



## ADMINISTRATIVE DIRECTIVE

Title: Brand Management
Issuing Department: Town Manager's Office
Effective Date: June 2, 2023
Approved: Terry S. Rozema, Town Manager
Type of Action: Revision

### 1.0 PURPOSE

Brand management establishes a cohesive graphic identity, with consistency across all Town departments and functions in the appearance of icons, correspondence, presentations and other related communications material, which is a critical component to branding Marana as a community of excellence.

### 2.0 DEPARTMENTS AFFECTED

All Town of Marana departments and employees

### 3.0 REFERENCES

3.1 Town of Marana Vehicle Marking Policy, adopted via Marana Resolution No. 2015-031

3.2 Marana Resolution No. 2016-136: approving and adopting a new logo as the official Town of Marana logo

### 4.0 DEFINITIONS

4.1 Brand management: The term for all the facets of design, placement, marketing, advertising, and distribution that foster an identifying and developing brand personality.

### 5.0 POLICIES AND PROCEDURES

5.1 Brand Management Manual. The attached Brand Management Manual is hereby referred to, adopted and made a part of this directive as if fully set out here.

5.2 Preemption. If any provision of the Brand Management Manual conflicts with the provisions of the Town of Marana Vehicle Marking Policy or the provisions of Marana Resolution No. 2016-136, the provisions of the latter two documents shall control.

## 6.0 RESPONSIBILITIES

- 6.1 The Town Manager's Office Communications and Marketing Division is responsible for the overall management of the Town's brand.
- 6.2 All Town employees are responsible for compliance with the requirements and rules of the Brand Management Manual.

## 7.0 ATTACHMENTS

- 7.1 Brand Management Manual

**REVISION HISTORY**

<i>REV</i>	<i>DESCRIPTION OF CHANGE</i>	<i>DATE</i>
<b>OR</b>	Original Release	11/21/17
<b>REV</b>	Revision	6/2/23

**Caution:** A copy of this Administrative Directive is an uncontrolled document. It is your responsibility to ensure you are using the current version. The electronic version is the only acceptable and controlled Administrative Directive.

**MARANA AZ**  
**BRAND**  
MANAGEMENT

**DESIGN CREATES CULTURE.**  
**CULTURE SHAPES VALUES.**  
**VALUES DETERMINE THE FUTURE.**

- Robert L. Peters

LET'S GET STARTED.

LOGO

color

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LOGO

reverse

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LOGO

black

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LOGO

color department identifier

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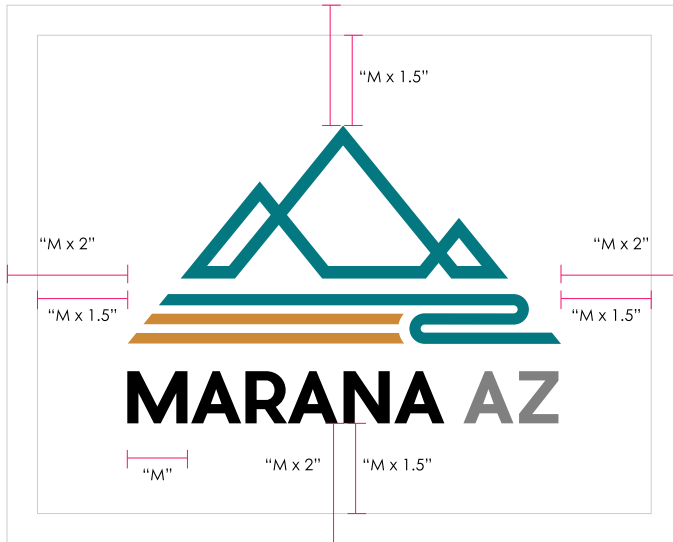


LOGO

color official use

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**WHITE SPACE:** A minimum distance of 1.5 times the width of the letter "M" in the word Marana is required between the mark and other elements. A minimum distance of two times the width of the letter "M" in the word Marana is required between the mark and the edge of the page.

**SIZE:** Width no smaller than 0.75"

**BACKGROUNDS:** The logo should be clearly visible. This includes print, digital, vehicles, uniforms, etc.

**ALTERATIONS:** Do not alter the mark. This includes, but is not limited to, compressing, stretching, tilting, cropping, changing the color, changing the font, or flipping any part or whole.



**PRIMARY:** Century Gothic is to be used on MaranaAZ materials. Century Gothic is modern, showing Marana's approach to technology and innovation. It may not be available on all systems.

**SECONDARY:** These fonts are acceptable if Century Gothic is not available. Arial should be used for electronic communications.

# CENTURY GOTHIC

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primary font

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	1	2	3	4	5	6	7	8
9	0	!	*	#	'	%	(	)	@
?	+	-	/	=	,	.	;	:	&



# PIER

primary font

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A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z a b c d

e f g h i j k l m n

o p q r s t u v w x

y z 1 2 3 4 5 6 7 8

9 0 ! \* # ' % ( ) @

? + - / = , . ; : &

# ARIAL

secondary font

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A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	1	2	3	4	5	6	7	8
9	0	!	*	#	'	%	(	)	@
?	+	-	/	=	,	.	;	:	&

# BOOK ANTIQUA

secondary font

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A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	1	2	3	4	5	6	7	8
9	0	!	*	#	'	%	(	)	@
?	+	-	/	=	,	.	;	:	&

# COLOR

# palette

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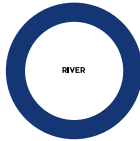
**PMS:**  
284C  
**HEX:**  
#5b9ae0  
**CMYK:**  
55, 22, 0, 0  
**RGB:**  
91, 154, 221



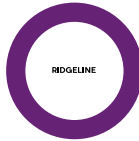
**PMS:**  
321C  
**HEX:**  
#007884  
**CMYK:**  
100, 22, 42, 2  
**RGB:**  
0, 120, 132



**PMS:**  
369C  
**HEX:**  
#569800  
**CMYK:**  
67, 12, 100, 1  
**RGB:**  
86, 152, 0



**PMS:**  
7469C  
**HEX:**  
#006c94  
**CMYK:**  
100, 27, 0, 42  
**RGB:**  
0, 108, 148



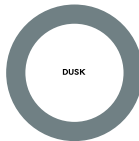
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2613c  
**HEX:**  
#4F1562  
**CMYK:**  
74, 99, 5, 11  
**RGB:**  
103, 30, 117



**PMS:**  
186C  
**HEX:**  
#ce1126  
**CMYK:**  
0, 100, 84, 22  
**RGB:**  
206, 17, 38



**PMS:**  
146C  
**HEX:**  
#c7984c  
**CMYK:**  
0, 27, 72, 24  
**RGB:**  
199, 152, 76



**PMS:**  
7544c  
**HEX:**  
#7c929e  
**CMYK:**  
19, 0, 0, 46  
**RGB:**  
124, 146, 158



**PMS:**  
Black  
**HEX:**  
#2c2a29  
**CMYK:**  
0, 0, 0, 100  
**RGB:**  
44, 42, 41

# COLLATERAL

official use

See your department ambassador for orders of collateral materials.



## EMPLOYEE BADGES

building access

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For employee badge photos, please schedule an appointment with the Vickie Hathaway / phone 382-1984 phone [vhathaway@maranaaz.gov](mailto:vhathaway@maranaaz.gov)



In external messaging, the voice and tone of the message is as important as the content itself. In all public outreach efforts, it is crucial that the Town apply the appropriate voice and tone, consistent with our core values of respect, teamwork, dedicated service, and engaged innovation. That means that in some contexts, a playful, humorous tone is employed to engage our audience's sense of fun. At other times, a serious, matter-of-fact voice is a better fit. In most cases, you know best what voice and tone are most appropriate for your audience. In general, we encourage words of inclusion, like "us," "together," and "collaboratively." We couch requests for public compliance in terms of respect, like "please," "we would appreciate," and "thank you." We avoid jargon in favor of plain English, always prioritizing clarity and simplicity.

Crafting the right message is both critical and often challenging. That's why your Communications and Marketing Team is here to help. Big questions about organization and theme are welcome. Minor questions about grammar and word choice are welcome. Words often matter far more than we realize. Together, we can choose the right ones.

An email is a formal communication from the Town and any material contained in an email is representative of the Town. To keep our brand identity strong and consistent all emails created by Town of Marana employees and delivered via the Town's email system should feature email signature blocks consistent with the following guidelines.

**FORMAT:** No backgrounds, no decorative fonts and no out of the ordinary colors. The font Tahoma or Century Gothic should be used, Arial is also acceptable. Images and/or graphics approved by the Town Manager's Office are acceptable.

**ELEMENTS THAT ARE APPROVED:**

Name

Title

Department

Town of Marana

Street address

City, State Zip

Phone

Cell (optional)

Fax (optional)



**ADDITIONS ALLOWED:** confidentiality statements, Town's Web address, social media information, environmental statements, legal disclaimers and information about Town events and/or programs.

**NOT ALLOWED:** Employees may not add any personal information or anything outside the scope of the employee's role, including links to external or personal URLs or unofficial Town of Marana channels. No mottos, symbols, quotations, taglines or other statements may be added to the email signature block, as these may be misunderstood as representing the Town of Marana's official positions, values or views.

**ACCEPTABLE EMAIL SIGNATURE EXAMPLES:**

**Version 1:**

Jane Doe  
Manager | Town Manager's Office  
Town of Marana  
11555 W. Civic Center Dr. Marana, AZ 85653  
Office: (520) XXX-XXXX | Cell: (520) XXX-XXX  
maranaaz.gov

**Version 2:**

Jane Doe  
Manager  
Town Manager's Office  
Town of Marana  
11555 W. Civic Center Drive  
Marana, AZ 85653  
Office: (520) XXX-XXXX  
Cell: (520) XXX-XXXX  
maranaaz.gov

Images can tell a strong story when used to promote, inform, or compel viewers. Photographs that showcase people, experiences, and lifestyles are effective in promoting a positive quality of life in the community.

Always use Town-owned or royalty-free images. Never download images from the internet without checking to see if they are for general public use. Many images found on the internet are owned by other entities and should not be used by the Town of Marana. Town-owned images are managed by the Communications and Marketing Team, and new images can be acquired and added to the library on a project-by-project basis. Clip art is not an appropriate style of imagery, and should not be used when representing Town of Marana.

VEHICLES

department identifier single line

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VEHICLES

department identifier double line

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VEHICLES

discreet

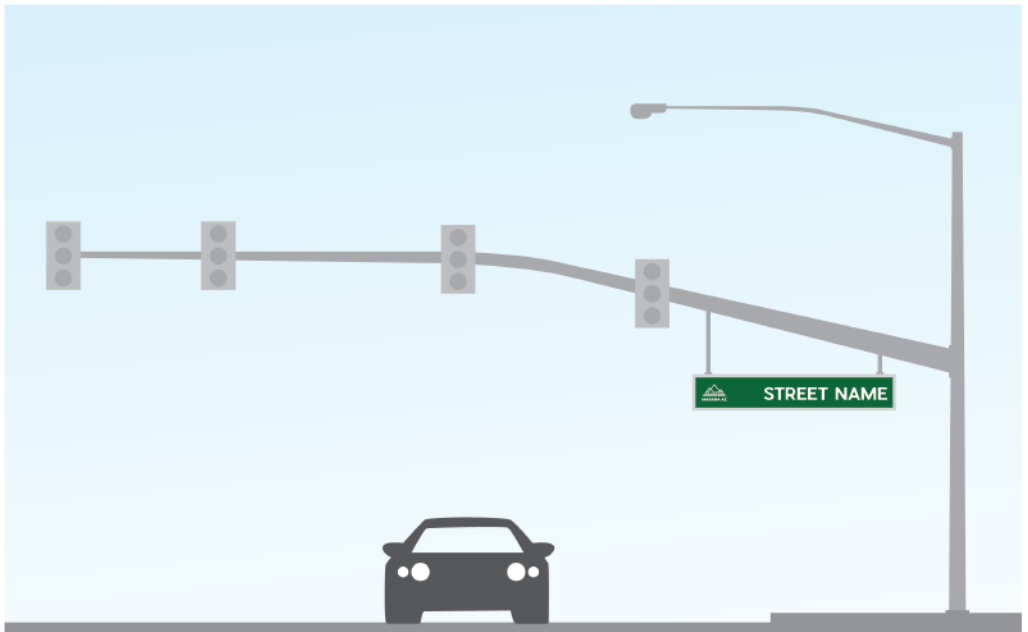
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SIGNAGE

traffic intersection

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## SIGNAGE

## monument

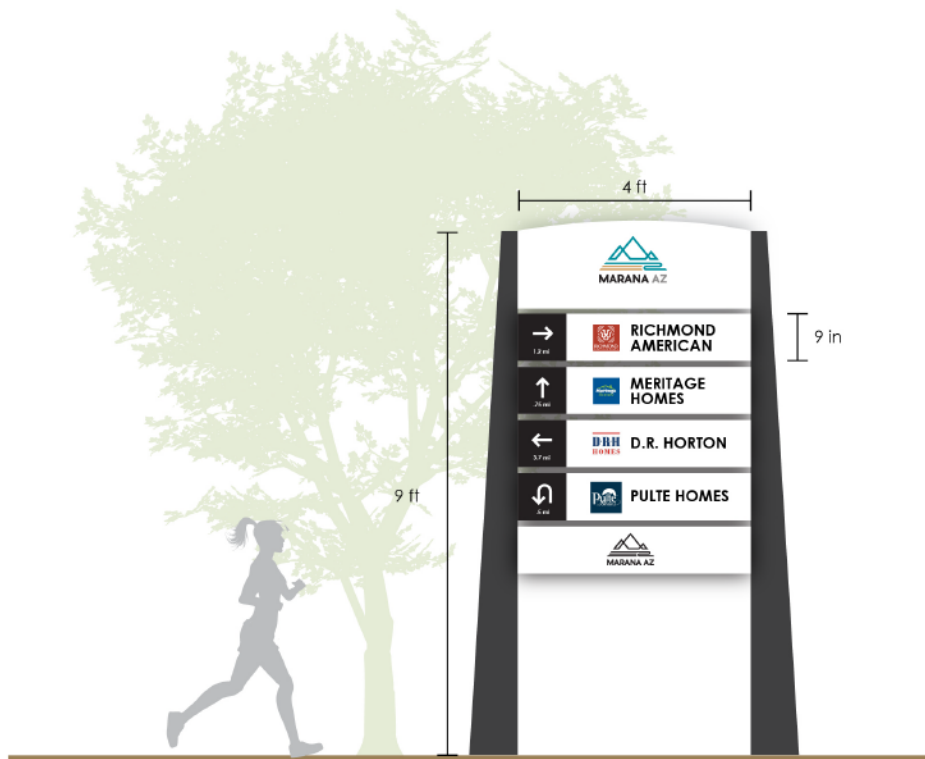
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Monument design will vary by location due to factors such as: height of the base relative to the driver/pedestrian, length of street name, space available, etc. Some monuments may take a horizontal approach rather than the vertical design seen here. However, a cohesive aesthetic should be achieved by using brand aligned fonts, colors, and design language.



# SIGNAGE

# wayfinding





QUESTIONS

contact

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**Visual Communications Designer**

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**MaranaAZ.gov**