



CITY OF

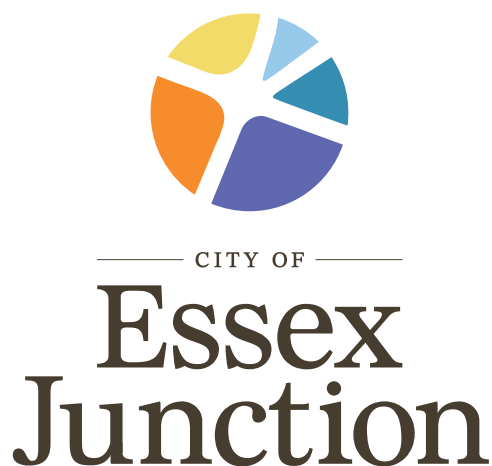
Essex Junction

2026 BRAND STYLE GUIDE

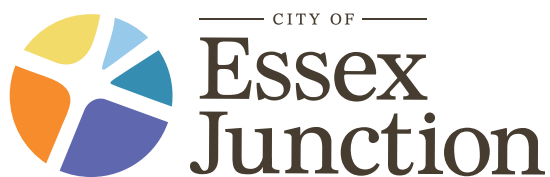
Use the following guidelines to identify the City of Essex Junction brand logo variations, fonts and colors, to make sure you're using the correct logo file types in the right situations, and to help make sure your brand stays consistent.

LOGO VARIATION

Primary Logo:



Secondary Horizontal Logo:



Secondary Circular Logo:



Secondary Vertical Logo:



TYPOGRAPHY

"CITY OF" font:

STIX Two Text Regular

"Essex Junction" font:

Marion Regular

STIX Two Text Regular is a Google font.
Marion Regular is an Adobe font.

COLOR PALETTE

Primary Logo Colors:



DARK BROWN

PMS: BLACK 2 C | C: 64 M: 65 Y: 77 K: 47
R: 71 G: 61 B: 48 | HEX: #463D30



BLUE

PMS: 291 C | C: 38 M: 9 Y: 1 K: 0
R: 152 G: 201 B: 233 | HEX: #98C9E9



PURPLE

PMS: 2116 C | C: 70 M: 64 Y: 0 K: 0
R: 97 G: 104 B: 176 | HEX: #6168B0



TEAL

PMS: 7704 C | C: 75 M: 29 Y: 15 K: 5
R: 53 G: 141 B: 178 | HEX: #358CB1



ORANGE

PMS: 715 C | C: 0 M: 54 Y: 94 K: 0
R: 247 G: 141 B: 42 | HEX: #F78D2A



YELLOW

PMS: 127 C | C: 5 M: 10 Y: 70 K: 0
R: 244 G: 219 B: 108 | HEX: #F4DB6C

CMYK & PMS:
Color profiles for
printed materials

RGB & HEX(#):
Color profiles for
web/screen

DIFFERENT FILE TYPES

- **EPS:** This vector illustration file can be scaled to any size and should be used when creating most printed pieces—Business Cards, Brochures, Advertisements, Signage, and any Promotional pieces.
- **JPG:** Use for anything Web related—Websites, Email Marketing, Social Media; also use in PowerPoint.
- **PNG:** Uses are similar to JPG, though has a transparent background so can be placed on top of color blocks or images.
- **SVG:** These vector-based files scale to any size and have a transparent background. Ideal for web use.

PRIMARY LOGO VARIATIONS

As much as possible, the Primary Logo should be the first choice for use across applications. When needed, the Secondary Horizontal logo, Secondary Circular Logo, and Secondary Vertical Logo are also available for specific needs, such as to fit spaces with horizontal or vertical limitations that won't accommodate the primary logo.

Though only showing examples of the Primary Logo, these variations apply to the Secondary Logo as well.



CITY OF
**Essex
Junction**

FULL-COLOR

The full color Primary Logo shown here should be the first logo choice for use across applications.



CITY OF
**Essex
Junction**

TWO-COLOR

There are 6 primary logo versions available in two-colors, brown + one of the 6 primary colors. This logo version should only be used when limited to two-color printing (i.e. embroidery). The primary color selection should be chosen for best readability against the background.



CITY OF
**Essex
Junction**

ONE-COLOR

When a one-color version of the primary logo is required for use on a light background, it is best to use brown or black as the main one-color logo variation. For dark backgrounds, the white (reverse) logo variation is recommended.



COLOR KNOCK-OUT

Use this version of the primary logo when placing on top of dark areas, such as over a dark image, over an image with a dark overlay, or over a dark solid color.

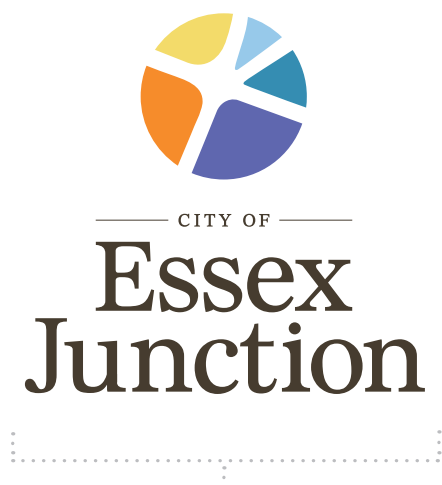


WHITE (REVERSE)

Use this version of the primary logo when placing on a dark background where color may not have enough contrast to be visible or readable.

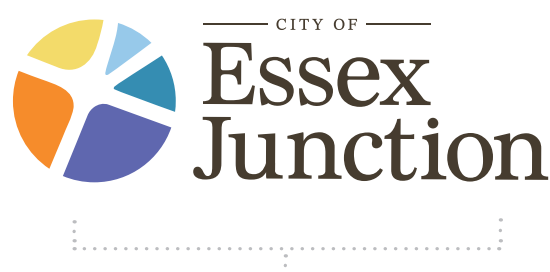
LOGO LOCKUP VARIATIONS

As much as possible, the **Primary Logo** should be the first choice for use. When needed, the **Secondary Horizontal Logo**, the **Secondary Circular Logo**, and the **Secondary Vertical Logo** are also available for specific needs and/or when the space is unable to accommodate the primary logo.



PRIMARY LOGO

The first choice for use when the layout accommodates the orientation and color.



SECONDARY HORIZONTAL LOGO

This logo variation is the next alternative to the primary logo, to be used when a space would best accommodate a horizontal format (i.e. web banner).



SECONDARY CIRCULAR LOGO

This logo variation is a fun and contained lockup alternative to the primary logo, to be used sparingly for marketing purposes, such as on promotional items (i.e. hats or bags).



SECONDARY VERTICAL LOGO

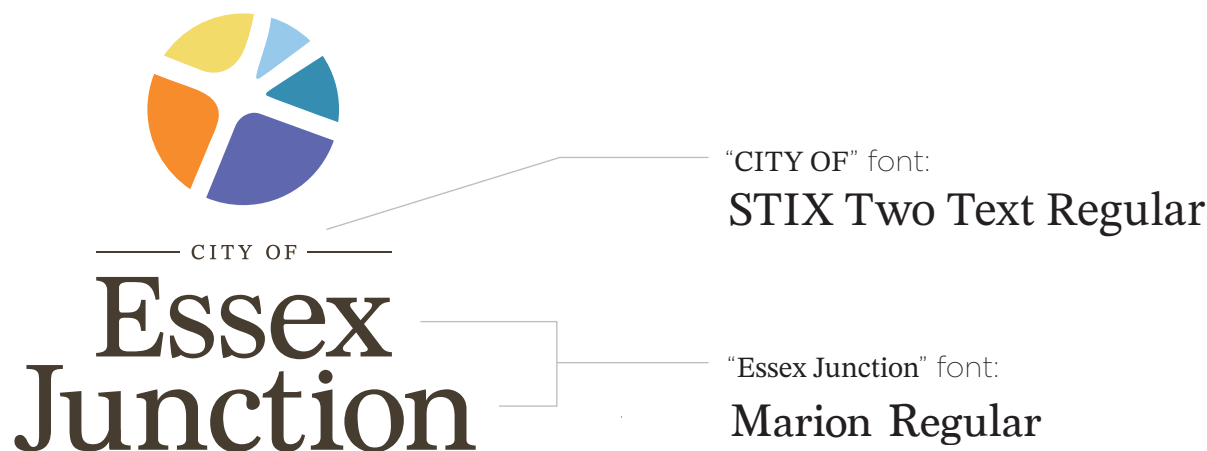
This logo variation is to be used minimally and only when accommodating a vertical space that the primary logo cannot support (i.e. flag pole banner).

BRAND STYLE GUIDE

CORE
BRAND
TYPEFACES

The City of Essex Junction logo incorporates two typefaces—**STIX Two Text** and **Marion**. It is recommended to use these two fonts when possible. To balance the serif fonts, we recommend the sans serif font **Roboto** as a supporting subhead / text font, which is universally available.

The fonts **Arial** and **Georgia** are good substitute fonts available in both Windows and Office products.



PRIMARY BRAND TYPEFACES

Marion

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?,

Regular
Bold
Italic

Adobe Font—free for commercial use as part of the Adobe Creative Suites subscription.

STIX Two Text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?,

Regular
Medium
SemiBold
Bold
Italic
Medium Italic
SemiBold Italic
Bold Italic

Google Font—free for commercial use.

Roboto

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?,

Light/Light Italic
Regular/*Regular Italic*
Medium/Medium Italic
SemiBold/SemiBold Italic
Bold/Bold Italic
Extra Bold/Extra Bold Italic
Black/Black Italic

Adobe and Google Font—free for commercial use.

TYPEFACE ALTERNATIVES
FOR WINDOWS/OFFICE

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?,

Regular
Italic
Bold
Bold Italic

Arial is included with all versions of Microsoft Windows and Office products.

Georgia

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?,

Regular
Italic
Bold
Bold Italic

Georgia font is available and pre-installed in all recent versions of Windows and Microsoft Office

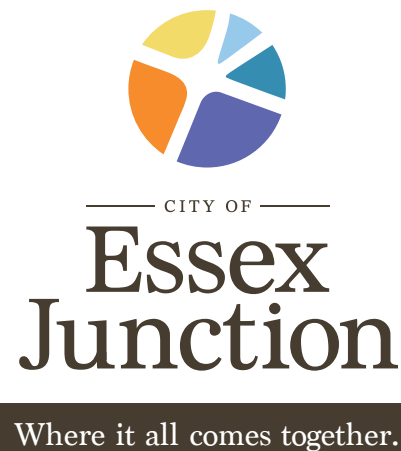
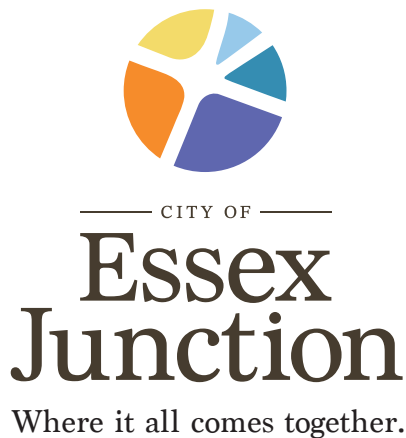
TAGLINE USAGE

The tagline is a supporting expression of the brand, not a required component of the logo. It should be used intentionally, in moments where storytelling or brand introduction adds value. Examples include brand-forward communications, introductory or awareness materials, and on key print pieces.

Marion Regular has been chosen for the tagline typeface. The tagline should consistently be set as seen below—centered directly below when used with the primary or secondary horizontal logo, and to the right when used with the secondary circular logo.

Where it all comes together.

font: Marion Regular
Initial Cap



BRAND STYLE GUIDE

LOGO/
DEPARTMENT
LOCKUP

There are two options for incorporating the logo and the department name.

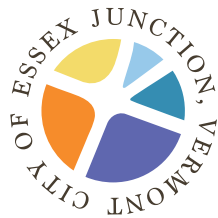
With option one, the logo/department lockup incorporating the City of Essex Junction logo and a department name in Marion Regular font. The text is in the primary brown color, upper and lower case.

Option two incorporates the Secondary Circular Logo with an equal sized department logo.

Option two should be used when representing joint projects between the City and the department

OPTION 1

Secondary
Circular Logo
with Department
Name (reference only)



Public
Works



Water Resource
Recovery Facility

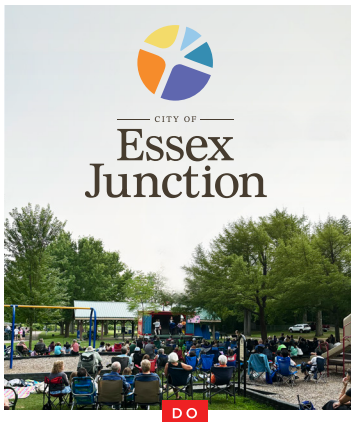
OPTION 2

Secondary
Circular Logo
with Department
Logo (reference only)

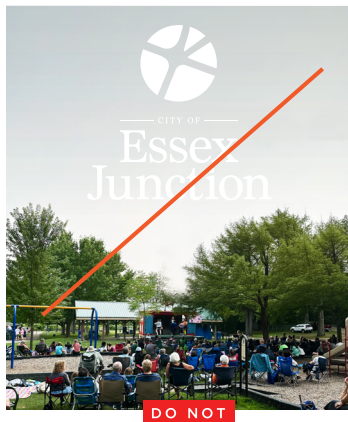


LOGO USE AND MISUSE

Maintaining a consistent visual identity is vital to building brand equity and recognition. When using the City of Essex Junction logo, be aware of readability challenges. When placing on dark areas of a photo or dark color, the White logo files are recommended. Below are examples of the Dos and Don'ts of logo usage for maximum readability/accessibility.



DO

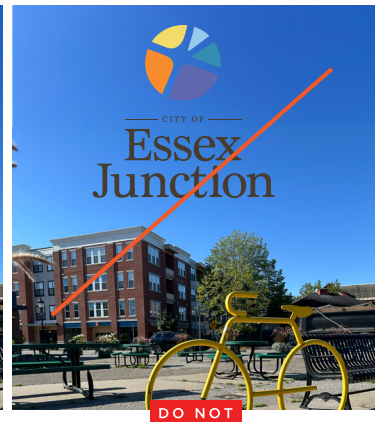


DO NOT

PRIMARY LOGO (CMYK, RGB, SPOT):
Use when placing on top of light images or light colors.



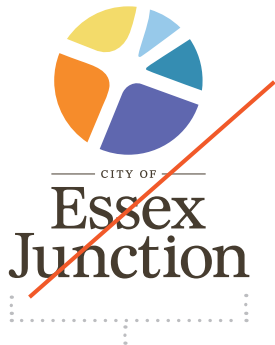
DO



DO NOT

PRIMARY LOGO REVERSE (WHITE):
Use when placing on top of dark images or dark colors.

NO ALTERATIONS - The logo should not be altered, typeset, or displayed with altered colors.



Do not alter the proportion of the icon to the text.



Do not stretch the logo or alter the proportion.



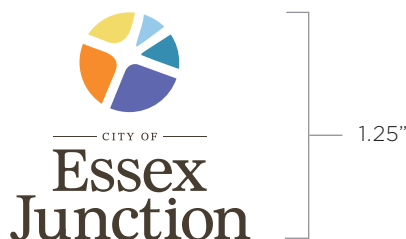
Do not change the logo typeface.



Do not switch the order of icon colors, or add new colors.

MINIMUM SIZE

To ensure the Primary Logo is legible at a smaller scale, do not scale the logo to be less than 1.25" height.

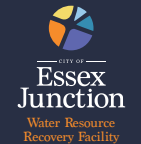
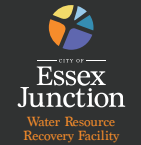
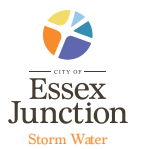
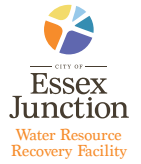
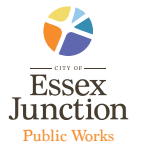


When needing a smaller logo, please use the **Primary Logo - Small Usage**, but do not scale smaller than 0.75" height.



4-COLOR SHIRT EXAMPLES

Below are examples for a light color (grey) and a dark color (black, navy) T-Shirt with multi-color printing. Examples show both the Primary logo lock-up with and without the department name.



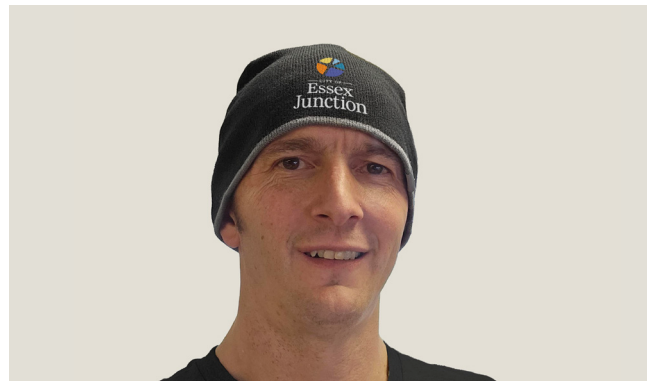
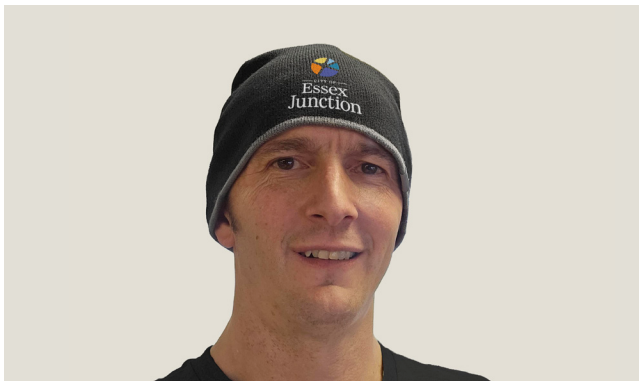
1-COLOR SHIRT EXAMPLES

Below are examples for light colored (grey) and dark colored (black, navy) T-Shirts with one-color printing. Examples show both the Primary logo lock-up with and without the department name.



4-COLOR & 1-COLOR HAT EXAMPLES

Below are examples for a black baseball hat and a beanie hat. When printing on a hat (either embroidery or silkscreen), use the **Primary Logo—For Emroidery** or the **Primary Logo—Small Usage logo**.



SIGNAGE/ COLLATERAL EXAMPLES

Below are promotional, signage and communication examples to help serve as a guide for logo variation usage and placement.

