



Communications & Marketing Department

101 N. College St.
Killeen, Texas 76541

Torrie Bethany
Executive Director of Communications & Marketing

p. 254.501.7755

e. tbethany@killeentexas.gov

● FINAL LOGO



BEST PRACTICES

- The following is intended to represent our brand identity and best practices.
- Though specifics have been defined, certain situations will arise in which the established rules must be broken. Please do so with caution and discerning taste.
- It is imperative that a consistent identity exists across all mediums. Doing so instills a sense of trust and stability with all stakeholders.

● LOGO VERSIONS



● IMPROPER USE

The following are considered improper use of the brand identity.



Refrain from scaling, rotating, or modifying objects independently or create new "looks" for individual use cases.

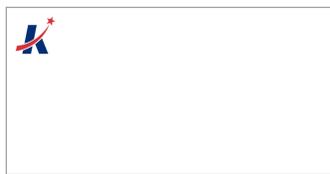


Do not stretch, crop, rotate or distort the objects, symbols or logo. This is especially bad form.



Do not recolor the objects, symbols or logo. Color is a very important component of branding and as of now, we should stay within our palette.

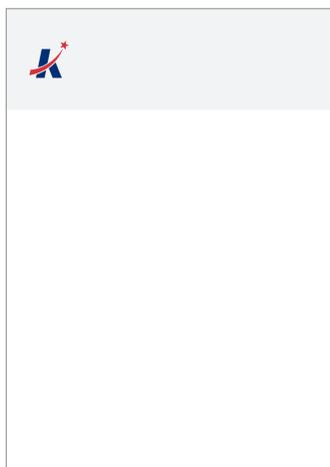
● STATIONARY



Envelope

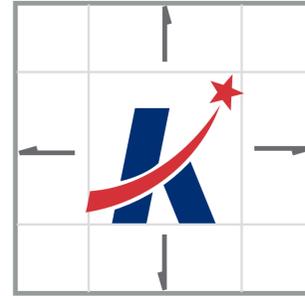


Business Card



Letterhead

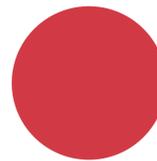
● LOGO CLEAR SPACE



• Maintain clear space around the logo to protect the logo from distracting graphics or typography.

• Use only authorized artwork from the Communications Department.

● COLORS USED



PRINT

Pantone 1797 C
CMYK 12 91 74 3

WEB

RGB 208 50 58
Hex# CF323A



PRINT

Pantone 288 C
CMYK 100 84 33 18

WEB

RGB 0 45 116
Hex# 002C73

● TYPOGRAPHY

MONTSEERRAT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Xx
Yy Zz ~ 1 2 3 4 5 6 7 8 9 0

Bold
Regular
Italic

City of Killeen Branding