



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

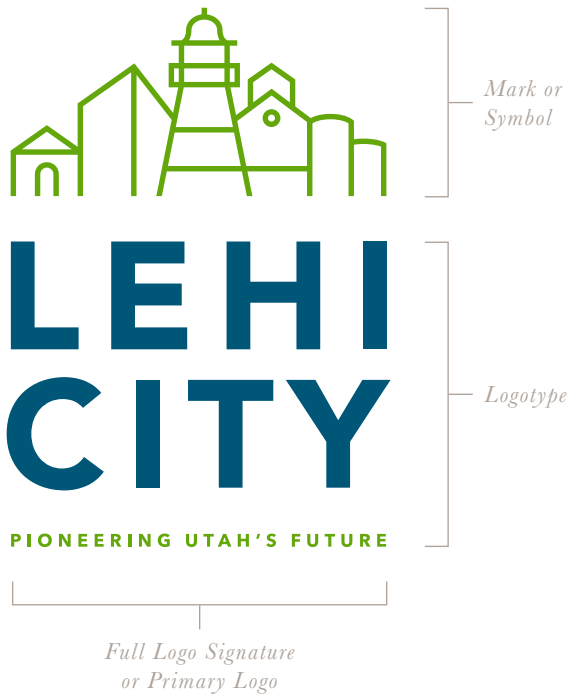
The Lehi City logo is the central element of the Lehi City brand. As such, strict adherence must be paid in maintaining uniform design characteristics that will allow for maximum brand recognition.

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

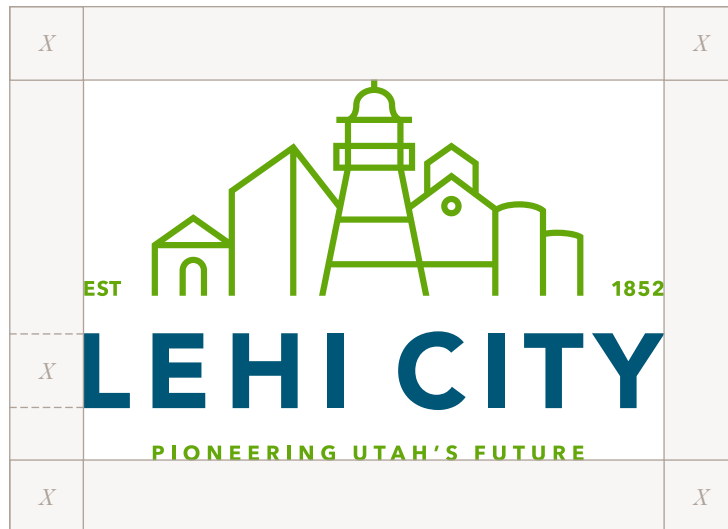
In addition to the full logo signature, the logotype may be used as its own identifying graphic for Lehi City. Because the logotype lacks the mark and the established date, it is much shorter than the full logo signature. Its use is more appropriate and economical when vertical space is severely lacking. 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

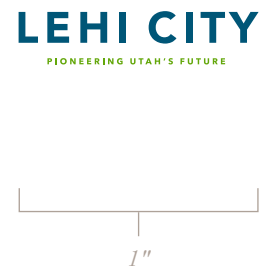
When using the full logo signature, be conscious of its size. The established date and tagline are small details that will lose legibility at small sizes. When the logo width has to be **1" or smaller**, use the small size logo files (names end in "_sm"), without the established date and tagline. Beyond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



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

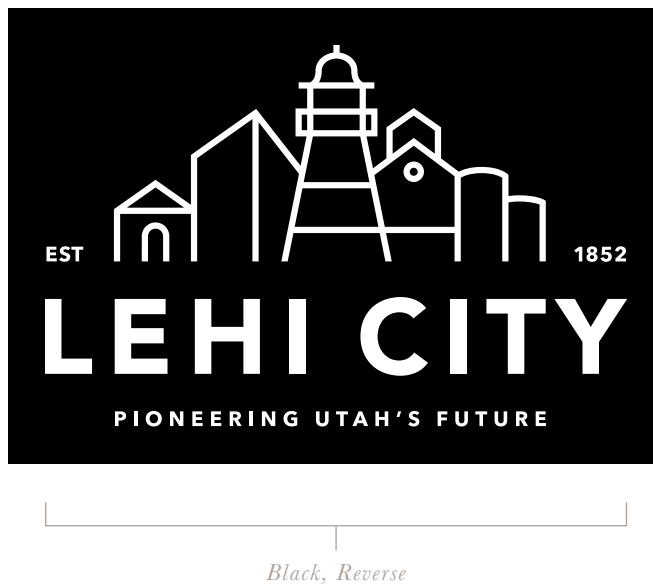
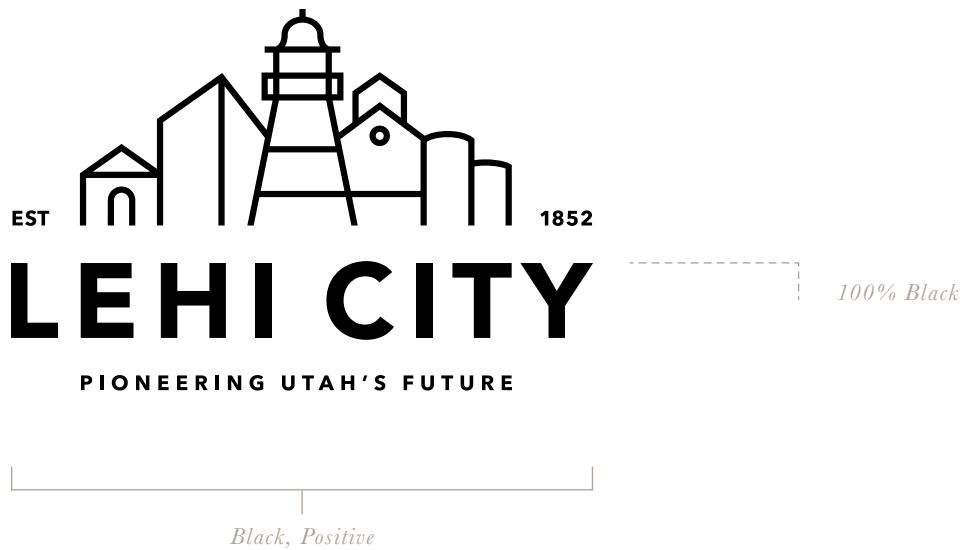
PIONEERING UTAH'S FUTURE

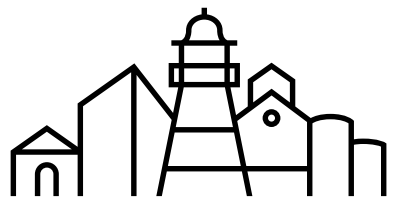
Single-Color, Positive

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

100% Black

Black, Positive



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

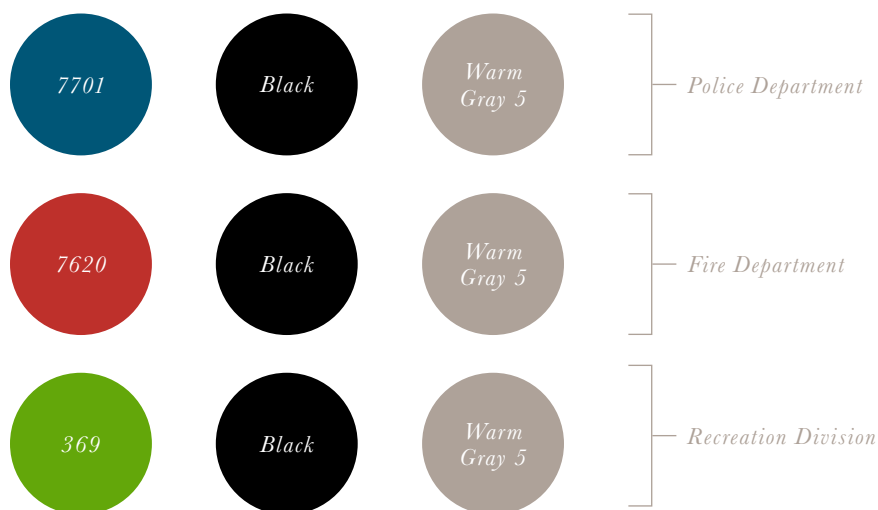
DEPARTMENT ITERATIONS

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.*

3" wide



*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.



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
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.

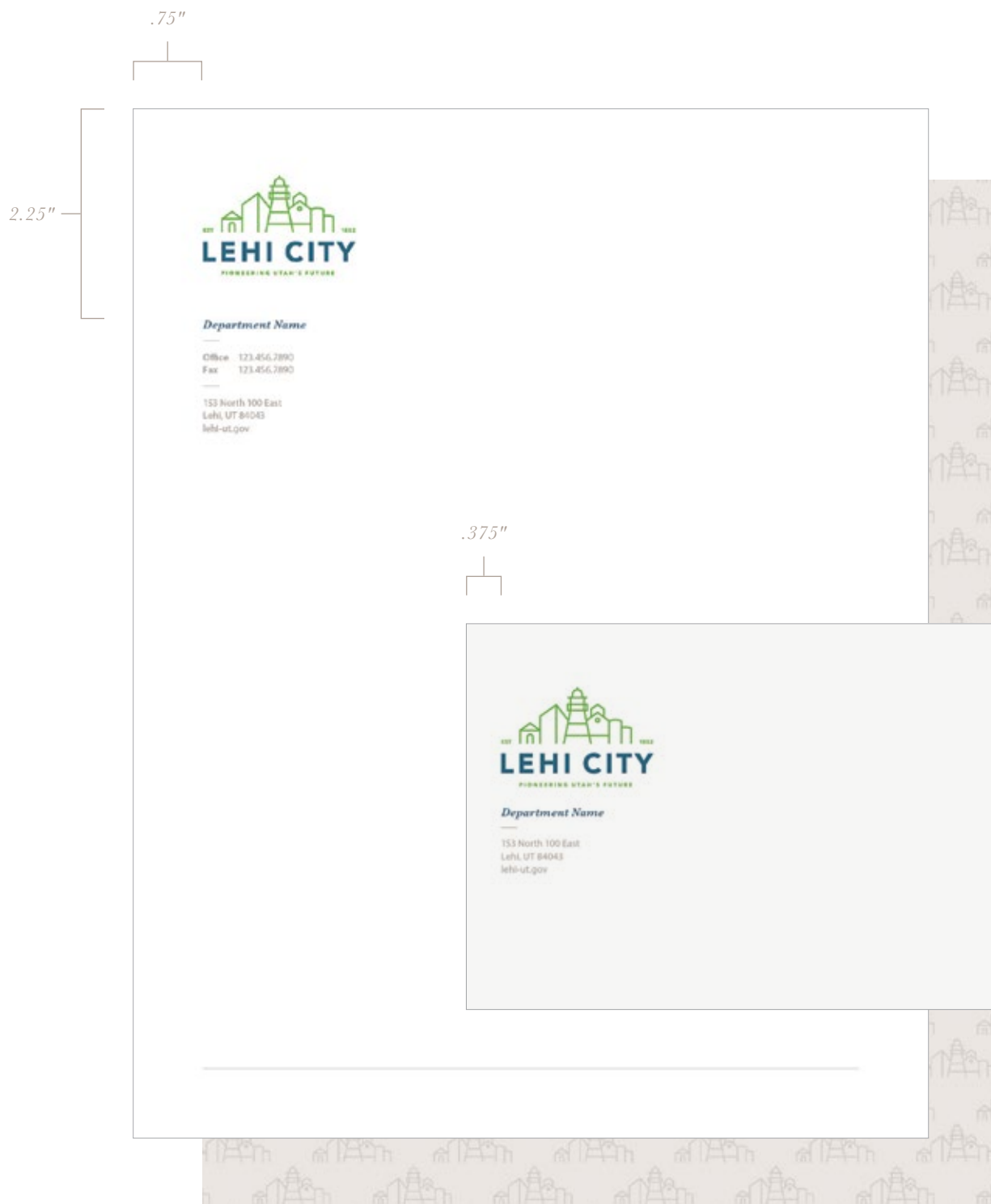


Examples

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.



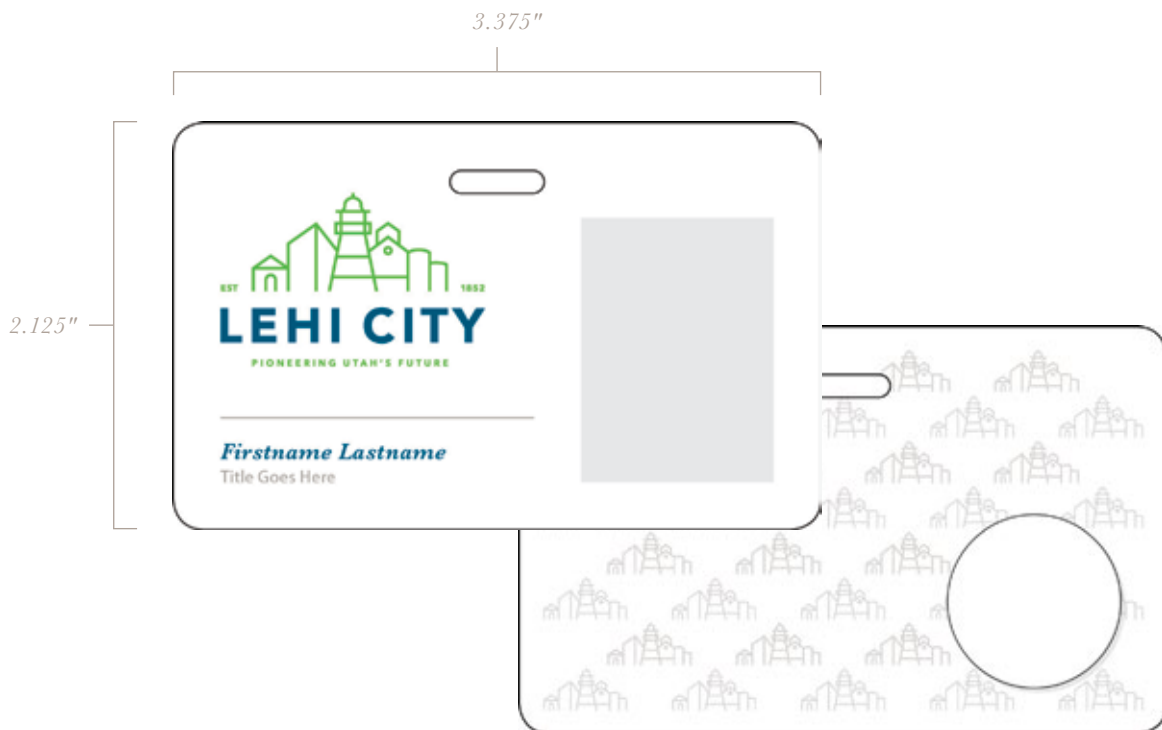


Examples

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.

ID Card



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

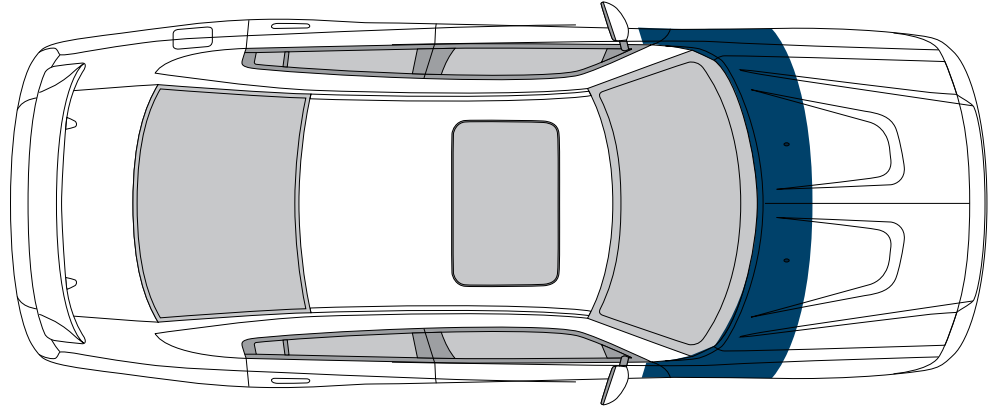
Shown here are the various applications to the Police Department graphics. Two versions of the shoulder patch have been developed, as well as a car wrap. The car wrap shown here is for a specific car model, but will in the future be adapted for additional models.



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

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