THE CITY OF

VICTORIA

THE BRAND GUIDELINES

BRANDING AND GRAPHIC IDENTITY

In order for any organization to cultivate lasting confidence within its constituencies, it must build a strong positive image of itself. This image is the organization's brand, the central, defining image or idea of what it is and does.

And with the growth that the City of Victoria has seen in recent years and will continue to see in the future, the need for a brand has never been greater. The foundation of a brand is graphic identity, the logo and other visual elements that represent it. A cohesive graphic identity allows everything from business cards to the doors on a city vehicle to tell a brand's story.

By having a strong brand and graphic identity, the City of Victoria will inspire its citizens and be equipped to share the area's amenities with the world. This branding journey begins with an identity system and standards to maintain it. But the final destination will be determined by the resourcefulness and good stewardship by every City employee.

THE IMPORTANCE OF HAVING STANDARDS

Simply put, standards are what put the identity in graphic identity. They enable an organization to maintain its distinctive look and feel in any situation. By using its graphic elements consistently, the City of Victoria can build a lasting image and distinguish itself from other cities. Graphic standards allow the many departments and organizations to come together as a unified whole before the citizens we serve.

When producing materials on behalf of the City of Victoria, please follow the standards provided in this guide. The brand must be consistent throughout all materials in order to preserve its validity. The enclosed standards of type, form and color all contribute to stronger brand recognition.

Thank you for taking the time to learn about the City of Victoria identity. As a highly visible entity, it is essential to portray a consistent image across all visual platforms. From outdoor signage to the City's stationery, certain guidelines always need to be followed in order to achieve this goal.

As it is impossible to foresee and discuss every single application of identity, please expand upon the principles and guidelines that are established throughout this manual and contact the Communications Office at 361.485.3110 with questions or clarification.

OFFICIAL LOGO

As the primary visual representation of the City of Victoria, our logo is the most vital graphic component of our brand. The graphic standards outlined in this Standards Guide provide guidance and direction for proper use of our identity.

The great branding asset - and potential difficulty - of a logo is how readily it lends itself to a myriad of uses. By using the official logo widely, Victoria has it constantly before the eyes of its citizens and quickly builds brand recognition. However, the varying demands of diverse media (e.g., black and white printed pieces versus a Web image or a vehicle decal) increases the danger of producing inconsistent finished products, which could erode the very visual entity that the City wants to achieve.

That is why it is essential that all City of Victoria employees follow a standard for the City graphical identity. Every conceivable graphic needs to fall within these guidelines, making it easy for projects to stay in harmony.

Everyone is responsible for representing the City identity in a way that is consistent with the intent of these guidelines. Any exceptions to the requirements of the graphic standards must be approved in advance by the Communications Office.

THE CITY OF
VICTORIA
TEXAS

SYMBOL   NAME

BRAND COLORS

The official colors are a Blue, Pantone Matching System (PMS 287) and Red (PMS 186). Black and White can be used to compliment the official colors. We recommend that these colors be incorporated into brochures, presentations and other printed materials when appropriate to maintain consistency.

The full-color logo should be used as often as possible to help build brand recognition. For one-color usage, the logo may also appear in black against a light background, or in white against a dark background.

For promotional apparel and giveaway items, like T-shirts, coffee mugs, hats and totes, use the proper pantone colors. Use a one-color version of the logo where necessary to ensure proper contrast between the logo and the item it is being screened onto.

Preferred logo in horizontal configuration

THE CITY OF
VICTORIA
TEXAS

Pantone 287 CVC

Pantone 186 CVC

Preferred black and white logo in horizontal configuration

THE CITY OF
VICTORIA
TEXAS

Patone 412 C

Pantone 424 C

Secondary logo in vertical configuration

THE CITY OF
VICTORIA

Secondary black and white logo in vertical configuration

THE CITY OF
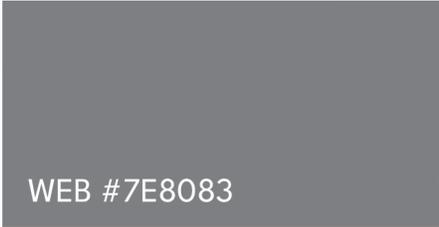VICTORIA

BRAND COLORS

No elements of the logo may ever be changed to any non-approved colors.
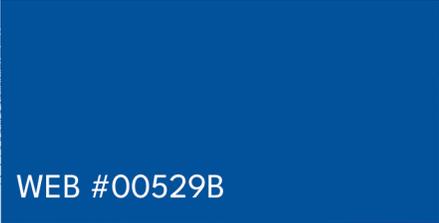
WEB #00529B

PANTONE 287 CVC
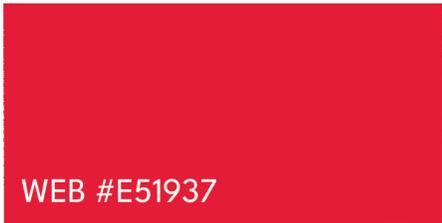C=100   R=0
M=68   G=83
Y=0   B=155
K=12

WEB #7E8083

PANTONE 424 C
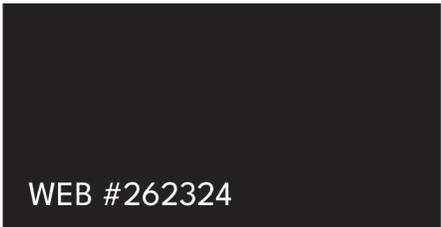C=0   R=126
M=0   G=128
Y=0   B=131
K=61

WEB #E51937

PANTONE 186 CVC
C=0   R=227
M=100   G=24
Y=81   B=55
K=4

WEB #262324

PANTONE 412 C
C=0   R=38
M=0   G=35
Y=0   B=36
K=99

WHEN TO USE WHICH COLOR MODEL

PMS OR PANTONE COLORS: Signage, stationary and most other 2 color printing applications.

CMYK: Brochures, print ads, banners and any other 4-color printing application.

RGB: Web, TV, any digital projections and certain large-format Ink Jet outputs of photography.

LOGO COLOR OPTION

LOGO COLOR OPTION
The logo can be used in 2 main color categories: 2-color and 1-color. Only approved colors should be used on the City Logo. Below is some information about each of the color categories available.

2-COLOR LOGO:
The City of Victoria logo is a 2-color graphic, printed in the following approved color options, which incorporate the two official colors (PMS 287 & PMS 186).

1-COLOR LOGO
The following options should be used if a 1-color logo is required. The only acceptable color options are Black or White.

2-color logo and gray scale logo on white

2-Color and white and black logo on black background

When using the logo on dark backgrounds, all elements under the logo must be reversed.

1-color logo

OFFICIAL TYPE

The typeface and type size used with a logo can communicate as much to the reader as the words themselves. Type helps establish mood, attract attention and promote visual harmony. As such, consistency in type usage is as important to the City's branding program as it is for any other graphic element.

OFFICIAL TYPEFACE
The original logo typefaces are Trade Gothic Light, Trade Gothic Medium & ITC Clearface Regular.

ACCEPTABLE TYPEFACES
The following typefaces or fonts are acceptable to use on printed materials: Arial, Calibri, Century Schoolbook, Helvetica and Times New Roman. The following screen fonts are acceptable: Calibri or Cambria.

THE CITY OF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Trade Gothic Light typeface

VICTORIA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ITC Clearface Regular typeface

TEXAS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Trade Gothic Medium typeface

LOGO PROPORTIONS

The logo should never be manipulated to adjust the proportions. DO NOT alter the logo in any way. An example would be to stretch the logo out of proportion either vertically or horizontally. The text included with the star-V graphic components should not be increased or decreased outside the specifications set forth in these guidelines.

Do not stretch or size the logo disproportionately.

Do not recreate or modify any elements of the logo.

Do not screen the logo.

Do not change the colors the logo. Use only one of the acceptable versions.

Do not reproduce the logo on a slant, vertically or any other non-specified way.

LOGO USAGE DO'S AND DON'TS

ADDING GRAPHIC ELEMENTS
Do not add or overlap any additional graphics to the City logo.

DISTRACTING BACKGROUND
Do not use the City logo on a busy background that distracts from its legibility.

SPECIAL-CASE LOGOS

There is one official City logo that identifies all divisions and departments throughout the organization. Like a team uniform, it identifies all players working toward the same goal.

However, there are instances when special-case logos may be employed. If departments require a special-case logo, the logo should be used to incorporate the City of Victoria's logotype and color palette. For special exceptions, please consult the Communications Department. Please see the following examples:

THE CITY OF
VICTORIA
MUNICIPAL COURT

THE CITY OF
VICTORIA
COMMUNICATIONS

THE CITY OF
VICTORIA
HUMAN RESOURCES

Environmental Services

keep
Victoria
beautiful

CITY OF VICTORIA
TELEVI5ION

CITY SEAL

The City of Victoria seal and the official flag for the City of Victoria were designed by Tom Jones in the summer of 1972, commissioned by Victoria Bank and Trust, and presented to the people of Victoria in 1974 as a commemoration of the sesquicentennial anniversary of the founding of Victoria by Don Martin DeLeon in 1824. The flags depicted in the seal represent the flags flown over Victoria during its history.

Like other government seals, the City of Victoria seal is meant to function as a stamp of validation to authenticate documents, and not as a logo. The City Secretary is the only office authorized by ordinance to affix the City seal to documents.

The City seal is used only for recognition on the following items:
• All legal documents and official documents
• All City Council meetings, minutes and agendas
• All proclamations by the Mayor or City Council

CITY SEAL (CONT.)

The City also uses the seal as an identification mark. Much like the Star-V logo, the seal is sometimes used to mark vehicles as City vehicles. The seal is also used as a logo on the letterhead of some City offices.

The City controls who may use the seal for identification purposes. In 2002, the City sought and was granted registration of both the seal and the Star-V logo as Trademarks or Service Marks. This registration with the Texas Secretary of State's office grants the City of Victoria exclusive use of those marks. That is, the City can prohibit another person from using the marks without permission.

LEGAL

The City Legal Department has occasionally contacted businesses who are using the marks in business and requested that those businesses stop using the protected marks. Just like any business protecting its trademark, the City has a legitimate interest in avoiding confusion in the marketplace.

The City does not want confused consumers to mistakenly believe that the City is providing products or services that we do not provide. This happens more often with the Star-V logo than the seal, but the Legal Department has investigated unpermitted uses of both marks.

The City is proud of both the seal and the logo. The seal is both historic and symbolic. It is a true work of art, though very detailed and complex, and is difficult to print in small sizes. The logo is a simple 2-color graphic, modern in design. It holds its design at any size, is patriotic in colors and easy to reproduce at all production levels.

CITY LOGO USAGE

The City logo shall be used for:
• City vehicles
• City water towers
• Letterhead, business cards, note cards and other City stationery
• On any City publications, bids or other official City business as deemed appropriate by City department managers
• Signage
• Uniforms and promotional marketing materials

TIPS FOR DO-IT-YOURSELF DESIGNERS

Anyone can write copy, but only a skilled copywriter can write easy-to-read, strong sentence structures that articulate the City's message. Keep in mind that someone should easily understand the content with a 5th grade reading level. When you write content for a brochure, have a fellow employee review it to make sure it is clear, accurate, understandable and free of errors.

The font you use can make or break a brochure. Stay away from fonts that take away from your message or are hard to read.

Stay in tune with the City's official colors. This will help keep an overall brand image intact as well as strengthen the brand. It is a good idea to stay away from too many colors or bright text on colored backgrounds. You do not want to draw attention away from the message you are trying to present.

GRAPHIC & MEDIA PRODUCTION REQUESTS

The City's Communications Office is responsible for requests related to graphic design, VTV115, media production requests and media relations. If you have a project coming up that requires assistance in any of these categories, please call the Communications Office at 485-3110. A Media Production Request form is available on the Intranet. Please complete the form and submit it to the Communications Office, 700 Main Center, Suite 113.

STANDARD DOS AND DON'TS

WEB PAGE DESIGN STANDARDS
The following points are considered significant to maintain consistency across the City's website. Requests for exceptions should be submitted to the IT Department for approval.

DO USE:
- "Effective" and "Expiration" dates to define the publishing time period for all content.

- Basic text font sizes between 8 pt and 14 pt. Use headings for larger, bolder text.

- Font type: Helvetica for all City webpages. It promotes easy reading for pages with a lot of textual components and the Arial font is default on most operating system platforms.

- Font color: All basic paragraph text on web pages will be black.

- Headings: Headings, captions and sub-headings can be either PMS 287 or PMS 185 and should use the Arial font type.

- Links: Arial font, blue (the universal link color) and underlined.

- White as the main background color for any web page.

- Images: Image sizes (in bytes) should be kept as small as possible while maintaining usability. Image display size should match the images actual display size. Thumbnail images should be used to represent a large image that can be displayed in a new window by clicking on the thumnail. The average size in bytes shall be 10KB to 25KB.

- Web pages: The total size of any web page shall be less than 100KB, and this includes all components of the web page.

DON'T USE:
- Underlined text that is not a link.

- Wallpapers or watermarks.

- Page Counters. For page count, please use statistics.

ENHANCING LIVABILITY OFFICIAL LOGO

The Enhancing Livability logo is a custom designed identity with 2 color and 1-color options available for use.

The size and placement of the type elements and symbol should remain proportional. Do not scale the logo type and symbol independently, they are a unit and should be scaled proportionately.

Preferred logo in horizontal configuration

Name

Preferred black and white logo in horizontal configuration

Patone 412 C

Pantone 424 C

The Enhancing Livability and "Star V" logo configuration is horizontal in orientation

The Enhancing Livability logo is combined with the City of Victoria logo. This configuration is horizontal in orientation

ENHANCING
LIVABILITY

ENHANCING
LIVABILITY

2-Color and white and black logo on black background

ENHANCING
LIVABILITY

ENHANCING
LIVABILITY

When using the logo on dark backgrounds, all elements under the logo must be reversed.

1-color logo

ENHANCING
LIVABILITY

ENHANCING
LIVABILITY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Trend Sans One

INTERNAL PROJECTS

PRINT SHOP
While we discoruage the use of multiple identities on printed materials, the use of program identities on brochures is acceptable as long as the brand logo is also present on the printed material. All program identities or logos must be approved through the Communications Office. In keeping with the overall branding of the City, letterhead and envelopes are available. Other templates have been designed and can be printed without official staionery, which includes a fax cover sheet and memorandum.

The Print Shop also provide typesetting and mail services for the City. A postage machine is available in the Print Shop for metered mailings.

DOWNLOADING THE LOGO
The logo is available to download from the Intranet for use in JPEG format. If you have questions or concerns about the logo, or if you need the logo in a different format, please contact the Communications Office at 361.485.3110.

DESIGNING YOUR OWN MATERIALS
When developing brochures or printed materials for the City, please ensure your materials exhibit a professional look and layout, are well-written and the printing is clear and easy to read.

Printed materials, such as brochures, are a marketing tool that can be helpful in advertising a particular service or product. When you design a brochure to explain your products or services, you must remember that this brochure is going to represent not only your department, but also the City as a whole. It is extremely important to make sure your brochure conveys the correct message, is clear and explains your product or service.

STATIONERY

BUSINESS CARDS
In the interest of presenting a clear, consistent and professional identity, the official brand logo is the only identity that can be printed on stationery. The business cards have been designed in an attractive onesided layout. The layout is available as either landscape or portrait, depending on the individual's preference.

LETTERHEAD
A standard version of the City of Victoria is letterhead available for departmental use. The letterhead features 1-color PMS 300 (Brillant Blue). All letterhead should conform to type specifications listed on the following pages. An example of the letterhead style is shown here for your reference. To order department letterhead, please contact the Print Shop at ext. 3111.

ENVELOPES
The #10 envelopes with the City of Victoria seal are printed 1-color PMS 300 (Brilliant Blue)

UNIFORMS AND MARKETING MATERIALS

The City's graphic identity system will be applied to a variety of media and materials, presenting many new opportunities and challenges. From uniforms to pens, a multitude of everyday items will become marketing for the City's brand. The City logo on uniforms should be imprinted on the left side of the shirt.

GRAPHIC & MEDIA PRODUCTION REQUESTS

City vehicles will have the official City logo displayed on both the driver and passenger side doors. If your department needs to request a vehicle decal, please contact the Garage at 361.485.3079.

WEB PAGE DESIGN GUIDELINES

The City of Victoria website is the City's physical presence to the virtual world (www.victoriatx.org). The Information Technology Department is the designated owner of the architecture and content management system(s) with some departments having the ability for content authoring.

The City of Victoria website is a connection to citizens of Victoria and the outside world. Please keep the following tips in mind when updating content on your department's webpage:

- There will be one official City of Victoria website. The City website will represent the best interests and image of the City.
- The City's website will not be used to promote private enterprise.
- The City Communications Committee is responsible for overall design, content and updating of the website. The Committee also recommends major website redesigns to the City Manager.
- The City's website will have a consistent look and feel from page to page and department to department, allowing each department room for limited creativity by following the guidelines and standards established by the Web Standards. For a copy of the Web Standards, please contact the IT Department at 361.485.3140.
- All City webpages will be created or edited using approved software and/or systems (Vision Internet Content Management System). Standards, guidelines and instructions for creating and/or editing pages have been established and should be adhered to in all cases. This also applies to any other City-controlled publication that may be linked to the City's website.
- Departments who have been granted content authoring ability are responsible for its portions of the City's site and must follow accepted standards and guidelines approved by the Web Standards.
- It is the responsibility of each department director to designate an individual to be the primary contact for a department's website content.

SOCIAL MEDIA POLICY AND PROCEDURE

PURPOSE

To address the changing way citizens communicate and obtain online information relating to the missions, programs, and goals of the City online, the City of Victoria participates in social media platforms to reach a broader audience. This policy sets guidelines for use of social media in an effort to ensure timely, accurate and appropriate use of those online platforms to deliver clear, concise and consistent messages on behalf of the City.

APPLICABILITY

This policy applies to all City of Victoria employees and the staff of the Office of Emergency Management.

POLICY

A. All official City of Victoria social media platforms are considered an official extension of the City's information and communications network.

B. All City requests to develop and maintain social media sites must receive approval from the Department Director, final approval from the City Communications Director, and comply with this policy.

C. It is the responsibility of the Communications Director to oversee the City's official web presence via social media platforms. It is the responsibility of each Department Director of any City department approved to use social media, to appropriately coordinate the posts to their department's social media platforms.

D. It is the responsibility of the Information Technology (IT) Department to administer archives (back-ups), security and monitoring measures that support this policy. State law requires that any social media platforms used by the City of Victoria must be archived by the City IT Department. If a social media platform cannot be archived, it cannot be used.

E. The City will maintain official pages per each approved social media platform, which are to be created and maintained by the approved employees and their department directors, to be overseen by the City Communications Director and Communications staff, and technical support from the City Web Services Specialist in IT.

F. Potential Uses for social media include, but are not limited to, information about city events, activities and issues. The use of social media use during emergencies is highly encouraged.

G. The use of social media must comply with applicable federal, state, and city laws, regulations, and policies, as well as proper business etiquette. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), U.S. Constitution First Amendment, privacy laws and information security policies established by the City of Victoria.

H. Wherever possible, links should direct users back to the City's official website for more information, forms, documents or online services. Links should rarely direct users to an external website

I. Employee Code of Ethics. Employees representing the City via social media platforms must always conduct themselves, as representatives of the City of Victoria and use the highest ethical standards:

      a. Respect the posts and opinions of our citizens;

      b. Keep interactions factual and accurate;

      c. Strive for transparency and openness in all social media use, never seek to "spin" or "embellish" information;

      d. Employees will, if needed, provide links to credible sources of information to support interactions;

      e. Employees will respect the established usage rules of the particular social media platform utilized (e.g. Facebook's user policy); and

      f. Employees will protect City's privacy and internal permissions policies.

J. Employee Code of Conduct

      a. All employees posting on behalf of the City must have permission from their department director and must complete "Social Media Training Class" offered by the City Attorney and the City Communications Director.

      b. Approved employees can use social media but must ensure each of the approved uses and sites adheres to the social media policy for appropriate use and criteria, consistent with the branding, goals and mission of the City of Victoria. If after 3-6 months, the social media account is not meeting the required criteria outlined below, it will be subject to be managed by Communications and/or deleted entirely, depending on its analytics.

            i. Post Frequently & Timely, according to the platforms below:

                  1. Facebook – 1 to 2 times a day

                  2. Instagram – 1 time a day

                  3. Twitter – 2 times a day

                      a. Each department's analytics will show when its audience is most active on each account for determining optimal times to post.

           ii. Do not repost the same information multiple times, but rather, change the image, video, text, and use hashtags.

                  1. Each platform will require a different content strategy based on its audiences and style of language. For assistance in optimizing your social media's content, contact Communications.

          iii. Consistently engage with public

                  1. Respond to appropriate questions, comments and messages within a 24-48-hour timeframe. If the comment is not a question, consider whether not engaging/answering would be the best option. Get with Communications for a strategic message for those that are not so clear.

iv. Include relevant images or videos
      1. Facebook posts with an *appealing image have an 87% interaction rate versus posts solely with text. *Appealing, meaning a high-quality graphic without any text on it. Communications has an image library available for stock images should a department need to request one.

c. Live videos are viewed three times more than pre-recorded videos. Please work with Communications to setup all Facebook lives to remain consistent and appropriate to the audience. Employees should not commit a City or department to any action or initiative unless they have prior authority to do so.

d. The City does not post on any external social media sites on behalf of the City of Victoria, other than approved City social media platforms. (The only exceptions to this rule are Department Directors and other City administrative officials.)

e. Employees making comments on external social media sites must not represent or portray themselves as a City employee authorized to speak on behalf of the City. Simple sharing the City's content, "liking" all posts, or commenting on posts is completely allowed and encouraged. If an employee sees a comment that needs to be addressed, send the information to the department head and the Communications Director. This does not in any way prohibit employees from exercising their first amendment right to free speech.

f. It is encouraged that City employees help share, like and engage with City-posted material to help increase our reach to the public. If employees choose to post information, photos and videos about the City of Victoria using their personal social media accounts,, they can do so, but should avoid any posting that might be interpreted as an official statement made on behalf of the City, on behalf of your department or that might compromise perceptions of your ability to do your job in an unbiased and professional manner. Please do not include your City title on your social media account. A disclaimer from Communications will be required to include in a location clearly visible to the public indicating that you are operating and speaking on your own and that any views or opinions expressed by you do not reflect the City of Victoria.

g. Employees cannot use the City name, logo, images or iconography to promote a product, cause, or political party or candidate.

K. Violation of these standards may result in the removal of the employee's authority to post from social media platforms. The City Attorney, Communications Director and IT retain the authority to remove social media information.

L. If the individual department allows public comments in their social media outlet(s), and if a clear disclaimer about required appropriate conduct is visible on the account, then the City of

Victoria reserves the right to remove any messages or postings for any reason, including but not limited to the following:

     a. Obscene comments;
     b. Abusive, profane or insulting language
     c. Attacks on individual character or to the personality of individuals
     d. Materials violating copyrights, trademark right, or other intellectual property of any third party;
     e. Comments unrelated to the topic of the forum or not within the scope of the responsibilities of the City of Victoria (or the specific departmental page);
     f. Commercial promotions, endorsements of products, services, organizations or other entities, or spam; or
     g. Political endorsements of parties, candidates or groups
     h. Content that infringes on copyrights
     i. Substantially repetitive content
     j. Solicitation of funds
     k. Speculative comments on any ongoing investigation
     l. Content that implies, promotes or encourages illegal activity
     m. Sexual content
     n. Hyperlinks to material that is not directly related to the discussion.
     o. A three-strike rule will go into effect upon three instances of an individual violating this policy.
         i. Once violated, the individual should be given a prewritten response upon violation of the disclaimer/policy of participation on our social media sites about the reason for a comment being "hidden," and our required course of action taken – two more times, and they're no longer allowed to post to our site.
         ii. If a second instance occurs, the individual once again will be given a prewritten response, more firm than the last, indicating his violation of the disclaimer/policy required to participate on our social media site, including an indication about his comments being "hidden," and our required course of action – one more time, and they're no longer allowed to post to our site.
         iii. If the same individual violates our policy a third time, the individual will be given a conclusive response indicating that his third comment is being "hidden," and now is no longer allowed to post to our site (aka banned from participation).

M. Facebook profanity filters are not allowed to be used without consent from and receipt of the appropriate disclaimer to display provided by the Communications Director, and proper setup by IT. If approved, these filters will come with a required disclaimer indicating the standards of participation and potential consequences, in a clearly visible location to the public.

N. All social media pages will ensure the disclaimer is visible and up to date. It will have verbiage around appropriate use of the forum, and potential consequences should they not abide by our requirements.

PROCEDURES

A. Departments requesting to setup a brand-new official City social media account, must fill out the attached "Social Media Site Request" form detailing why it is necessary, the proposed social media solution, the resource requirements for such use, and what will deem its use successful.

B. The City Communications Director will have final approval of all social media requests with a success plan provided for each, particularly during the probationary period.

C. If approved, Department Directors and/or designee(s) will be responsible for creating, maintaining, and monitoring their departmental social media pages(s). The account will be put on a probationary period for at least 3 months to detect its success and use. A specific set of criteria will be enforced, and if not followed, could be at risk of losing the social media account altogether and its content rolling up under the main COV account. The criteria are outlined above.

D. The City Communications Director and IT will maintain a list of all approved users, accounts and a link to all social media pages on the official www.victoriatx.org website. The City only can archive a limited amount of social media accounts at this time.

E. Only City e-mail addresses or e-mails authorized in advance by the Information Technology (IT) Department will be posted on the site or used to create the web site accounts. Use of generic email addresses, for example, pio@victoriatx.org, is appropriate to create social media accounts.

F. To the extent that design parameters of the host site allows, City of Victoria pages will conform to the following:
      a. Be identified as an official City of Victoria posting;
      b. Contain appropriate staff contact information;
      c. Contain the City logo or Departmental logo;
      d. Have a link to the appropriate page of the City's website;
      e. Include a disclaimer about our content policy of acceptable comments and the
         three-step rule; and
      f. Specify that all content posted is subject to Texas Open Records laws.

G. The Department Head and/or designees(s) will ensure the content of their departmental social media outlet(s) is not deleted or edited until backing up or archiving has been accomplished. One alternative to editing existing content that is published by City staff, is to simply add text to the existing post that indicates a change or update has been made without making any changes to the existing content.

H. The City Web Services Specialist will ensure that regular backups or archiving, are performed on all social media platforms.

I. All content on any City of Victoria social media outlets is kept in accordance with the City's records retention policies.

J. Delete a post. The following procedure will be used if a post on a social media site does not comply with the City social networking policy. No social media post will be deleted until these steps are followed:

      a. The employee should contact a supervisor or director to make sure they agree that the post needs to be deleted.

      b. Take a "screen capture" of the entire "conversation thread" and email it to legal@victoriatx.org. Call the Legal Office at 485-3520 to let them know you want to delete a post and have sent an email.

      c. The City Attorney will determine if the post can be deleted.

      d. If the post can be deleted, the City Attorney or his designee will contact the Web Web Services Specialist in IT at 485-3142

      e. The Web Web Services Specialist must perform a "back up" of the social media page before a post can be deleted.

      f. The Web Web Services Specialist will delete the post after the page is archived and inform the requestor and the City Communications Director once it has been deleted No other employees are authorized to delete social media posts.

ACCOUNTABILITY

The Communications Director and Communications & Public Affairs Office, Department Directors, City Attorney and IT Applications Developer, will be responsible for enforcing this policy.

OTHER BRANDS

Primary Logo

Our main logo consists of a wordmark with a rose icon.

The primary logo can be used in any combination of 1-5 colors from the Discover Victoria palette as well as black and white.

Color Palette

Discover Victoria's primary palette consists of the 10 colors detailed here, plus black and white. These colors will make up at least 75% of the visual design of all Discover Victoria collateral.

These colors can be used in tints and transparencies when deemed appropriate.
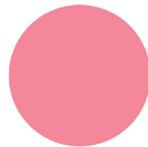
Riverside Rose
HEX #f48799
C: 0   M: 59   Y: 22   K: 0
R: 244 G: 135 B: 153

Presidio Plum
HEX #8a61ad
C: 51   M: 71   Y: 0   K: 0
R: 138 G: 97   B: 173

Gulf Gold
HEX #e8ab22
C: 09   M: 34   Y: 100   K: 0
R: 232 G: 171 B: 34

Viva Violet
HEX #3d3a88
C: 92   M: 93   Y: 11   K: 02
R: 61   G: 58   B: 136

Coastal Bend Canary
HEX #ffde4f
C: 01   M: 10   Y: 80   K: 0
R: 255 G: 222 B: 79

Guadalupe Green
HEX #3b8767
C: 78   M: 27   Y: 70   K: 09
R: 59   G: 135 B: 103

Lone Star Scarlet
HEX #ff4d4f
C: 0   M: 84   Y: 66   K: 0
R: 255 G: 77   B: 79

Live Oak Olive
HEX #2b5742
C: 81   M: 43   Y: 75   K: 37
R: 43   G: 87   B: 66

Republic Red
HEX #ce3941
C: 13   M: 92   Y: 77   K: 03
R: 206 G: 57   B: 65

De Leon Lapis
HEX #1e5f9e
C: 92   M: 66   Y: 11   K: 01
R: 30   G: 95   B: 158

Brand Typefaces

Discover Victoria's brand typefaces are laid out here.

Secondary typefaces may be brought in for specific campaigns and special usages, but for overall branding purposes, these typefaces should be used as laid out.

Personality Font — **OCTUPUS BOLD**

Headline Font — **Wanderlust**

Body Copy — Rokkit

Web Emphasis — **Mesa**

Brand Patterns & Graphic Elements

A selection of brand-approved patterns and graphic elements have been prepared for usage across different applications.

All of these elements should be used in conjunction with the Discover Victoria logo. They are meant to enhance and reinforce the core Discover Victoria brand by providing visual interest where appropriate.

These graphics do not have to be used on all Discover Victoria collateral but are available for use where fitting.

These elements can be used in any coloring from the overall brand color palette.
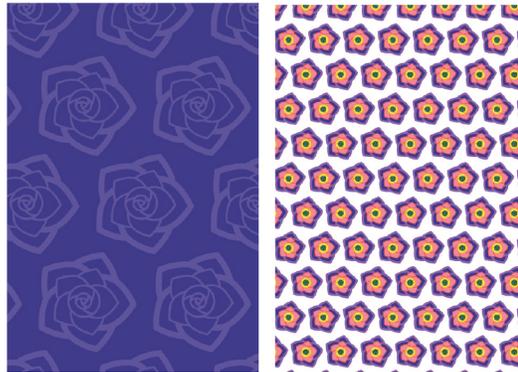
Rose Patterns

Rose Mark

Triangle Border

Wave Decoration

Half Flower
Text Ornament

Iconography

VICTORIA, TEXAS
TEJAS Fest

Logo Files

Primary

Secondary

Symbol

Color Palette (Print and Web)

Urobilin
RGB: (230, 170, 34)
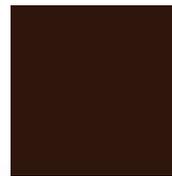CMYK: (0%, 26%, 85%, 10%)
#e6aa22

Jasper
RGB: (206, 56, 65)
CMYK: (0%, 73%, 69%, 19%)
#ce3841

Desert Sand
RGB: (236, 207, 178)
CMYK: (0%, 12%, 25%, 8%)
#eccfb2

Zinnwaldite Brown
RGB: (46, 22, 12)
CMYK: (0%, 52%, 74%, 82%)
#2e160c

Type Styles

Montserrat (Primary)

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

CALVOUS

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX
YY ZZ