

Pleasant Grove City Image & Brand Standards Manual



Pleasant Grove



Utah's City of Trees



Who should use this manual?

This manual is designed as a communications guide for city staff and officials. Contractors, vendors, and volunteers who are involved in official or semi-official communications should also make use of this material.

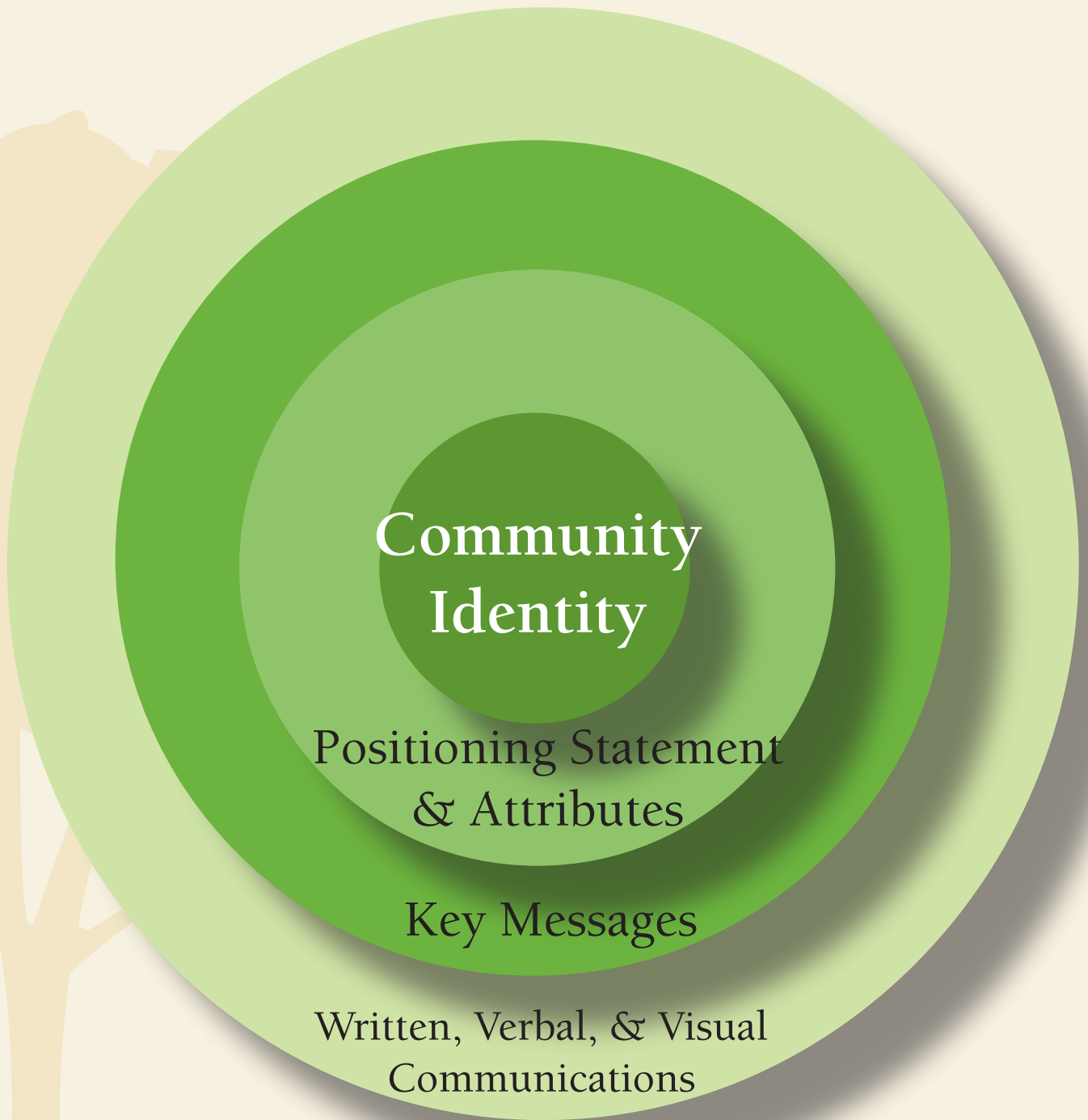
Why should I use this manual?

Every time you speak, write, or communicate in your capacity with Pleasant Grove City, you influence the city's brand. Our brand is more than our logo; it is the gut feeling people have about our community. This manual was created to help you enhance and support Pleasant Grove's brand every time you communicate.

How do I use this manual?

The first step in using this guide is to become completely familiar with its contents. The first section of this manual helps with verbal and written communications, while the second section deals with visual communications. Specific helps are given within each section.

Branding Hierarchy



Community Identity

Pleasant Grove: Utah's City of Trees

Community Positioning Statement

Pleasant Grove is a vibrant, thriving community characterized by striking landscapes, safe surroundings, and abounding opportunity. Deeply rooted in the principles of progress, commitment, and unity, Pleasant Grove reaches upward in promise, outward in friendship, and forward in confidence.

Community Brand Attributes

Nouns

- Family
- Opportunity
- Progress

Adjectives

- Genuine
- Friendly
- Safe
- Scenic

Community Key Messages

Pleasant Grove citizens value their rich historical tradition and pioneer heritage. This deep-rooted respect for the past reveals itself every day in neighborhoods that are safe, comfortable, and family-friendly.

Pleasant Grove is a community of neighbors—unique and diversified, yet united by a true sense of citizenship. To these genuine, loyal people, citizenship is more than mere residence; it is a commitment to a common purpose: to make their city a pleasant place to live, work, and play.

Positioned perfectly in the heart of Utah Valley, Pleasant Grove lies in a viable and attractive geographic and demographic crossroads. This community offers everything investors look for: ideal location, convenient access, and plenty of open space, in a progressive, prepared, forward-looking environment.

Pleasant Grove is development- and business-friendly, truly dedicated to the concept of “smart growth.” Teeming with economic potential, this is a city offering opportunities that are demographically attractive and geographically appealing.

Pleasant Grove, Utah's City of Trees, abounds in parks, playing fields, and community gathering places. Home to a wide variety of wholesome, interactive recreational and cultural activities, Pleasant Grove offers limitless ways to invigorate the body, relax the mind, and rejuvenate the soul.

Majestically situated at the foot of Mount Timpanogos, scenic Pleasant Grove is more than a place of outward beauty. This destination spot is a place where residents offer warm smiles and welcome handshakes, where laughter comes easy and friendship comes even easier. Make yourself at home in Pleasant Grove.

Community Identity

Pleasant Grove: Utah's City of Trees

How to Use

With every message, emphasis should be placed on Pleasant Grove's natural beauty and its history as an oasis of tall, shady trees amid the scrub and sage of early Utah Valley. The origin of our city's name is clear and intuitive, and Pleasant Grove continues to take ownership of this identity. Our commitment to enhance our identity as Utah's City of Trees manifests itself in certifications, awards, and regular events celebrating this aspect of our community.

Community Positioning Statement

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How to Use

Imagery woven throughout this positioning statement evokes our identity as Utah's City of Trees. As often as possible, all communications should be tied to one or more elements of this statement (see section on key messages). All of our audiences (citizens, visitors, and investors) will find something favorable in the phrases used here.

Community Brand Attributes

Nouns

- Family
- Opportunity
- Progress

Adjectives

- Genuine
- Friendly
- Safe
- Scenic

How to Use

These single-word descriptors of Pleasant Grove and its residents should be touchstones in all written and verbal communications. Every communication will touch on one or more of these concepts. A general statement about one of these elements, when tied to our community, makes an ideal way to open a written or verbal communication.

Community Key Messages

Pleasant Grove citizens value their rich historical tradition and pioneer heritage. This deep-rooted respect for the past reveals itself every day in neighborhoods that are safe, comfortable, and family-friendly.

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How to Use

These key messages provide ready-made phrases that can be incorporated into communications of all types. Although there is significant blending, the first two are directed primarily toward citizens; the second two are directed toward investors; and the final two are directed toward visitors.

Use these key messages as starting points for all communications. Actual phrases may be woven into such communications.

These key messages also make ideal starting points for “elevator speeches,” those times when you are asked about your community and only have 30 seconds to respond.

Sample Communications

Original Communication

“The next Concerts in the Park performance will take place on Sunday, July 2.”

“We need to help our citizens feel safe.”

“We will try to work things out so that there’s not a conflict. A religious school shouldn’t be declined in favor of an adult-oriented business.”

“This is a great place to do business.”

Communication Using Key Messages

“Pleasant Grove is dedicated to providing wholesome cultural activities for our residents and visitors. Please join us for family-friendly entertainment as we gather for our next Concerts in the Park performance on Sunday, July 2.”

“Pleasant Grove citizens are united in a common purpose: to make our city a pleasant place to live, work, and play. We can help by ensuring that our neighborhoods are safe, comfortable, and family-friendly.”

“Pleasant Grove is known for deeply rooted family values. We are first and foremost a community of neighbors dedicated to a wholesome lifestyle. We will seek a solution that maintains Pleasant Grove’s position as a place of safety as well as a place of opportunity.”

“Pleasant Grove offers everything a new business could want. We’re in an ideal location at a crossroads of Utah Valley. We have plenty of open space, and you can’t beat the business-friendly approach of our civic leaders.”

General Style Rules

Use of “Pleasant Grove”

- In written, verbal, and visual communications, “Pleasant Grove” is always preferred over “PG.” “PG” should only be used in rare instances where it is literally a part of a name or title (such as “PG Players”). “PG” should never be used as a general substitution for “Pleasant Grove,” nor as an abbreviation, except as part of a larger abbreviation. (Example: PGHS)

- In print and other visual communications, “Pleasant Grove” and “Pleasant Grove City” should never be broken over two lines.

Use of “Utah’s City of Trees”

- When using our community identity as a title or a headline, there are two approved methods. Note that the one-line option uses a colon and the two-line option does not. Do not use a comma, en-dash, or any other separator. Do not use quotation marks.

- On two lines:

Pleasant Grove

Utah’s City of Trees

- On one line:

Pleasant Grove: Utah’s City of Trees

- In the body of text, avoid breaking “Utah’s City of Trees” over two lines. The phrase, “Pleasant Grove: Utah’s City of Trees,” if it must be broken over two lines, should be broken after the colon.

- Always use initial capitals: Utah’s City of Trees.

Masterbrand & Logos

Pleasant Grove's logo meets three essential criteria:

1. Immediate connection with our community identity
2. Simple, clean, & memorable
3. Differentiates Pleasant Grove from other communities

Left-to-right read means our name is seen first. The word "Grove" leads into the graphic depiction of a grove.

Trees are simple & appealing. Green is the color of growth, abundance, & life.



Pleasant Grove

Utah's City of Trees

The hill sets us above & apart.
The slope of the hill leads upward, indicating progress.

Our community identity placed here allows for balance. The word "Trees" is positioned directly under the graphic of the trees.

Masterbrand & Logos

The words “Pleasant Grove” combined with the hill and trees graphic constitute Pleasant Grove’s masterbrand.



When the community identity is added to the masterbrand, it forms the city logo.



Additional official logos may be formed by adding a department name to the masterbrand. Make certain the department name fits within the negative space under the hill.



Generally, a logo is always preferred over a masterbrand. Masterbrands should be used, however, when small sizing or other considerations make the identity or department name illegible.



Logo Usage

Always maintain the proper clear space, or calm space, around the logo. Nothing should enter or interfere with this clear space.



The area in gray is clear space. The height and width of this border is equal to the height of the "P" in "Pleasant Grove."

Use the full-color logo when possible. When only one-color printing is available, the dominant color (PMS 370) should be used for the graphic, with the words printed in black.



For black & white applications, use the silhouette only. Do not use shades of gray.



Do not alter the spacing or relationship of the graphic elements. Do not change the aspect ratio of the logo. Do not substitute fonts.



Fonts

For logos, the only approved font is Berkeley Old Style Medium.

Berkeley Old Style Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For general text, Times New Roman is the preferred serif font.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For sans serif applications, Arial is preferred.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avoid excessively ornate or otherwise extreme fonts. Use such fonts with caution.

Avoid fonts that **DISTRACT FROM YOUR MESSAGE** or **call too much attention** to themselves. Your audience should be able to *read the words* and **understand the message**, not be **impressed by your creativity**.

Colors

Pleasant Grove's dominant color is Pantone 370 C. This friendly, natural green represents growth, vitality, progress, abundance, and life.

PMS: 370 C
C:56 M:20 Y:100 K:27
R:93 G:151 B:50



Our dominant color is complemented by Pantone 369 C and 371 C. These three colors are found in our masterbrand.

PMS: 369 C
C:59 M:0 Y:100 K:7
R:109 G:179 B:63

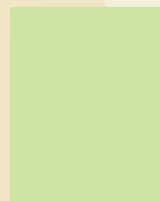


PMS: 371 C
C:43 M:0 Y:100 K:56
R:79 G:110 B:24



These four subordinate colors may be used in background and support functions. Never use them, however, to replace logo colors.

PMS: 366 C
C:20 M:0 Y:44 K:0
R:208 G:228 B:166



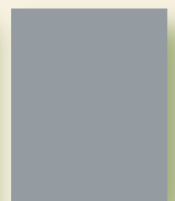
PMS: 463 C
C:30 M:56 Y:100 K:37
R:127 G:86 B:27



PMS: 465 C
C:20 M:32 Y:58 K:0
R:206 G:170 B:122



PMS: 430 C
C:5 M:0 Y:0 K:45
R:147 G:155 B:161



Pantone 520 C may be used as an accent color. Use carefully. Do not allow it to become dominant.

PMS: 520 C
C:64 M:100 Y:12 K:0
R:124 G:43 B:131



Pantone 7501 C is our preferred neutral color. Use at 50% as a non-white background. This color may also be used as a logo replacement color when the background is too close to Pantone 370 C.

PMS: 7501 C
C:0 M:4 Y:20 K:6
R:241 G:227 B:197

