

Visual Identity Standards



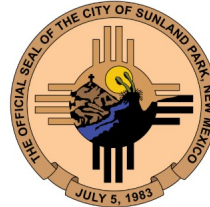
01 Official Logos



REQUIRED

The City Logo

Must be present on all flyers, notices, and designs.



FORMAL USE

The City Seal

Reserved for formal documents, public notices, and official announcements.

✓ Approved Full color, full black, or full white



FULL COLOR



FULL BLACK



ON COLOR



ON PHOTO

✗ Never Stretch, skew, or rotate



SLANT



STRETCH



RECOLOR

02 Color

Primary Blue

#3F4EA1

Use for headings and primary design assets.

Secondary Gold

#F5C612

Use for accents and call-to-action buttons.

Neutral Gray

#54585A

Use for body text and secondary information.

OFFICIAL PALETTE



#fccb99 #cd9865 #966c48 #7a7e32 #f5c612 #3f4ea1

NEUTRAL PALETTE



#f5f2ed #d9cdbf #a69b8f #4d4d4d #707372

03 Typography

Aa

HEADINGS

Montserrat Bold

Clear, authoritative, and easy to read.

BODY TEXT

Montserrat Regular

High legibility for long descriptions.