



Rock Hill

SOUTH CAROLINA

Always on.

LOGO & IDENTITY STANDARDS



Statement of Purpose

The City of Rock Hill corporate image communicates trust, accountability and responsible government to both citizens of Rock Hill and the region. In an effort to maintain its strong identity, the City is committed to the consistent implementation of this image throughout its various means. Much effort has been made to ensure the City's image and stability in the region, therefore it is imperative that the applications of the logo be dealt with consistently.

The following guidelines will assist with the application of the logo in various forms. In some cases, the guidelines are more detailed than others. However, graphic solutions are not provided for all of the potential uses. Questions that may arise pertaining to the City's logo and its proper usage should be directed to Katie Quinn (326-3791), Marcia Miktuk (817-5149) or Max Watson (329-7234).

Any designs or applications that incorporate the City of Rock Hill logo **must be approved** by the Communications Division of the Office of Management & Budget. Before printing, manufacture, embroidery, or use of the City logo for public display a sample or layout (proof) should be provided for review and approval.

To ensure the success of this program, every effort should be made to adhere to the guidelines as shown.



Logo Rationale

The image program for the City of Rock Hill was created to reflect the energy and diversity of the key themes in the program entitled Empowering the Vision.

The six themes are Garden City, Cultural City, Functional City, Education City, Business City, and Historic City. The program's strength is exhibited in the six arrows which work toward a central focus in a unified manner. In the same fashion, the six components of Empowering the Vision draw strength from their common direction and purpose.

The phrase "Always on." was added as a slogan to convey our brand promise of people dedicated to serving our community, 24 hours a day, 7 days a week, 365 days a year.

Color Assignment

The image is comprised of two elements - the symbol and the signature (or logotype). These two elements work together quite successfully; however, they may be used independently, if done so according to the standards found within these guidelines. Because of the nature of the symbol and its six components, the new logo has been created with seven specific colors forming the new image. These color assignments will be discussed further in this manual. For clarification purposes, the colors and their position have been noted below.



Acceptable Formats

The City of Rock Hill logo is comprised of a colorful symbol and a typographic signature (logotype) of the words "Rock Hill, South Carolina". The image was developed to be flexible in its usage, and consistent in its appearance. The following versions have been developed to accommodate vertical (stacked) or horizontal (inline) configurations.

- The words "South Carolina" are a part of the logo and should always appear with the logotype "Rock Hill" and symbol. Under no circumstances should department identities replace "South Carolina" in the logo presentation.
- The slogan "Always on." should always be located below "South Carolina" as shown. Only in rare circumstances should the logotype and symbol appear without "South Carolina" and "Always on." This must always be done with the approval of the Communications Division of the Office of Management & Budget.
- The proportions and spacing of the symbol with the logotype should always be maintained.
- The logo should always be generated from approved reproducible artwork or from approved electronic files.
- The logo should never be scanned or extracted from previously printed materials.
- The logo must be used only as approved by the Communications Division of the Office of Management and Budget.

Vertical (Stacked Version)



Horizontal (Inline Version)



Secondary Typestyle

A secondary typestyle has been selected for use with the City of Rock Hill logo. The sans serif typestyle, known as Optima Bold, was selected for its elegance, legible qualities.

Created in 1958 by Hermann Zapf for the Stempel foundry, Optima Bold combines features of both serif and sans serif types into one humanistic design. The tapered strokes are reminiscent of the calligraphic pen, and the character shapes are soothing to the eye.

Optima Bold may be used independently from the new logo, but should always be used in all caps as an identifier for South Carolina and all department levels (see examples below).

Other typestyles should not be substituted for this use. Refer to the Department Identification pages of this guide for clarification.

Sample Alphabet of Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sample Type Configuration

FINANCE

Guidelines for Approved Usages

To assure that the new image is implemented consistently, the following guidelines should be followed:

Approved Colors - The approved colors for the logo and logotype are PMS 340 Green, 294 Blue, 2593 Purple, 314 Aqua, 131 Ochre, 186 Red and Cool Gray No.2. Their positioning (as shown) should not be altered. Additionally, in certain two-color applications, PMS 873 Metallic Gold may be used.

The quality of the logo's color reproduction should always be maintained, especially with the complex registration of the seven colors.

Depending upon the printing medium and application, these colors may also be reproduced in process, screen printing colors or embroidery thread. Sample proofs must be provided for color match and approval. Questions about color reproduction should be directed to the Communications Division of the Office of Management & Budget.



Metallic Gold or PMS 131 Ochre



1. **One-Color Applications** - Blue or Black are preferred.

2. **Two-Color Applications** - Blue and Metallic Gold are preferred. However, if not practical, PMS 131 Ochre may be substituted for the Metallic Gold.

3. **Multi-Colored Applications** - Other than the two-color version, the next preferred usage of the logo is the seven color version. The colors were selected to work in combination with each other. Originally, they were selected to be used (as shown) via flat offset printing of the following colors:

PMS 340 Green
PMS 131 Ochre
PMS 294 Blue
PMS 186 Red
PMS 2593 Purple
PMS Cool Gray No.2
PMS 314 Aqua

Guidelines for Approved Usage

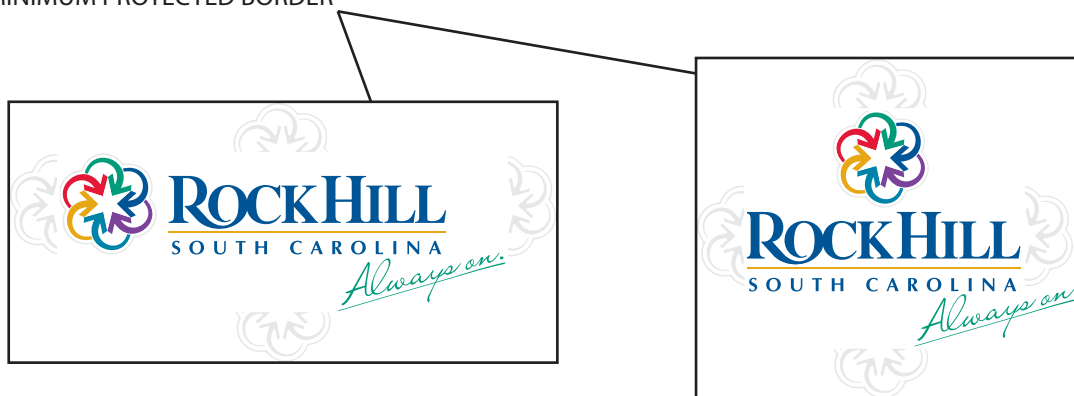


4. **Reverse Printing** - There will be occasions when the logo needs to be printed in reverse form or upon dark backgrounds. Special reverse artwork has been created to insure that the logo and logotype are reproduced for maximum impact. Whether in one-color or multi-color applications, the logo must be printed for maximum legibility.



5. **Minimal Size Reproduction** - The Rock Hill logo must be clearly legible in all applications. Because of the intricate nature of the logo, especially in seven-color usages, care must be taken in the use of the logo in smaller sizes. The logo should not be reproduced any smaller than 3/8".

MINIMUM PROTECTED BORDER



6. **Protected Area** - The approved logo should always appear set apart from its surrounding graphic elements and should never be crowded by extraneous art, type or other design features. Either in its horizontal or stacked configuration, the logo should maintain a protected border which is no less than 1/2 the width of the logo as shown.

Incorrect Usage

The following guidelines are examples of the incorrect usage of the logo. Many improper variations could not be shown; however, the basic examples as shown should set the standards by which the logo should not be used. For clarification of use and application, the Office of Management & Budget should always be contacted for approval.



The logo cannot be redrawn, re-proportioned or distorted; nor can it be reprinted from poor, unapproved artwork.



The logo should never be printed within restrictive borders or fields. See guidelines for Protected Area (page 7).



Due to its intricate shapes, the logo should never be surprinted over heavily textured backgrounds, reversed out of "busy" photographs, superimposed over areas of text, or printed/embroidered on fabric with a "busy" print.

Incorrect Usage - continued



The logo should not be tilted from its original vertical axis. Note the counter line axis for correct positioning. The points of the center star should be aligned vertically; red arrow to the left and green arrow to the right.

Come See Us In ~~RockHILL~~

The Rock Hill logotype should never be included within a sentence, tag line or slogan.



The Rock Hill letters cannot be typeset or executed in another typeface and used in place of the official logotype.



The symbol should never be placed to the right or below the Rock Hill logotype. The symbol should always be located to the left or above the logotype. (see logo example)

Department Identification

For ease of consistent identification, the following departmental examples are shown with the new image to explain their usages. The typestyle, point size and spacing should always be maintained. A horizontal and a stacked version of each department's identification have been created for various needs. However, on rare occasions, these elements may require modification to fit within specific configurations. This must always be done with the approval of the Communications Division of the Office of Management and Budget and a sample or layout should be provided for review and approval.

Artwork for the Department Identification should always be generated from approved reproducible artwork or from approved electronic files. These may be obtained from Katie Quinn (326-3791), Marcia Miktuk (817-5149) or Max Watson (329-7234).

Vertical (Stacked Version)



Guidelines for Logotype Embroidery on Apparel

With its inherent complexity, the official logo of the City of Rock Hill poses challenges to successful embroidery. The guidelines and required approval process outlined below aim to ensure consistency and quality of embroidery decoration. The Communications Division of the Office of Management & Budget must review and approve any embroidery proof.

Logo artwork - All embroidered versions of the City of Rock Hill logo must appear exactly as it appears in this guide. *No substitution of fonts may be used in the reproduction of the logotype.* See Secondary Typestyle and Incorrect Usage in this guide.

Minimum Stitch Counts - Substantial stitch counts are essential for a quality rendering of the logotype. Minimum stitch counts for the Stacked and Inline versions and sizes are as follows:

City of Rock Hill logo Inline Version, 1.72" X 3.79" 8629 stitches (Figures are under development)
City of Rock Hill Logo Stacked Version, 2.09" X 3.80" 12,926 stitches (Figures are under development)

Please note: The minimums specified here have been developed for materials requiring the lowest number of stitches.

Colors - Embroidery colors should reflect the official City of Rock Hill colors as represented in the Color Assignment section of this guide. For thread manufactured by Madeira, recommended embroidery colors are:

PMS 294: 918-1843 MADEIRA POLYNEON #40 5500yd CONE BLUE or 919-1843 MADEIRA POLYNEON #40 1100yd SPOOL BLUE, PERSIAN BLUE
PMS 2593:
PMS 314: 910-1091 MADEIRA CLASSIC RAYON #40 5500yd CONE BLUE GREEN
PMS 131: 918-1725 MADEIRA POLYNEON #40 5500yd CONE GOLD
PMS 186:
PMS 340: 910-1247 MADEIRA CLASSIC RAYON #40 5500yd CONE GREEN
Cool Gray 2: 914-1085 MADEIRA CLASSIC RAYON #30 714yd SPOOL GRAY

Symbol - Full-color embroidery of the City of Rock Hill symbol is strongly recommended.

Pre-approved embroidery files - Detailed information is available upon request from the Communications Division of the Office of Management & Budget regarding standardized, pre-approved digitized embroidery files already paid for by the city. Details available include logo version, file name, size, stitch count, and steps.

Other embroidery files - Except for the pre-approved files mentioned above, all embroidery files must be approved by the Communications Division of the Office of Management & Budget before production. The sewn sample (or a good electronic image of an actual sewn sample), along with the stitch count, must be submitted with any request for approval.

Department Names used with the logo - The following guidelines must be used when using department names:

- The font may not deviate from the approved typestyle - Optima Bold
- Department names may not be used with the "Always on." slogan
- "South Carolina" may not be replaced by the department name
- Department names should be spaced at least two lines below the logo



Quicktips for Logo Usage

Here are some tips to help you avoid common mistakes and keep your project on track.

- Ensure colors are accurate - green should be bright, not a dark or hunter green.

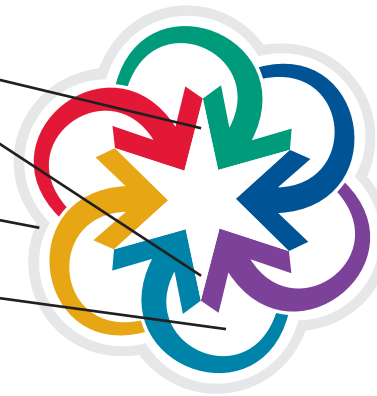


- Be sure the arrows in the symbol appear in the proper order. From top right going clockwise - green, blue, purple, aqua, gold or ochre and red.

- Be sure the center star is aligned vertically with points at the top and bottom.

- A gray outline should be visible around the arrows.

- There should be a white field behind the arrows.



- "Always on." should never appear with the department name.

- Be sure the logo is the correct proportions, not stretched or squashed.

- "South Carolina" should always appear under the Ochre line.

- The typeface should always be Optima Bold for "South Carolina" and department names.

- The department name should always appear two line spaces beneath "South Carolina".



ROCK HILL

SOUTH CAROLINA

GENERAL SERVICES