



**Branding  
Style  
Guide**

03/12/2025<sup>V1</sup>

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# Logos

## PRIMARY



## SECONDARY



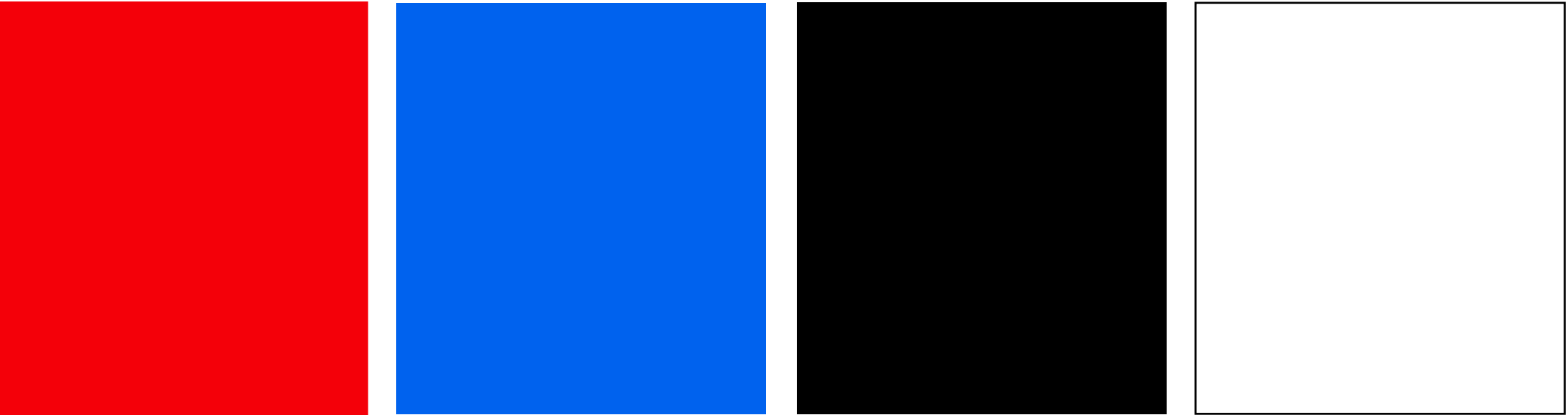
## CENTERED



## ADDITIONAL MARKS



# Colors



HEX: F40009 RGB: 244 / 0 / 9 CMYK: 0 / 94 / 84 / 5 PMS: 711	HEX: 0062EE RGB: 0 / 98 / 238 CMYK: 89 / 43 / 0 / 0 PMS: 285	HEX: 000000 RGB: 0 / 0 / 0 CMYK: 0 / 0 / 0 / 100 PMS: Black	HEX: FFFFFFFF RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 PMS: White
--	---	--	--



HEX: 8E1921 RGB: 142 / 25 / 33 CMYK: 0 / 100 / 96 / 28 PMS: 1807	HEX: 040273 RGB: 4 / 2 / 115 CMYK: 100 / 91 / 0 / 13 PMS: 2738	HEX: A4EAFB RGB: 164 / 234 / 255 CMYK: 30 / 0 / 8 / 0 PMS: 304	HEX: FFCA00 RGB: 255 / 202 / 0 CMYK: 0 / 16 / 100 / 0 PMS: 115	HEX: BCBEC0 RGB: 188 / 190 / 192 CMYK: 2 / 0 / 0 / 18 PMS: 421	HEX: 777777 RGB: 119 / 119 / 119 CMYK: 0 / 1 / 0 / 51 PMS: 424
---	---	---	---	---	---

# Typefaces

Aa

Montserrat - All Weights [Download Montserrat](#)

Web-safe Alternative:  
Arial

Aa

Kepler - All Weights [Download Kepler](#)

Web-safe Alternative:  
Times New Roman

Other Alternative:  
Old Standard TT  
[Download Old Standard TT](#)

# Visual Identity

A visual identity system is a comprehensive set of elements that work together to visually represent your brand's look, values and personality. It goes beyond just a logo and encompasses a range of design elements such as color palette, typography, imagery style and graphic elements.

A well-designed visual identity system ensures consistency across the brand, including your website, marketing materials or social media presence. It helps create a memorable brand identity that resonates with your target audience and helps differentiate you from your competitors. By defining guidelines for the use of colors, fonts and other design elements, a visual identity system provides structure for a consistent brand image.

# Primary Logo

A primary logo is the core visual representation of a brand or organization. It serves as the primary and most recognizable symbol associated with the entity. This logo embodies the brand's essence, values and identity, and is consistently used to establish strong recognition and brand cohesion. The primary logo is the preferable logo to use in most cases. The primary logo can be used with or without the tagline.

PRIMARY



PRIMARY + TAGLINE



# Primary Logo Color Variations

The primary logos are available to use in the full color palette as well as black. Multiple color options ensure that there will always be an appropriate amount of contrast between logo and backgrounds of various colors or textures. Backgrounds to the right are examples of proper contrast between logo color and background color.



# Primary Logo Clear Space

Clear space in a logo refers to the unobstructed area around the logo that must be kept free of visual elements. It serves the important purpose of preserving the logo's integrity and visibility. Maintaining the clear space allows the logo to maintain its impact and legibility in various applications, and ensures it remains visually distinct.

# Primary Logo Minimum Size

Minimum size for a logo represents the smallest dimensions at which the logo can be reproduced while retaining its visual clarity and impact. It is determined by the logo's design elements, and ensures that all details remain recognizable and legible. Adhering to a minimum size guideline prevents loss of quality when the logo is applied across different media and materials.



Minimum Width:  
230 pixels | 3.2 inches

(Actual Minimum Size not shown)

# Secondary Logo

When the application space is too narrow, the secondary logo is appropriate. The secondary logo is an alternative version of a brand's primary logo, often designed for specific-use cases or applications. This version has been reconfigured for a vertical layout. The secondary logo can be used with or without the tagline.

SECONDARY



SECONDARY + TAGLINE



# Secondary Logo Color Variations

Secondary logos are available to use in the full color palette, as well as black. Multiple color options ensure that there will always be an appropriate amount of contrast between logo and backgrounds of various colors or textures. Backgrounds to the right are examples of proper contrast between logo color and background color.



# Secondary Logo Clear Space

Clear space in a logo refers to the unobstructed area around the logo that must be kept free of visual elements. It serves the important purpose of preserving the logo's integrity and visibility. Maintaining clear space allows the logo to maintain its impact and legibility in various applications and ensures it remains visually distinct.

# Secondary Logo Minimum Size

Minimum size for a logo represents the smallest dimensions at which the logo can be reproduced while retaining its visual clarity and impact. It is determined by the logo's design elements, and ensures that all details remain recognizable and legible. Adhering to a minimum size guideline prevents loss of quality when the logo is applied across different media and materials.



Minimum Width:  
230 pixels | 3.2 inches

(Actual Minimum Size not shown)

# Centered Logo

When the application space is too narrow, the secondary logo is appropriate. The secondary logo is an alternative version of a brand's primary logo, often designed for specific-use cases or applications. This version has been reconfigured for a vertical layout. The secondary logo can be used with or without the tagline.

CENTERED



CENTERED + TAGLINE



# Centered Logo Color Variations

Secondary logos are available to use in the full color palette, as well as black. Multiple color options ensure that there will always be an appropriate amount of contrast between logo and backgrounds of various colors or textures. Backgrounds to the right are examples of proper contrast between logo color and background color.



# Centered Logo Clear Space

Clear space in a logo refers to the unobstructed area around the logo that must be kept free of visual elements. It serves the important purpose of preserving the logo's integrity and visibility. Maintaining clear space allows the logo to maintain its impact and legibility in various applications and ensures it remains visually distinct.

# Centered Logo minimum size

Minimum size for a logo represents the smallest dimensions at which the logo can be reproduced while retaining its visual clarity and impact. It is determined by the logo's design elements, and ensures that all details remain recognizable and legible. Adhering to a minimum size guideline prevents loss of quality when the logo is applied across different media and materials.



Minimum Width:  
230 pixels | 3.2 inches

(Actual Minimum Size not shown)

# Additional Marks

Support graphics are secondary visual elements that complement the primary brand logo and assets. They are often used to complement marketing materials, create a branded visual language or add interest to various brand touch points, all while maintaining consistency with the brand identity.

The badge may be used with or without the tagline.

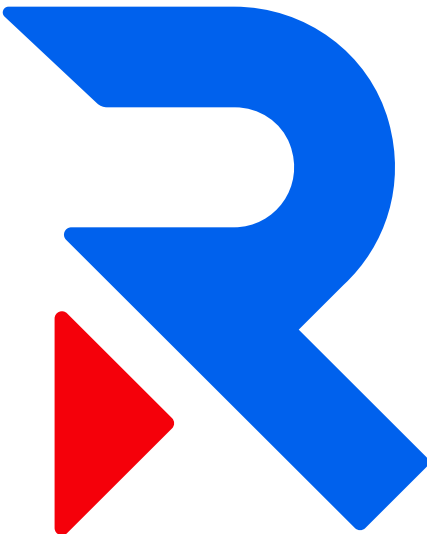
Logomark: Badge



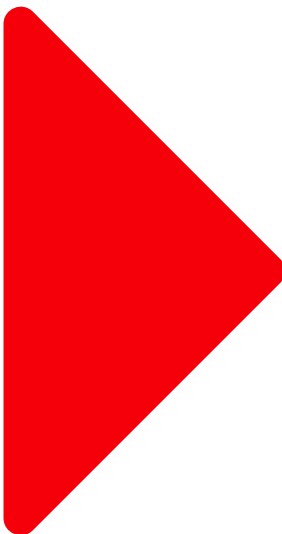
Logomark: Badge + Tagline



Logomark: R



Submark



# Wayfinding

The badge must be used in all city wayfinding instances, with no other logo variations permitted.

The badge may be used with or without the tagline

Logomark: Badge



Logomark: Badge + Tagline



Rise Together

# City Seal + Logo

This lockup is to be used in the instance where the city seal must appear in conjunction with the primary logo.



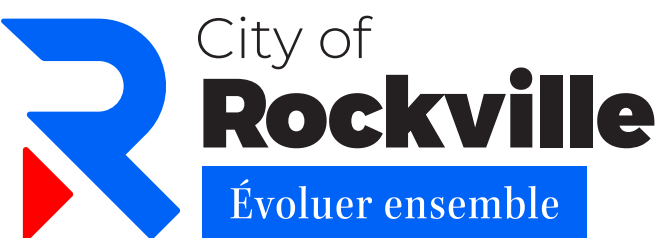
# Additional Languages

Here are some useful translations of our logos that are accompanied by a tagline.

Spanish



French

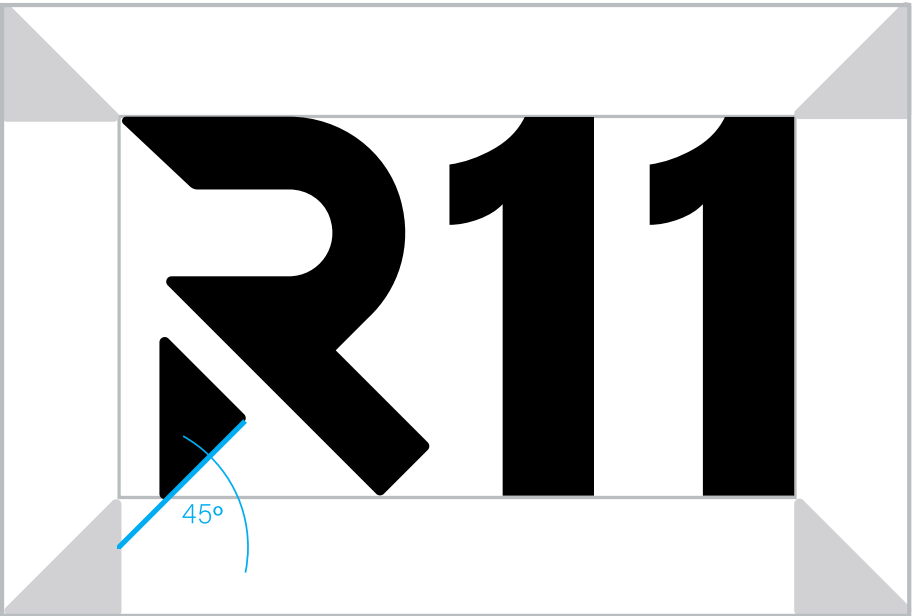


Simplified Chinese



# Rockville 11 Logo

Rockville 11 is the city's public, education and government (PEG) cable television channel. This logo is consistent with the City of Rockville's brand identity.



Minimum Width:  
230 pixels | 3.2 inches

(Actual Minimum Size not shown)

# Rockville 11 Logo Variations

Rockville 11 is the city's public, education and government (PEG) cable television channel. This logo is consistent with the City of Rockville's brand identity.



# Logo Usage

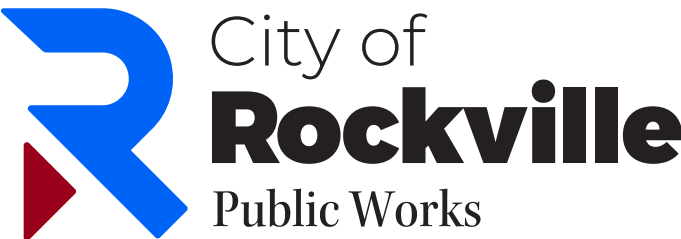
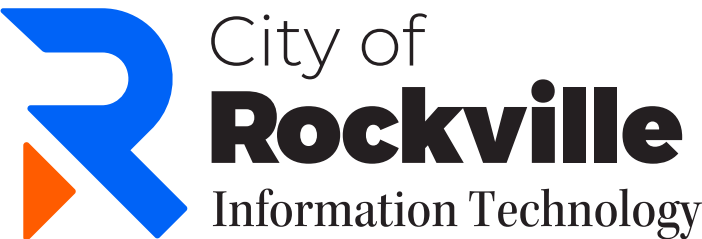
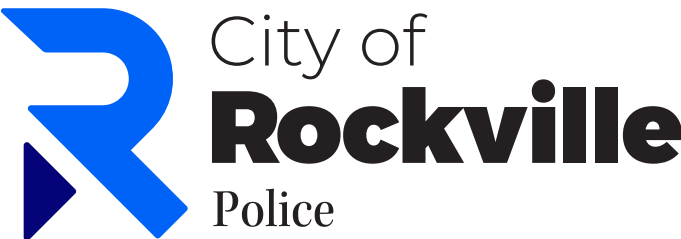
This section serves as a critical reference to prevent misuse or alterations that could compromise the logo's integrity, such as altering colors, distorting proportions or incorporating unapproved typography. These guidelines are essential to maintain brand consistency.

- 1. Do not change the proportions.
- 2. Do not rotate.
- 3. Do not use unnecessary effects.
- 4. Do not change the typeface.
- 5. Do not outline.
- 6. Do not skew.
- 7. Do not use unauthorized color variations.
- 8. This color combination is not accessible and we will not be allowing members of our organization to use the white on red combination.



# Department Logos

City of Rockville contains many different departments, which require their own unique identifiers. This system classifies the different departments with colors specific to each one.



# Finance



HEX: 9FCE1D  
RGB: 159 / 206 / 29  
CMYK: 41 / 0 / 78 / 0  
PMS: 375



Rise Together

# Recreation and Parks



HEX: 035414  
RGB: 3 / 84 / 20  
CMYK: 65 / 0 / 100 / 42  
PMS: 364



Rise Together

# Housing and Community Development

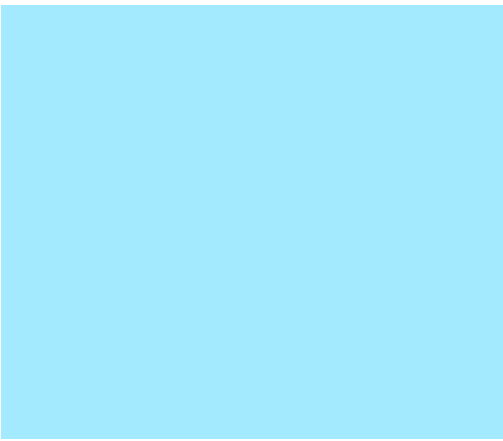


HEX: 00DDC2  
RGB: 0 / 221 / 194  
CMYK: 49 / 0 / 28 / 0  
PMS: 3255

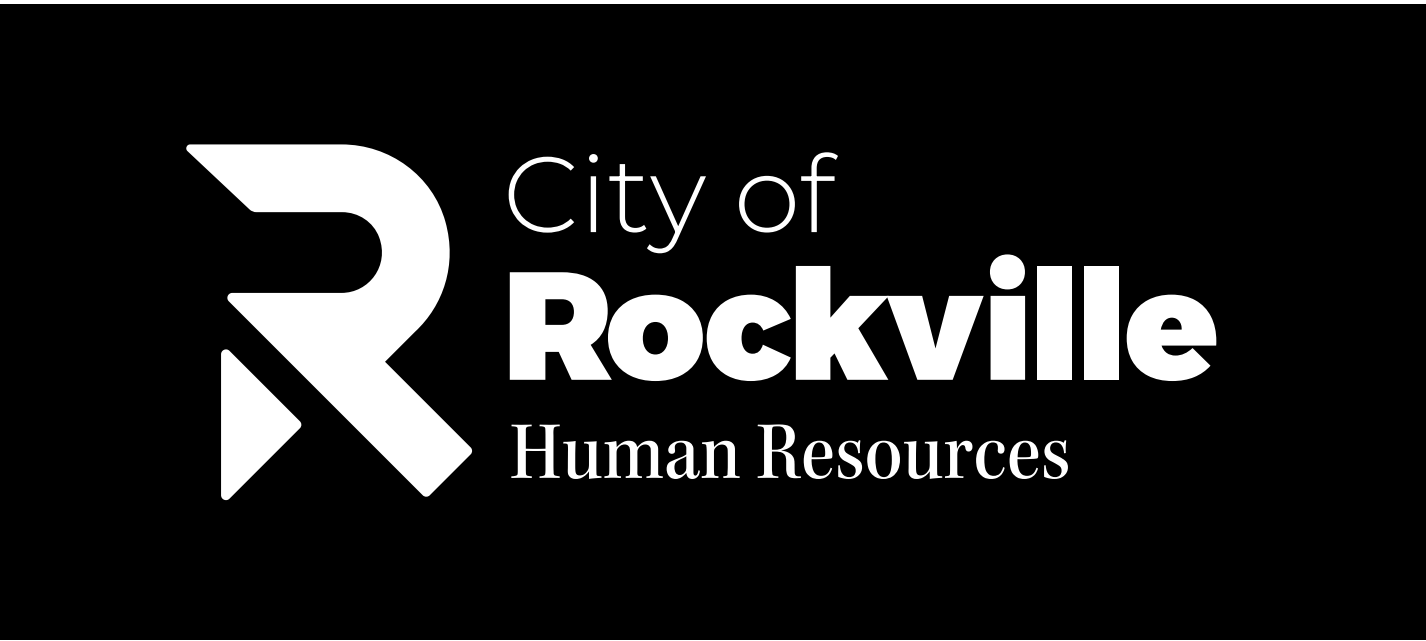


Rise Together

# Human Resources



HEX: A4EAFB  
RGB: 0 / 221 / 194  
CMYK: 30 / 0 / 8 / 0  
PMS: 304

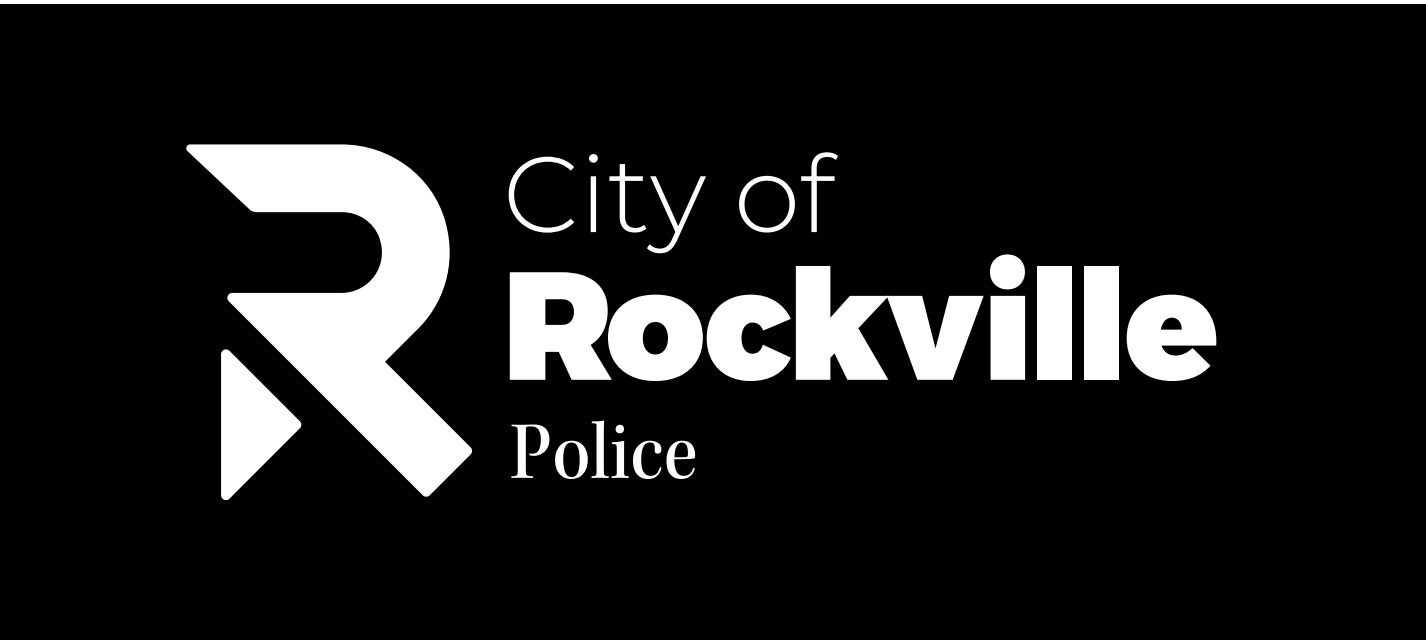
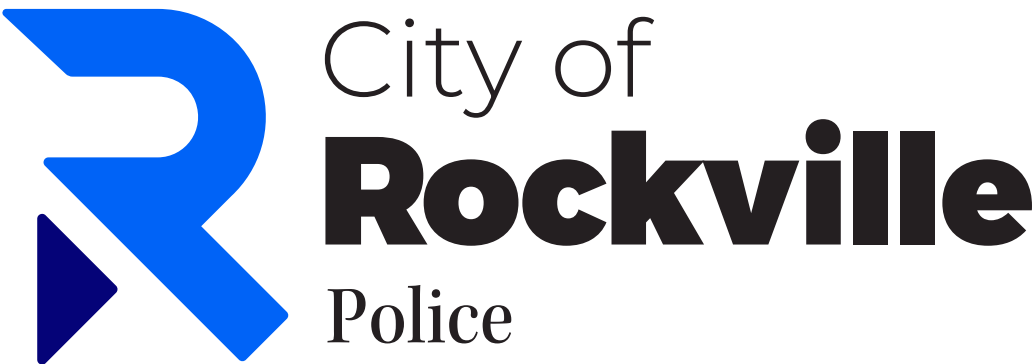


Rise Together

# Police

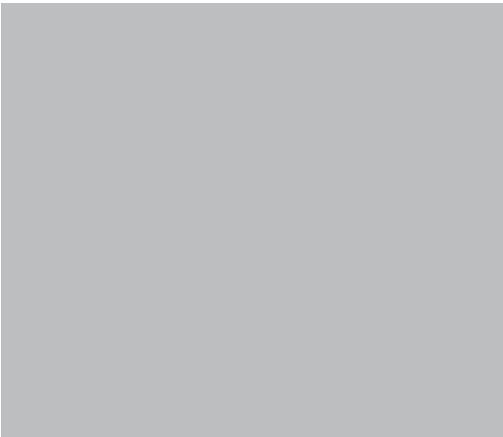


HEX: 040273  
RGB: 4 / 2 / 115  
CMYK: 100 / 91 / 0 / 13  
PMS: 2738



Rise Together

# Community Planning and Development Services



HEX: bcbec0  
RGB: 188 / 190 / 192  
CMYK: 2 / 0 / 0 / 18  
PMS: 428

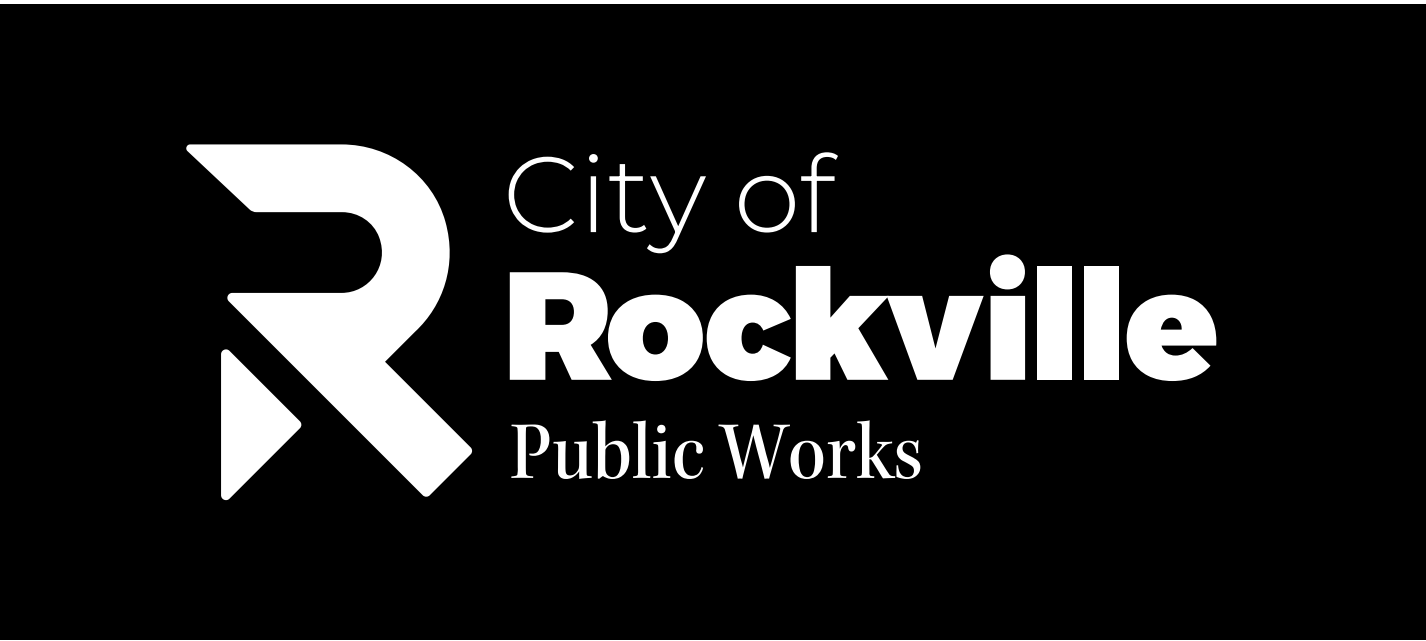
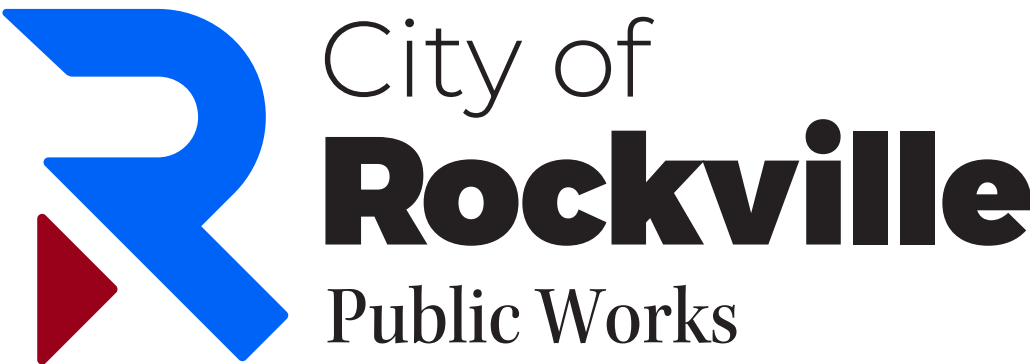


Rise Together

# Public Works



HEX: 8E1921  
RGB: 142 / 25 / 33  
CMYK: 0 / 100 / 96 / 28  
PMS: 1807

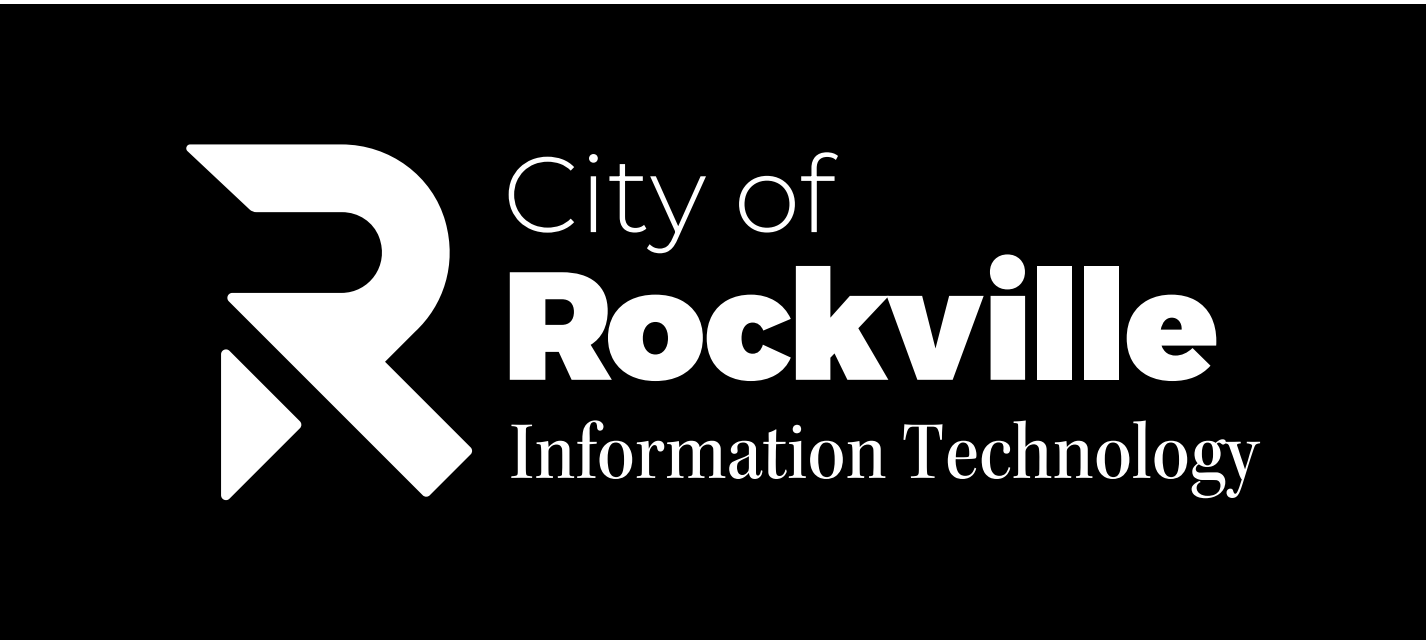
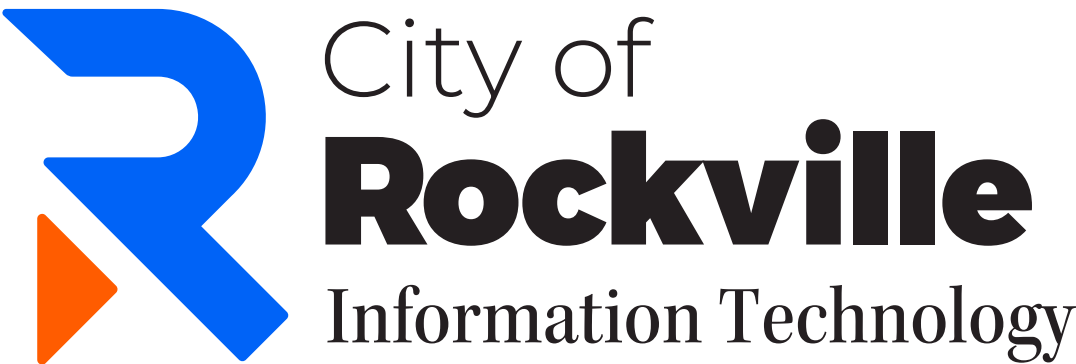


Rise Together

# Information Technology



HEX: FF6927  
RGB: 255 / 105 / 39  
CMYK: 0 / 48 / 95 / 0  
PMS: 151



Rise Together

# Procurement



HEX: B001B6  
RGB: 176 / 1 / 182  
CMYK: 38 / 88 / 0 / 0  
PMS: Purple



Rise Together

# Communications and Community Engagement



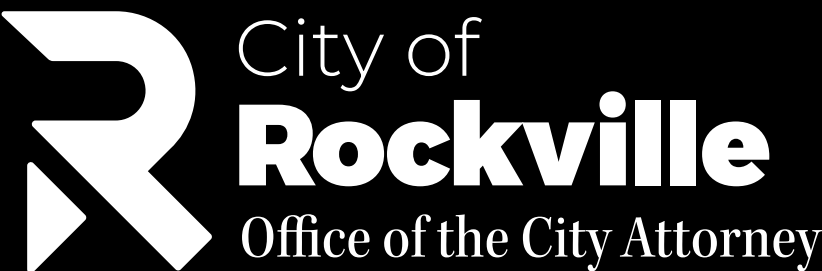
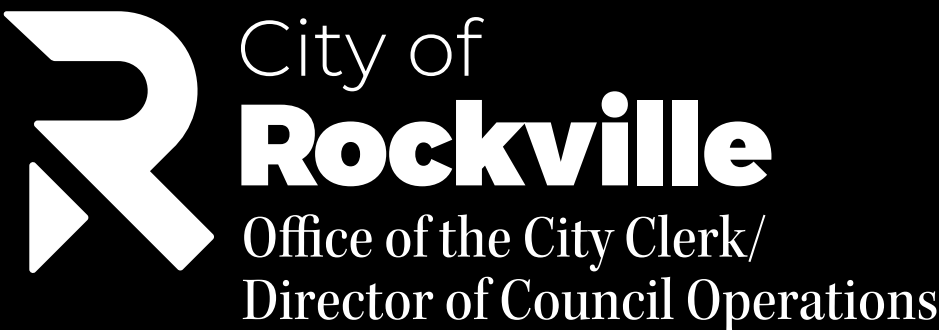
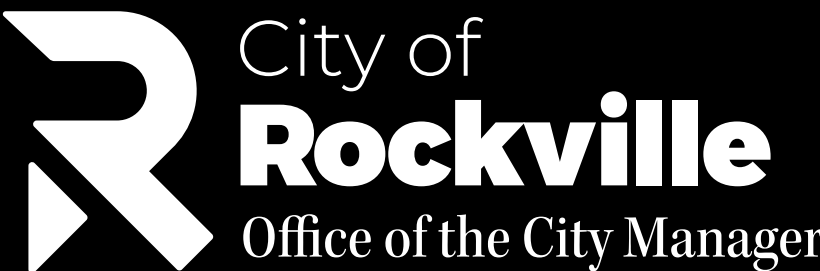
HEX: A9ADFF  
RGB: 169 / 173 / 255  
CMYK: 31 / 27 / 0 / 0  
PMS: 270



Rise Together

# Appointed Offices

The following departments utilize the primary colors of the brand identity.



# File Formats

## The following formats have been included with your logo files

### .JPG

.JPG This file is similar to .PNG in that it is a raster format. However, it does not support alpha channels, so your logo will not have a transparent background. The advantage a .JPG file offers is that it tends to be more compressed than .PNG, meaning it is a smaller file size that takes up less space.

### .PNG

This file allows the logo to have a transparent background. This file is best when utilized on anything with a digital display, like websites, social media and mobile applications. The transparent background means your logo will lay nicely on top of whichever backdrop you lay it on.

### .SVG

SVG stands for Scalable Vector Graphics, a vector image format that can be resized without losing quality. SVGs are based on XML and are often used for logos, icons, charts, and other graphics.

Request a CMYK .eps file from Graphics if you need this format for a vendor:

### .EPS

An editable source file that can be opened with any vector graphics software. This format has a transparent background and can be used in both print pieces and digital display.

# Primary Color Palette

A brand color palette creates a cohesive and recognizable brand aesthetic. These colors play a pivotal role in defining the brand's personality, evoking emotions and ensuring consistency in various design elements and marketing materials.

HEX/RGB color values should be utilized in digital formats. PMS/CMYK color values are best used when printing any collateral.

HEX: #0062ee  
RGB: 0 / 98 / 238  
CMYK: 89 / 43 / 0 / 0  
PMS: 285

HEX: #f40009  
RGB: 244 / 0 / 9  
CMYK: 0 / 94 / 84 / 5  
PMS: 711

HEX: #000000  
RGB: 0 / 0 / 0  
CMYK: 0 / 0 / 0 / 100  
PMS: Black

HEX: #ffffff  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
PMS: White

HEX: #040273  
RGB: 4 / 2 / 115  
CMYK: 100 / 91 / 0 / 13  
PMS: 2738

HEX: #a4eaff  
RGB: 164 / 234 / 255  
CMYK: 30 / 0 / 8 / 0  
PMS: 304

HEX: #8e1921  
RGB: 142 / 25 / 33  
CMYK: 0 / 100 / 96 / 28  
PMS: 1807

HEX: #ffca00  
RGB: 255 / 202 / 0  
CMYK: 0 / 16 / 100 / 0  
PMS: 116

HEX: #bcbec0  
RGB: 188 / 190 / 192  
CMYK: 2 / 0 / 0 / 18  
PMS: 428

HEX: #777777  
RGB: 119 / 119 / 119  
CMYK: 0 / 1 / 0 / 51  
PMS: 424

# Display Typeface

Our display typeface is a bold weight of Montserrat. This should be used for attention-grabbing purposes, such as in headlines or titles. This weight is bold and expressive, but also friendly and approachable. This weight should be reserved for eye-catching design elements to create a visual impact and evoke a specific mood or theme in typography.

Montserrat bold  
[Download Montserrat](#)

**Web-safe alternative**  
Arial black

Montserrat  
Bold

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

**Display  
Typeface  
Example**

**Re tuame con  
re esena sta  
dium tabit**

# Subhead Typeface

Our subhead typeface, Kepler, is to be used as subheadings in written materials to provide hierarchy. Subhead typefaces are designed to provide a balanced and harmonious text layout, while maintaining a consistent and professional appearance throughout the content.

Our subhead typeface should only be used in small headers and subheads. The tagline, “Rise Together,” needs to be Kepler Subhead Semicondensed Medium across the entire logo family. All department names, including appointed officials’ offices, should be in Kepler Subhead Semicondensed Medium.

Kepler medium subhead  
[Download Kepler](#)

## Web-safe alternative

Times New Roman

## Other alternative

Old Standard TT  
[Download Old Standard TT](#)

Kepler medium subhead  
semicondensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

# Text Typeface

Our text typeface, Montserrat Regular, is a functional and highly legible font. It is to be used in the main content of written materials, such as paragraphs, articles or body text. It is selected based on its readability and legibility, often with a focus on clarity and easy comprehension, ensuring high legibility for the audience. Text typefaces are designed to provide a balanced and harmonious text layout, while maintaining a consistent and professional appearance throughout the content.

## Web-safe alternative

Arial Regular

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

**Typeface  
Layout  
Example:  
Montserrat**

Tet que dolupis nullese digenest, illentus  
est, nonsende petit officiunt et eat quoditi  
veratincid eaquam sincilluptas sae  
optibusam, cumratemporitem ad que vid  
quae pratur, arum repedist eium volesto  
tem facit eos sit, officil iquam, suntur  
aliquo escitaturem ratiist offictur, veriatatis  
autemquas dolorum quatures voluptatet  
fugit libus explaut et eic te cumquid  
modiandes mos illit vel molum faccatis sedi  
re verrum qui as et, cus aliciamenis et quatin  
pellici licipitiisse in earunt.

**TYPOGRAPHY TIP <**  
Montserrat also comes in several  
other weights. This family can be  
used when needed for proper text  
hierarchy to maintain legibility.

Typography  
Layout  
Example

Header -  
Montserrat Bold

Subhead - Kepler subhead semicondensed medium

**Body copy - Montserrat Regular.** Tet que dolupis nullese digenest, illentus est, nonsende pelit officiunt et eat quoditi veratincid eaquam sincilluptas sae optibusam, cumratemporitem ad que vid quae pratur, arum repedist eium volesto tem facit eos sit, officil iquam, suntur aliquo escitaturem ratiist offictur, veriatatis autemquas dolorum quatures voluptatet fugit libus explaut et eic te cumquid modiandes mos illit vel molum faccatis sedi re verrum qui as et, cus aliciamenis et quatin pellici licipitiisse in earunt.

Web-safe  
Typography  
Layout  
Example

Header - Arial Black

Subhead - Times New Roman Regular

**Body copy - Arial Regular.** Tet que dolupis nullese digenest, illentus est, nonsende pelit officiunt et eat quoditi veratincid  
eaquam sincilluptas sae optibusam, cumratemporitem ad que vid quae pratur, arum repedist eium volesto tem facit eos sit,  
officil iquam, suntur aliquo escitaturem ratiist offictur, veriatatis autemquas dolorum quatures voluptatet fugit libus explaut et eic  
te cumquid modiandes mos illit vel molum faccatis sedi re verrum qui as et, cus aliciamenis et quatin pellici licipitiisse in earunt.

# Sample Layouts

This section illustrates real-life applications of the brand's visual identity elements, including logos, typography and color schemes. It showcases how these assets should be employed consistently across a range of materials and contexts, such as business cards, letterheads, websites, advertisements and promotional materials. This section serves as a practical guide to ensure that the brand's visual identity remains cohesive and accurately represented in various communication channels and marketing collateral.

Any specialty design of products, such as colored envelope flaps, will be available only by department request and will be funded by the requesting department.



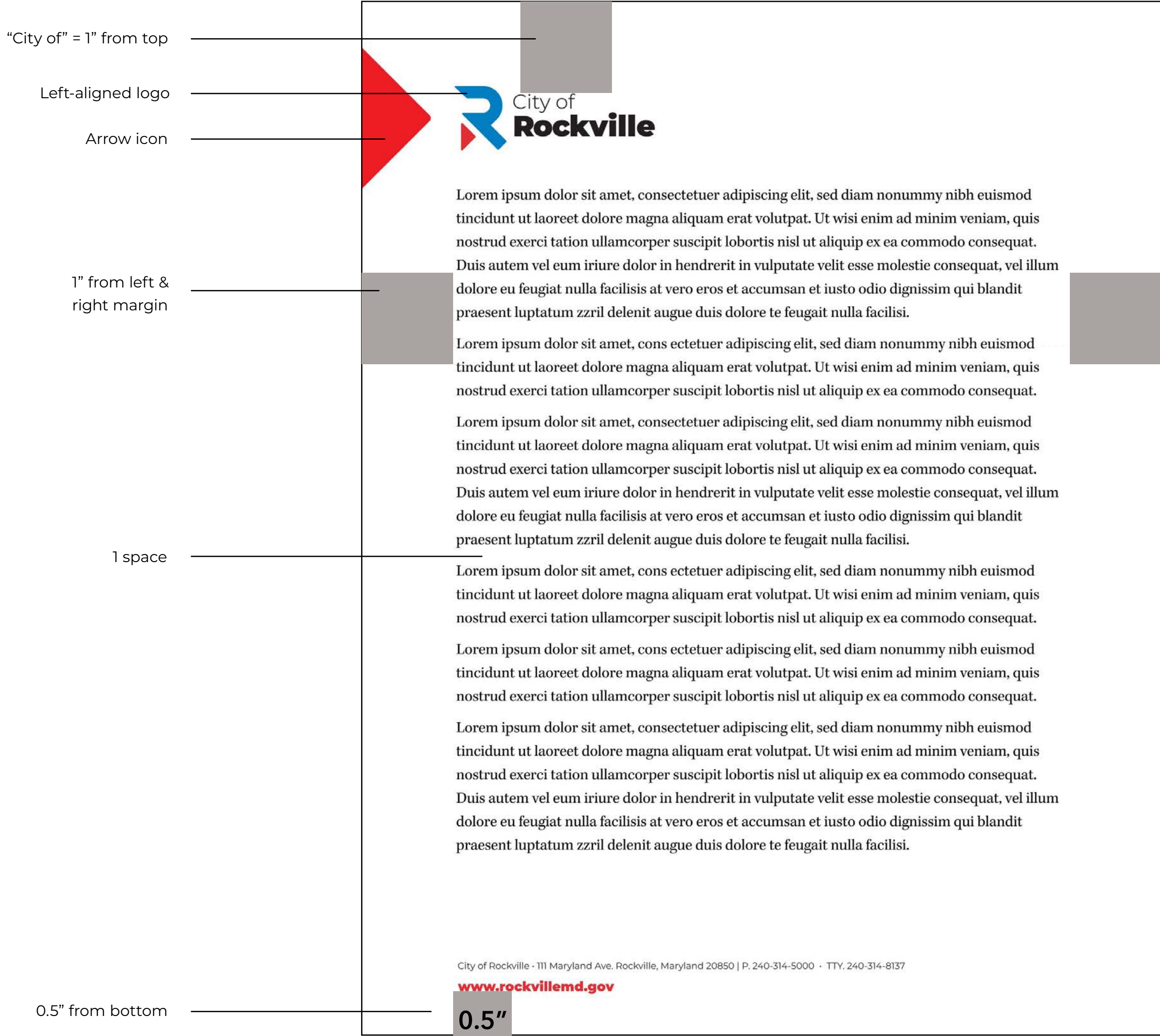
# Sample Layouts

## Letterhead

**Headings:** Montserrat Bold or Arial Black

**Subheadings:** Kepler Subhead Semicondensed Medium, Old Standard TT or Times New Roman

**Body copy:** Montserrat Regular or Arial Regular



# Sample Layouts

## PowerPoints

**Appointed Offices**

- Utilize appropriate logos.
- Use the red arrow icon.

**Title Headline:** Montserrat Bold or Arial Black 48 pt

**Title Subhead:** Montserrat Regular or Arial Regular 18 pt

**Body Headline:** Montserrat Bold or Arial Black 28 pt

**Body Subhead:** Kepler Subhead Semicondensed Medium, Old Standard TT or Times New Roman 22 pt


**Body Text:** Montserrat Regular or Arial Regular 14 pt



# Title Headline: 48 pt

Title Subhead: Montserrat 18 pt







## Body Headline: Montserrat 28 pt

Body Subhead: Old Standard TT 22 pt

Body Text: Montserrat 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

#

rockvillemd.gov

# Sample Layouts

## PowerPoints

- General**
- Utilize appropriate logos.
  - Use the #0062ee arrow icon.
  - Use background color #040273.

**Title Headline:** Montserrat Bold or Arial Black 48 pt  
**Title Subhead:** Montserrat Regular or Arial Regular 18 pt

**Body Headline:** Montserrat Bold or Arial Black 28 pt  
**Body Subhead:** Kepler Subhead Semicondensed Medium, Old Standard TT or Times New Roman 22 pt  
**Body Text:** Montserrat Regular or Arial Regular 14 pt



# Sample Layouts

## PowerPoints

Departments

- Utilize appropriate department logos.
- Use the corresponding color arrow icon.

**Title Headline:** Montserrat Bold or Arial Black 48 pt  
**Title Subhead:** Montserrat Regular or Arial Regular 18 pt

**Body Headline:** Montserrat Bold or Arial Black 28 pt  
**Body Subhead:** Kepler Subhead Semicondensed Medium, Old Standard TT or Times New Roman 22 pt  
**Body Text:** Montserrat Regular or Arial Regular 14 pt



# Title Headline: 48 pt

Title Subhead: Montserrat 18 pt





## Body Headline: Montserrat 28 pt

Body Subhead: Old Standard TT 22 pt

Body Text: Montserrat 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

#

rockvillemd.gov



Sample Layouts

# Email Signature

Brand Fonts



Rise Together

**John C. Anyname**  
PERSONAL TITLE  
**City Department**  
P. 240-314-5000  
**[www.rockvillemd.gov](http://www.rockvillemd.gov)**



Web-safe fonts



Rise Together

**John C. Anyname**  
PERSONAL TITLE  
**City Department**  
P. 240-314-5000  
**[www.rockvillemd.gov](http://www.rockvillemd.gov)**



# Examples In Use

This section illustrates real-life applications of the brand's visual identity elements, including logos, typography and color schemes. It showcases how these assets should be employed consistently across a range of materials and contexts, such as business cards, letterheads, websites, advertisements and promotional materials. This section serves as a practical guide to ensure that the brand's visual identity remains cohesive and accurately represented in various communication channels and marketing collateral.

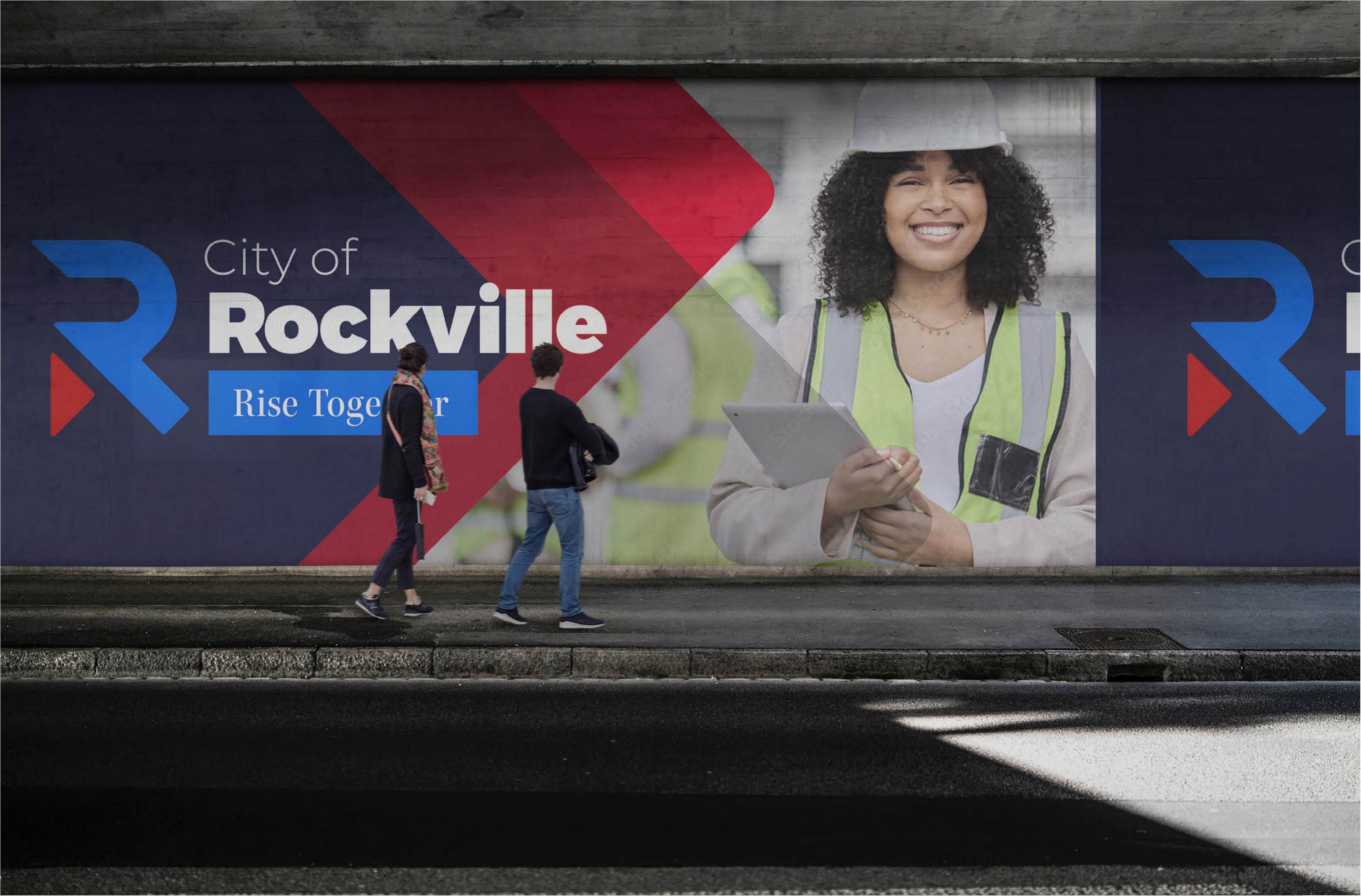
Any specialty design of products, such as colored envelope flaps, will be available only by department request and will be funded by the requesting department.



# Examples In Use

This section illustrates real-life applications of the brand's visual identity elements, including logos, typography and color schemes. It showcases how these assets should be employed consistently across a range of materials and contexts, such as business cards, letterheads, websites, advertisements and promotional materials. This section serves as a practical guide to ensure that the brand's visual identity remains cohesive and accurately represented in various communication channels and marketing collateral.

Any specialty design of products, such as colored envelope flaps, will be available only by department request and will be funded by the requesting department.



# Brand Positioning

## Organizing Idea

**Everyone in all we do.**

## Brand Statement

The City of Rockville is an aspirational and resilient organization of public servants that exists to foster open discourse, unparalleled quality of life and an inclusive community culture. Emboldened by a deep commitment to the growth, success and health of all residents, our unique brand of “dynamic diversity” is not stagnant or singularly defined. Dynamic diversity is a progressive, continuous, collaborative and multidimensional (safety, connectedness, creativity, innovation, freedom and empathy) reason for being that drives our ideas and decision-making toward a shared positive future.

## Brand Pillars

### Safety (Trust)

The safety to think, learn, share and grow is a priority for Rockville residents.

### Connectedness

Rockville has a strong sense of belonging and community that results in increased quality of life for residents of all ages.

### Creativity

Freedom of expression, a growing maker culture and a supportive and participatory environment help drive a culture of art, theater, music and cuisine in Rockville.

### Innovation

Residents of Rockville comprise a well-educated and emotionally intelligent community dedicated to lifelong learning and human advancement.

### Freedom

Rockville makes movement a priority. Accessibility and mobility to and from green space, parks and community centers provides interaction between all generations.

### Empathy

A strong commitment to stewardship and service stems from community engagement and enthusiastic public discourse.



For more information, contact  
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