



TOWN OF
TRUCKEE

BRANDING GUIDELINES

Purpose of This Guide:

This document provides guidance for community partners, vendors, and members of the public who work with the Town and need to reference or use Town brand assets. It is intended to ensure the Town's brand is represented clearly, consistently, and respectfully across all channels.

The Town's brand is more than a logo. It is an interconnected system of visuals, language, and tone that together express the Town's identity and values. Consistent use of these elements helps build recognition, trust, and credibility within the community.

What These Guidelines Cover:

This guide outlines:

- Approved logos and how they may (and may not) be used
- Official colors, fonts, and visual elements
- The general look and feel of the Town's brand
- Common examples of correct and incorrect usage

Adhering to these standards helps ensure that all materials associated with the Town feel cohesive and aligned, regardless of who creates them.

Permission and Appropriate Use:

The Town's logos and brand assets are official identifiers and are not public-domain materials.

- Permission must be obtained prior to using Town logos or other official brand assets in external materials.
- Use of the Town's branding does not imply endorsement unless explicitly stated in writing.
- Brand assets may not be altered, distorted, or combined with other graphics in a way that changes their appearance or meaning.

If there is uncertainty about whether a specific use is appropriate, approval should be requested before proceeding.

Intended Audience:

This guide is intended for:

- Community partners
- Vendors and consultants
- Media outlets
- Event Organizers
- Any individual or organization creating materials that reference or represent the Town.

Town staff should continue to follow the internal brand guidelines, which provide more detailed direction for internal use.

Questions or Approvals

Requests for logo files, usage approvals, or clarification regarding brand standards should be directed to the Town of Truckee Communications Division at communications@townoftruckee.gov.

BRAND ELEMENTS

Primary Logo

The Town of Truckee logo celebrates Truckee's history and beautiful location. The forest, mountain vista, and Truckee River are foundational to our town's beginnings and remain essential to its future.

This will be the official town mark and used on anything that should be considered official.

When using this marks becomes visually too busy, the secondary logo should be used instead.



Secondary Logo

A simpler version of just the town name that can be locked up with “Est..., Inc..., etc”.

This mark maintains brand recognizability while having fewer elements. This mark works well when using the primary logo becomes too busy with surrounding visuals.



Clear space

Clear space should be placed around the logo to maintain the mark's clarity. The clear space is designated by the distance from the left edge of the T's vertical stroke to the left most edge of the logo which is shown marked with an X.

The full logo should never be placed on a colored background or over a photo. In these cases, the secondary logo should be used and colored appropriately for readability.



Logo Dont's

Here is a sample of ways to NOT treat the logo:

DO NOT USE SCENERY ONLY

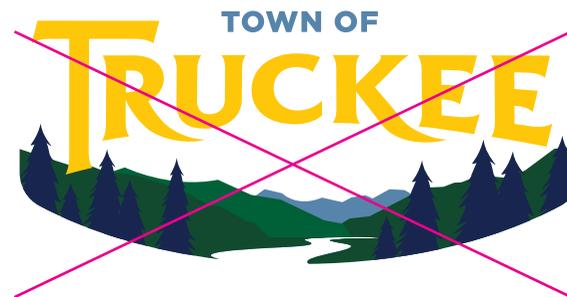
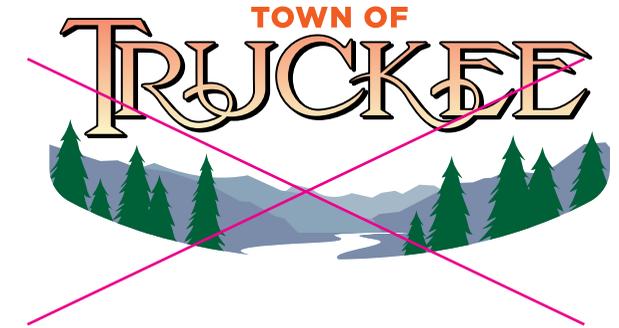
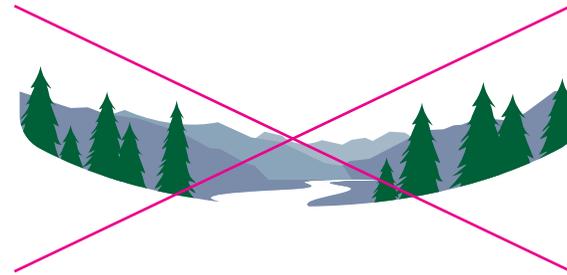
DO NOT CHANGE THE COLORS OF THE LOGO

ENSURE ALL ELEMENTS OF THE SCENERY (RIVER) ARE INCLUDED

DO NOT USE A DIFFERENT FONT

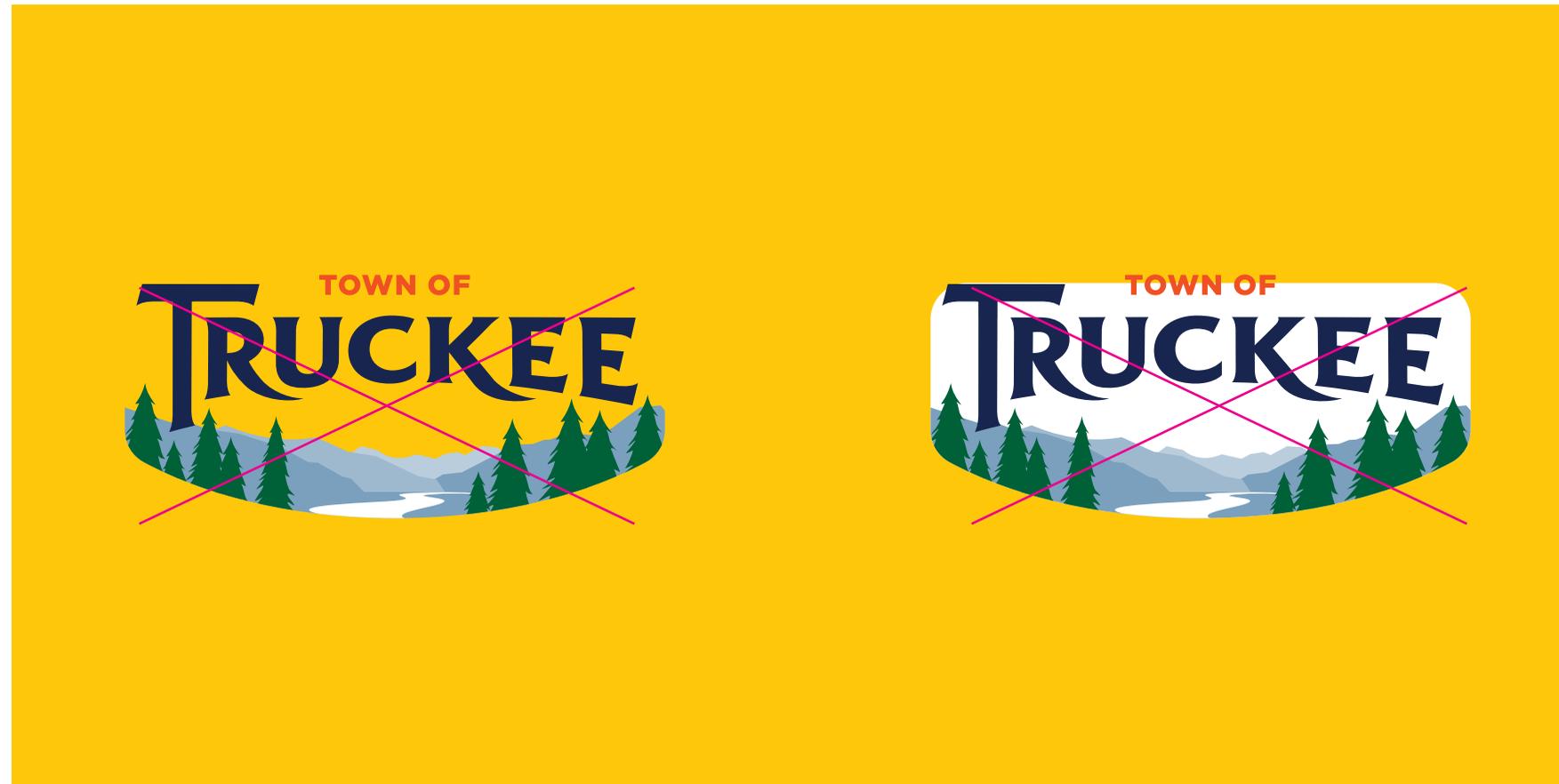
DO NOT USE A GRADIENT

DO NOT FILL THE BACKGROUND WITH COLOR

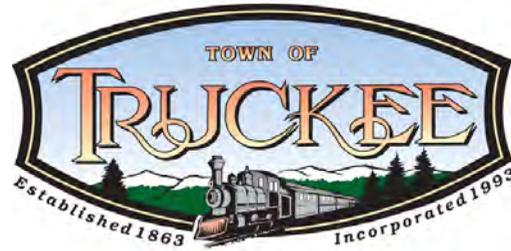


Logo Dont's

Due to the primary logo's floating nature, it should only ever be used on white; never on a colored background or on a photograph.



Town Seal



For official documents, the Town seal may be used in place of the logo. Only one graphic should be used on the same document (either the seal or the logo/wordmark).

The appropriate application of the Town seal includes official documents that require authentication or certification.

The Town seal may only be used as a representation of the Town on official Town documents. To represent the Town in external contexts (eg, the website of a program or initiative where the Town is a partner) only the logo or wordmark should be used.



From the Office of the Mayor of Truckee

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

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Morbi neque. Aliquam erat volutpat. Integer ultrices lobortis eros.

10183 Truckee Airport Road Truckee, CA 96161-3306 www.townoftruckee.com
 530-582-7700 | email: truckee@townoftruckee.com
 Printed on recycled paper



Contract between the Town of Truckee and Claritches Towing company

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

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Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

Pellentesque porttitor, velit lacinia egestas auctor, diam eros tempus arcu, nec vulputate augue magna vel risus. Cras non magna vel ante adipiscing rhoncus. Vivamus a mi.

Morbi neque. Aliquam erat volutpat. Integer ultrices lobortis eros.

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Color Palette

A series of tonal greens and blues are the primary colors with an addition of an orange and yellow for moments of contrast.



#ffc709		PMS 7548
#f05023		PMS 172
#114a2e		PMS 3435
#005f36		PMS 3425
#197e61		PMS 2419
#2f9083		PMS 3285
#52a8ac		PMS 2233
#18264f		PMS 2757
#7aa0be		PMS 645
#9eb9ce		PMS 5435
#bacddc		PMS 5455
#ffffff		WHITE

Color Accessibility (small type)

Color contrast is an important step in making sure our content is accessible to as broad an audience as possible.

The color combinations shown to the right identify whether color combinations pass the **AA standard** (minimum) or **AAA standard** (highest).

When in doubt, [use this contrast checker tool](#) to make sure the color combinations you are using at least pass **AA**, and ideally, **AAA** as well.

	WHITE	FOREST	LIGHT BLUE	ORANGE	YELLOW	DARK BLUE
AA	AA	⊘	AA	⊘	AA	
AAA	AAA	⊘	⊘	⊘	AAA	
AA	AA		⊘	⊘	AA	⊘
AAA	AAA		⊘	⊘	AAA	⊘
	⊘	⊘		⊘	⊘	AA
	⊘	⊘		⊘	⊘	⊘
AA	AA	⊘	⊘		⊘	AA
	⊘	⊘	⊘		⊘	⊘
	⊘	AA	⊘	⊘		AA
	⊘	⊘	⊘	⊘		AAA

Color Accessibility (large/bold type & graphic elements)

Color contrast is an important step in making sure our content is accessible to as broad an audience as possible.

The color combinations shown to the right identify whether color combinations pass the **AA standard** (minimum) or **AAA standard** (highest).

When in doubt, [use this contrast checker tool](#) to make sure the color combinations you are using at least pass **AA**, and ideally, **AAA** as well.

	WHITE	FOREST	LIGHT BLUE	ORANGE	YELLOW	DARK BLUE
AA	AA	⊘	AA	AA	AA	
AAA	AAA	⊘	AAA	⊘	AAA	
AA	AA		⊘	⊘	AA	⊘
AAA	AAA		⊘	⊘	AAA	⊘
⊘	⊘	⊘		⊘	⊘	AA
⊘		⊘		⊘	⊘	AAA
AA	AA	⊘	⊘		⊘	AA
⊘		⊘	⊘		⊘	⊘
⊘	AA	AA	⊘	⊘		AA
⊘	AAA	AAA	⊘	⊘		AAA

Type Families

BN Scouts Hands should be used for large headlines and Titles.

Subheads and body copy should use the Gotham Family.

Albertus Extra Bold should be used for Department Titling while Albertus Medium should be used for smaller text like report dates.

BN Scouts Hands

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Gotham Family

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Albertus Extra Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Albertus Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Example Usage

Examples of usage.

Large Headline

LARGE HEADLINE

Paragraph Header

**Paragraph Header text goes here
and continues to second line.**

Body Text

Body text size Vehemnihi, quitus, mo aperus crestrae ius nos senat, utussulis, que visultorius, dentilibus lariderei in patum tenatur ninatum atil uterra dis coent, artellatro cam ego in tem ius. cont nulicapes senatio cultodiu spertium iurniquo mena, noximmo vestes voccien ihilius am tantum hos Cuppl. Tor publius; nonfir inverum omneque consunultus. Hacem nit L. Ad cam pubit.

Department Title

PUBLIC WORKS DEPARTMENT

November 8, 2023