content within the website.
- An easy-to-use transparency section of the website.
- Enhanced calendar feature.
- Responsive web design. The city is particularly interested in exploring material design.
- Compliance with the Americans with Disabilities Act.
- Accessibility to users with all levels of technological experience and computer abilities.

The following is a list of content management system features and technical requirements that the city is seeking in its redeveloped website. This list is not comprehensive, but it should be considered an outline of the city's content management system goals and objectives, as well as basic technical requirements:

- The website and content management system must be built with an open source platform like WordPress, Drupal, etc.
- The website must be hosted on Lehi City's servers.
- The content management system should allow real-time updating, flexibility in design, and a sensible workflow.
- The content management system should provide easy management of uploaded media.
- The ability to monitor meaningful metrics.
- The ability of the respondent to provide on-going technical support.

The project management team will be expected to communicate regularly with city staff, including on-site meetings at the city's offices, to successfully redevelop a website that meets the city's goals and objectives.

SECTION 3: STATEMENT OF QUALIFICATIONS (SOQ)

Statements of Qualifications must include the following:

- Name of firm;
- Location of firm;
- Description of firm's background and capabilities;
- Expertise and depth of staff;
- Summary of relevant experience; and
- List of references.

The format and style of the SOQ is at the discretion of the respondent. Respondents are encouraged to provide any supplemental information and attachments relevant to the response including samples, company literature, catalogs, etc.

SECTION 4: RESPONSE EVALUATION

4.1 EVALUATION PROCESS

In the initial phase of the evaluation process, the evaluation committee will review all responses timely received. First, non-responsive responses (those not conforming to RFQ requirements) will be eliminated. Second, the remaining responses will be evaluated in a cursory manner to eliminate from further consideration those responses, which in the judgment of the evaluation committee, fail to offer sufficient and substantive provisions to warrant further consideration. Each respondent bears sole responsibility for the items included, or not included, in the response submitted by that respondent. Lehi City reserves the right to disqualify any response that includes significant deviations or exceptions to the terms, conditions, and/or specifications in this RFQ.

At the conclusion of this initial evaluation phase, responses will be evaluated based on the evaluation criteria outlined in Section 3.2. Based on these criteria, the selection committee will select three (3) to five (5) finalists. Respondents that are not selected as finalists will be notified at this time.

Each finalist will be notified and provided instructions to respond to a Request for Proposal (RFP). The RFP will require the finalists to provide a proposed scope of work, a proposed project schedule, detailed information about the project team, and a proposed fee and billing schedule. The finalists will also be required to provide an on-site presentation/demonstration for the selection committee.

Lehi City reserves the right to be the sole judge as to the overall acceptability of any response or to judge the individual merits of specific provisions within competing offers.

4.2 EVALUATION CRITERIA

Lehi City will judge the merit of all SOQs received in accordance with the general evaluation criteria listed below. Failure to provide any of the information requested may result in the response being removed from further consideration. In evaluating the responses, the selection committee will consider:

- Demonstrated capability of the respondent to successfully complete the project.
- Expertise of staff.
- Relevant experience with similar projects.
- General references.
- Ability to communicate frequently with city staff and make frequent on-site visits.

4.3 AWARD OF CONTRACT

Upon completion of the evaluation process, Lehi City will negotiate with and award the contract to the respondent whose response is determined to be most advantageous to the city. Accordingly, each response should be submitted with the most favorable service available. The contract will incorporate the provisions of this RFQ and the RFP referred to in Section 4.1 (including any addenda).

4.4 RIGHT TO REJECT

The city reserves the right to reject any and all responses and to waive any formality in the responses received, to accept or reject any or all of the items in the response, and award the contract in whole or in part, if it is deemed in the city's best interest. The city reserves the right to negotiate any and all elements of the responses, if any such action is deemed in the best interest of the city.

SIGNATURE OF RESPONDENT

Upon acceptance of this RFQ, the undersigned agrees to complete all required work as described in this RFQ document according to the terms and conditions described herein.

By _____

Title _____

Address _____

Date _____

SECTION 5: APPENDIX A



Table of Contents

BRAND

BRAND PERSONALITY	2
BRAND PROMISES	3
KEY DIFFERENTIATORS	3
BRAND PERCEPTION ATTRIBUTES	4
PRIMARY BRAND AUDIENCES	5

LOGO USAGE

PRIMARY LOGO	6
LOGOTYPE	7
CLEAR SPACE	8
CONSTRUCTION	9
APPROPRIATE SIZING	10
MINIMUM SIZES	11
COLOR VERSIONS	12
BLACK & WHITE VERSIONS	14
IMPROPER EXAMPLES	16
DEPARTMENT ITERATIONS	18

COLOR PALETTE

PRINT & WEB	22
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TYPOGRAPHY

HEADLINES	24
SUBHEADLINES & BODY COPY	24
WEB FONTS	26

GRAPHIC ELEMENTS

PATTERNS	28
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EXAMPLES

BUSINESS PAPERS	30
MISCELLANEOUS	32

DEPARTMENT GRAPHICS

POLICE DEPARTMENT	34
FIRE DEPARTMENT	36

Brand

BRAND PERSONALITY

At the heart of Lehi's identity is a unique sense of balance, dichotomy, and contrast. Historically a small town, Lehi's central location and unique landscape have transformed the city into a booming center of growth and development. In the midst of irreversible growth, the city has retained its traditional values of family, service, and community involvement. New arrivals have embraced the city's established residents, values, and traditions. This rare blend of small town sensibility and metropolitan nature has created a distinct, but strong personality.

The city's deep, historical roots have undoubtedly contributed to the persistence of the city's cultural identity. As the sixth oldest city in Utah, Lehi retains a strong connection to its pioneering past. This pioneering spirit is abundantly evident in the city's approach to modern challenges. It is also manifest in a deep respect for the city's historical buildings and founding figures.

With an influx of business, population, and wealth, Lehi has become a destination city. Amazingly, new arrivals have come to discover the same things that have made Lehi a great place to live and work for the past century. Arrivals quickly discover the same sense of home that others have enjoyed for generations. This alluring sense of home, along with the welcoming attitude of current residents, has attracted a diverse population of committed residents.

BRAND PROMISES

1. *Hometown Feel*—There is a great sense of community pride in Lehi that fosters a sense of home rarely found in other growing metropolises. Demonstrating a strong sense of volunteerism, residents are very involved in their community.

2. *Value*—Lehi’s unique blend of tradition and growth lends itself to an amazing sense of value in location and land price. Residents enjoy big city amenities within a small town setting.

3. *Family Friendliness*—Part of the city’s success in creating a homelike atmosphere is its conscious emphasis on family. A strong sense of community and a commitment to traditional values make the city an ideal place to raise a family. Additionally, its services and amenities provide abundant opportunity for family recreation.

KEY DIFFERENTIATORS

Lehi is unlike any other city in the world. Specifically, the brand differentiates itself in the following ways:

1. *Location*—It has been said that all roads go through Lehi. Midway between Salt Lake and Utah counties, this centrally located town serves as a midpoint between multiple universities and business hubs.

2. *Potential*—Perhaps more than any other city in the intermountain West, Lehi offers great untapped potential. Undeveloped land, atop beautiful vistas, continues to attract visionaries and savvy executives.

Brand

BRAND PERCEPTION ATTRIBUTES

The brand should communicate and convey the following perception categories:

1. Earthy Strong
 Warm
 Wholesome
 Welcoming
 Comforting
 Rooted
 Durable
 Secure
 Trustworthy

2. Energetic: Exciting
 Energetic
 Energizing
 Happy
 Vital
 Friendly
 Cheerful
 Vibrant
 Lively

PRIMARY BRAND AUDIENCES

The components, definitions and objectives of the brand identity should align with the following key audience:

- 1. Current Lehi Residents*
- 2. Prospective Lehi Residents*
- 3. Business and Professional Groups*
- 4. Utah Residents Outside of Lehi*

Logo Usage

PRIMARY LOGO

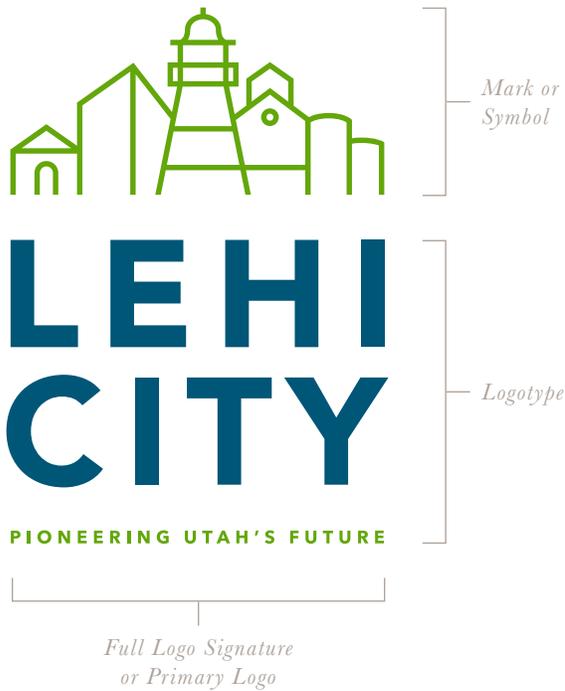
The Lehi City logo is the central element of the Lehi City brand. As such, strict adherence must be paid in maintaining uniform design characteristics that will allow for maximum brand recognition.

These characteristics include authorized artwork, minimum size, protected area, and proper coloration.

Always use authorized artwork. Precise, consistent reproduction of the logo is essential in reflecting the personality of the brand. Careful use of the logo will reinforce its importance and will help it to become a recognizable image. An easily identifiable logo will build recognition for the city.

The horizontal lockup (shown below) is the primary version of the logo. When possible, this version should always be used. In certain rare cases when horizontal space is limited and vertical space is more plentiful, a vertical lockup is available.





The vertical lockup uses all the same elements from the full logo signature, but here they have been rearranged to conserve horizontal space. Because this lockup places a slightly greater emphasis on the words "Lehi City", it should only be used when necessary. Always use your best judgement when determining which lockup is best.

LOGOTYPE

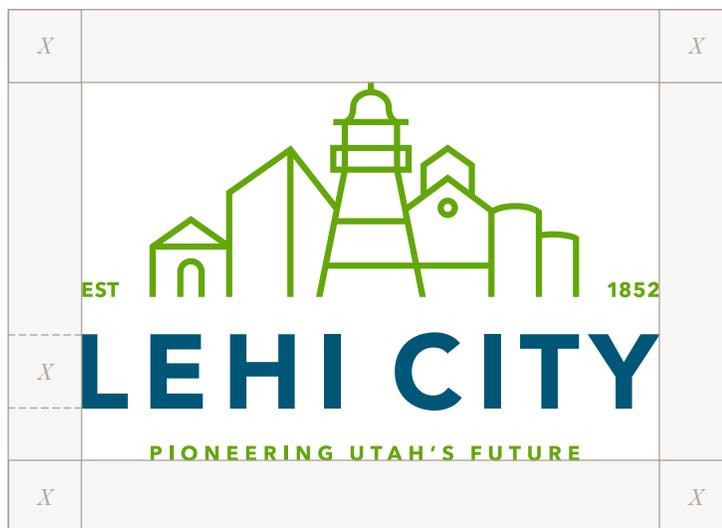
In addition to the full logo signature, the logotype may be used as its own identifying graphic for Lehi City. Because the logotype lacks the mark and the established date, it is much shorter than the full logo signature. Its use is more appropriate and economical when vertical space is severely lacking. If at all possible, use the full logo signature. Always use your best judgement when determining which lockup is best.



Logo Usage

CLEAR SPACE

The primary logo presentation is enhanced by maintaining a clear area, void of all elements surrounding the logo. Keep in mind, this is a *minimum* clear area. Ideally, there will always be a very generous amount of clear space around the logo. Doing so increases the legibility of the logo and the integrity of the identity as a whole. This area is defined by the cap height of “Lehi City”.



CONSTRUCTION

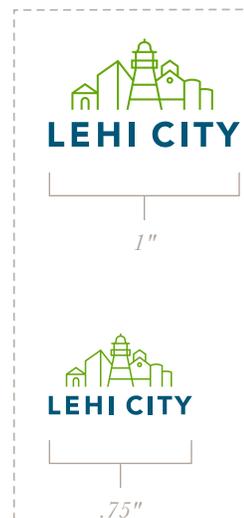
When designing a logo, it's very important to pay careful attention to how the parts are assembled together. Doing so will help to establish a logo that is stronger, simpler, and more professional. Each element within the Lehi City logo has been assembled together so that it ties to the rest of the elements. For example, the mark is the same width as the tagline; the established date is the same width as the title, and the space between the mark and the title matches the space between the title and the tagline.



Logo Usage

APPROPRIATE SIZING

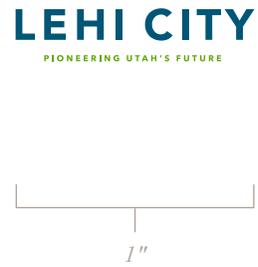
When using the full logo signature, be conscious of its size. The established date and tagline are small details that will lose legibility at small sizes. When the logo width has to be **1" or smaller**, use the small size logo files (names end in "_sm"), without the established date and tagline. Beyond that size, .75" wide is the *absolute minimum size*.



For applications when the logo is 1" wide or smaller, use the small version of the logo without the established date and tagline. The absolute minimum logo width is .75".

MINIMUM SIZES

Follow the same basic sizing guidelines when using the other two logo versions. The minimum size for the vertical lockup with the tagline is 1". The small version without the tagline can be sized as small as .625".



Logo Usage

COLOR VERSIONS

The Lehi City logo is 2 colors: blue and green. In certain instances however, it may be necessary or desirable (for added visual variety) to use a single color version or to place the logo on a field of solid color. Shown below are the acceptable color variations.

*Two-Color,
Positive*



*Two-Color,
Reverse*



*Single-Color,
Positive*



*Single-Color,
Reverse*



LEHI CITY
PIONEERING UTAH'S FUTURE

Two-Color, Positive

LEHI CITY
PIONEERING UTAH'S FUTURE

Two-Color, Reverse

LEHI CITY
PIONEERING UTAH'S FUTURE

Single-Color, Positive

LEHI CITY
PIONEERING UTAH'S FUTURE

Single-Color, Reverse

LEHI CITY **LEHI CITY** **LEHI CITY**
PIONEERING UTAH'S FUTURE PIONEERING UTAH'S FUTURE PIONEERING UTAH'S FUTURE

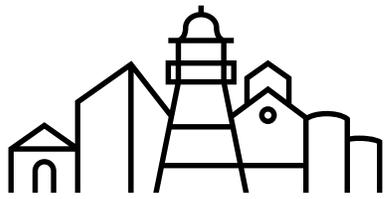
Single-Color, Positive

Logo Usage

BLACK & WHITE VERSIONS

When color printing is not an option or is not necessary, black and white versions of the logos are available.





**LEHI
CITY**

PIONEERING UTAH'S FUTURE



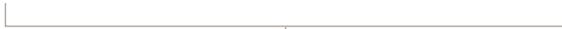
Black, Positive



Black, Reverse

LEHI CITY

PIONEERING UTAH'S FUTURE



Black, Positive



100% Black



Black, Reverse

Logo Usage

IMPROPER EXAMPLES

Lehi City relies on a consistent use of its logos to present a strong and recognizable image to its audience. Preserving this identity requires strict adherence to the guidelines specified in this manual. Changing the properties of the logo is prohibited. Always use the electronic artwork provided by Lehi City or approved vendors.

Do not reproduce the logo with any method (such as embroidery at small sizes) that cannot hold the true shape of the logo's letterforms or design elements.

The following examples show industry-standard rules for preserving logo integrity. They are shown here on the full logo signature, but the same rules apply to the vertical lockup and the logotype. Never add extraneous or distracting effects to the logo, i.e. drop shadows, glows, embosses, etc.



1. Do not flip the logo or elements of the logo

2. Do not rotate the logo

3. Do not lighten or screen the logo

4. Do not distort the logo or elements of the logo

5. Do not independently scale elements of the logo

6. Do not modify the approved colors of the logo

7. Do not place the logo over busy imagery

8. Do not outline solid elements of the logo

9. Do not scale the logo beyond minimum sizes

Logo Usage

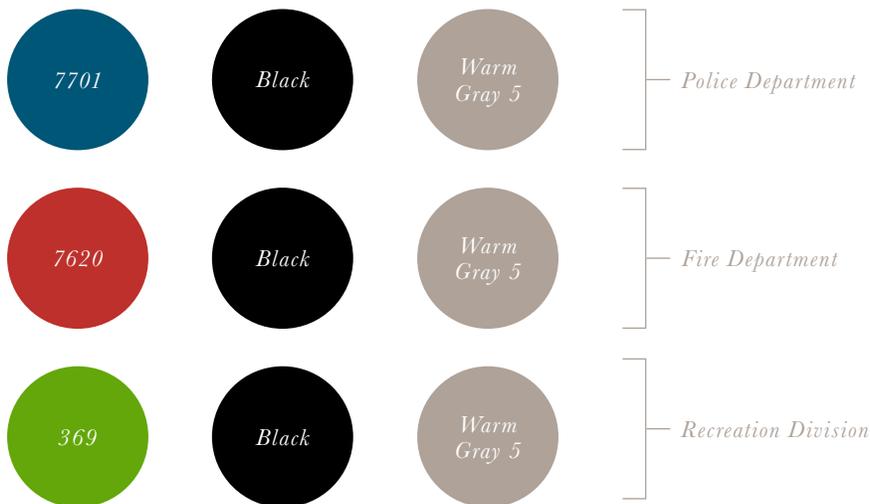
DEPARTMENT ITERATIONS

The Lehi City logo has been adapted to fit three main city departments: the Police and Fire Departments, and the Recreation Division. The rules on the previous pages (clear space, minimum sizing, improper usage, etc.) should be applied to these iterations in the same way.

In order to maintain uniformity and a clear link to the Lehi City logo, the department iterations make use of the mark and similar coloring. The Police Department uses the Lehi City blue (7701); the Recreation Division uses the Lehi City green (369); and the Fire Department uses a red unique to the department (7620). All three divisions use Warm Gray 5 and Black.

Tertiary department iterations should not be treated in the same manner as the main city departments. Instead, they more closely resemble the primary Lehi City logo, with the department name taking the place of the city's tagline.

Coated Pantone (Spot) Colors



*"Lehi City" and the subtitle
are always the same width.*



*Color is applied
to the main title
and the Lehi City
mark only. All other
elements are black.*



*When the tertiary logo is 3"
wide, the department name should
be set at 11.75 pt., with leading
at 17 pt. and tracking at 200.*



*Avenir Next Bold: 11.75/17,
tracking 200. Use standard
Lehi City blue and green only.*

Logo Usage

DEPARTMENT ITERATIONS

The following page shows the reversed versions of the Lehi City department logos. Also included is the minimum clear space (equal to the height of the department title).



Color Palette

PRINT & WEB

The Lehi City color palette was created to convey a visual uniformity throughout all communication materials. Consistent color usage across all media is integral to the brand identity. Shown here are approved color formula variations for Lehi City in several print and digital formats. No other color specifications should be used.

Coated Pantone (Spot) Colors

Primary Colors				

Secondary Colors				
				

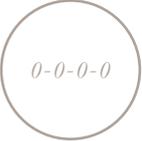
Uncoated Pantone (Spot) Colors

Primary Colors				

Secondary Colors				
				

CMYK (Process) Colors

Primary Colors

 89-14-0-56	 68-0-100-0	 11-13-16-32	 0-0-0-0
---	--	--	--

Secondary Colors

 76-34-21-0	 46-0-90-0	 3-5-26-2	 75-68-67-89
 61-64-3-0	 0-19-89-0	 0-3-43-0	 0-95-94-28

RGB (Digital) Colors

Primary Colors

 0-87-118 #005776	 100-167-11 #64A70B	 172-163-154 #ACA39A	 255-255-255 #FFFFFF
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Secondary Colors

 78-135-160 #4E87A0	 151-215-0 #97D700	 223-209-167 #DFD1A7	 0-0-0 #000000
 117-102-160 #7566A0	 255-199-44 #FFC72C	 248-224-142 #F8E08E	 183-49-44 #B7312C

Typography

In addition to correct usage of logos and colors, typography is also an important element to help maintain a clear sense of the established Lehi City brand.

Baskerville is the primary typeface of the Lehi City brand. It is a traditional serif typeface designed by John Baskerville in 1757. This classic look will help speak to the historic and time-honored part of Lehi City. Myriad Pro has been chosen as the perfect complimentary typeface to Baskerville. It is a more contemporary, humanist sans-serif, with a softer, less serious look.

HEADLINES

For top-level communication and copy points, use Baskerville Semibold italic. For general purposes, headlines should be set in Title Case at 24 pt. with 10 pt. tracking and 30 pt. leading. Pantone 7701 C should be used for headline colors.

SUBHEADLINES & BODY COPY

Subheadlines should be set in Myriad Pro, uppercase and optically kerned. For general purposes, they should be set at 14 pt. with 50 pt. tracking and 17. pt leading, colored Pantone 369 C. Body copy should also be set in Myriad Pro: 12 pt. with 10 pt. tracking and 18 pt. leading. The color should be Warm Gray 5 C.

It is, of course, impractical to assign the same font sizes for all applications. When laying out communication materials, use the above specifications as a guide to maintain correct hierarchies between sections of copy.

Baskerville

Myriad Pro

Baskerville REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

WEB FONTS

Not all typefaces are available for use on the web. As such, web fonts are provided in lieu of the standard brand fonts. These web fonts have been chosen as close approximations of their counterparts.

Times has been chosen as the web-safe equivalent of Baskerville, while Trebuchet MS has been chosen as the web-safe equivalent of Myriad Pro.

Times

Trebuchet MS

Times REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet MS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet MS ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

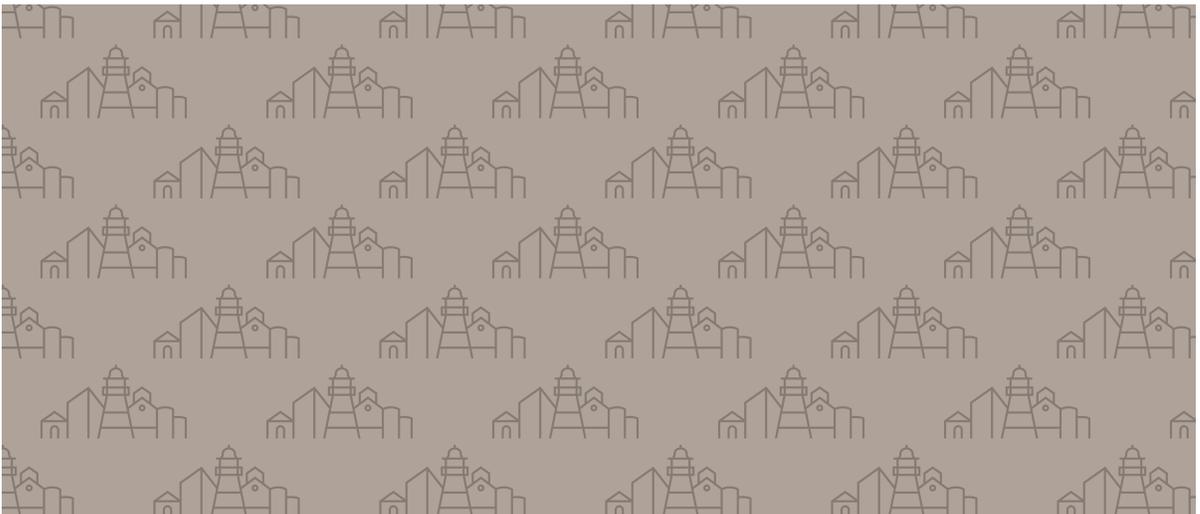
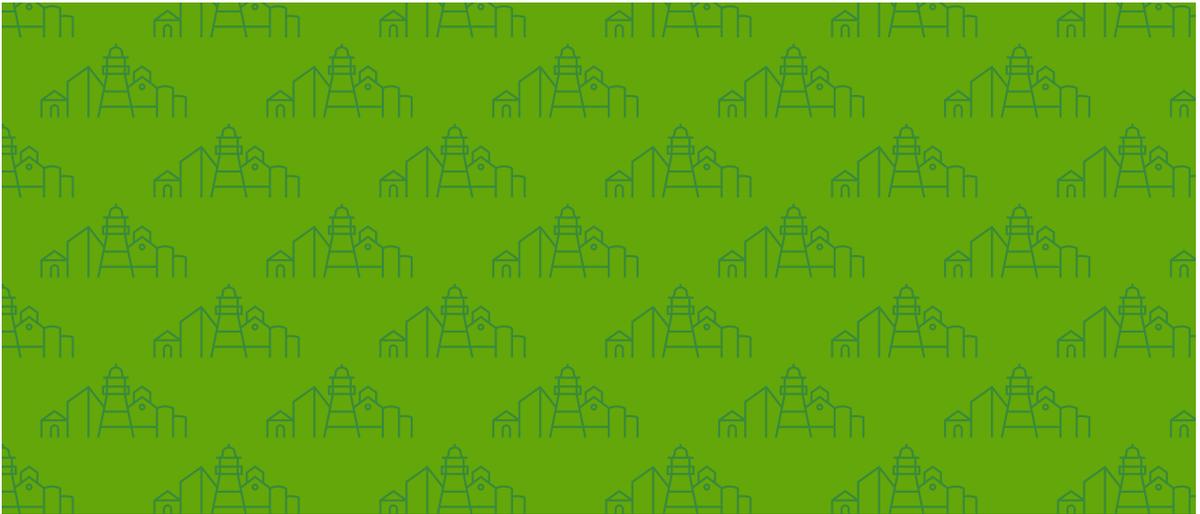
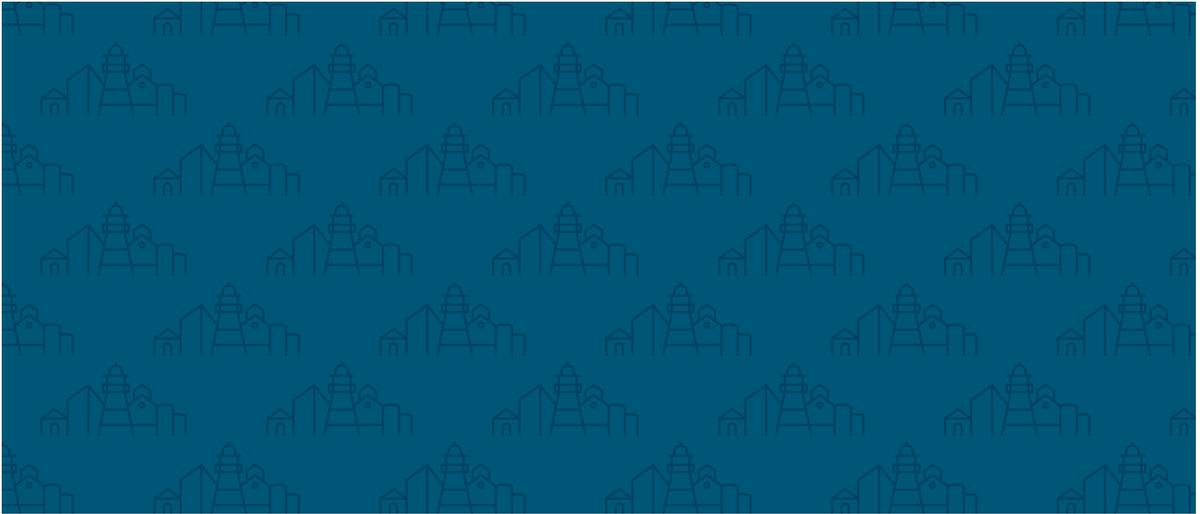
Trebuchet MS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet MS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic Elements

PATTERNS

In addition to the other elements of the Lehi City brand, patterns have been created. They have been derived from the logo itself and are intended for use only as a subtle background texture. They are available in the three primary brand colors.



Examples

BUSINESS PAPERS

Business cards, letterhead, and envelopes have been developed as part of the Lehi City brand. Special care should be taken to maintain consistency. Color, sizing, spacing (margins), and fonts should not be altered in any way.



.75"

2.25"



Department Name

Office 123-456-7890
Fax 123-456-7890

153 North 100 East
Lehi, UT 84043
lehi-ut.gov

.375"



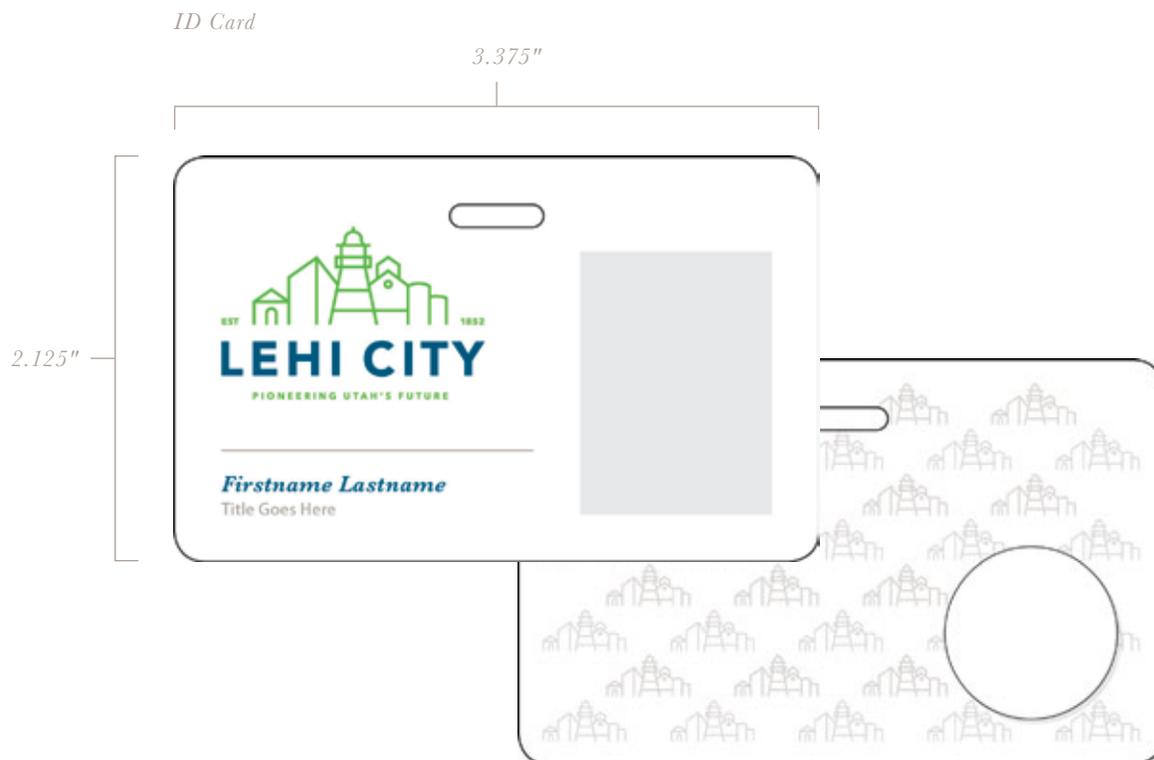
Department Name

153 North 100 East
Lehi, UT 84043
lehi-ut.gov

Examples

MISCELLANEOUS

The Lehi City brand and visual identity will eventually be applied to a multitude of both physical and digital pieces. Shown here are city employee ID cards, email signature, and official city flag.



Email Signature



Firstname Lastname | Title Goes Here

Email: email@lehi-ut.gov | Office: 123.456.7890 | Cell: 123.456.7890 | Fax: 123.456.7890
153 North 100 East, Lehi, UT 84043 Lehi City, *Pioneering Utah's Future* | lehi-ut.gov

Flag

8'



Department Graphics

POLICE DEPARTMENT

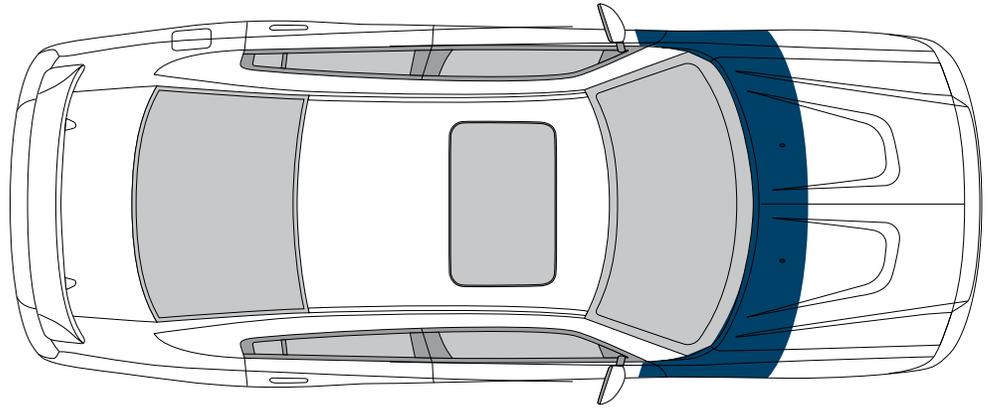
Shown here are the various applications to the Police Department graphics. Two versions of the shoulder patch have been developed, as well as a car wrap. The car wrap shown here is for a specific car model, but will in the future be adapted for additional models.



Police Department Shoulder Patch



S.W.A.T. Team Shoulder Patch



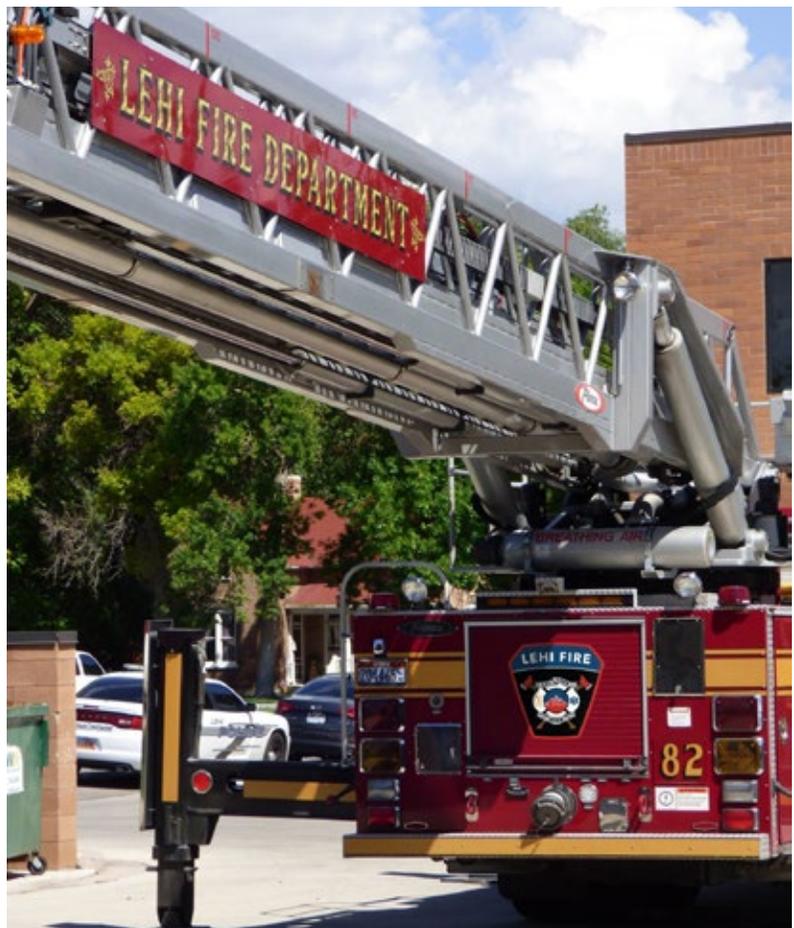
Department Graphics

FIRE DEPARTMENT

Shown here are the various applications to the Fire Department graphics. A shoulder patch has been developed, as well as graphics for the Fire Department vehicles.



Fire Department Shoulder Patch





LEHI CITY

PIONEERING UTAH'S FUTURE

CONTACT INFORMATION

JANUARY, 2015

Derek Todd, City Administrator

Phone: 801.768.7100 Ext. 1

Fax: 801.768.7101

Email: dtodd@lehi-ut.gov