



CITY OF™  
MOUNT  
DORA

*Someplace Special*

**Visual Identity Standards  
and  
Communications Style Guide**

- *Visual Identity*
- *Design Standards*
- *Logo Configuration Control*
- *City Colors*
- *Typeface*
- *Tagline*
- *Stationery Prototypes*

# TABLE OF CONTENTS

<b>1. <u>Introduction</u></b> .....	3
1.1 About this Guide.....	3
1.2 Visual Identity .....	4
<b>2. <u>Policies</u></b> .....	4
2.1 Review Process and Accountability .....	4
2.2 City Name.....	5
2.3 City Seal.....	5
2.4 City Logo .....	6
• Horizontal Orientation.....	7
• Vertical Orientation.....	8
• Department Logos.....	9
• Configuration Control .....	9
2.5 City Colors.....	13
2.6 Official Typeface .....	13
2.7 Official Tagline.....	14
<b>3. <u>Diversity in Imagery and Text</u></b> .....	15
<b>4. <u>Legal Protection</u></b> .....	15
<b>5. <u>Standardized City Stationery</u></b> .....	16
5.1 Letterhead and Business Cards .....	16
5.2 Facsimile Coversheets and Memorandums .....	16
5.3 Meeting Agendas, Meeting Minutes, Ordinances and Resolutions .....	16
<b>6. <u>Appendix</u></b> .....	17
• Sample of City Letterhead.....	18
• Sample Business Card.....	19
• Sample Standard No. 10 Envelope.....	19
• Logo Decal appearing on an F-150 Work Truck .....	19
• Sample Facsimile Coversheet .....	20
• Sample Memorandum — for General Use.....	21
• Sample Memorandum — City Council Coversheet.....	22
• Sample Meeting Agenda .....	23
• Sample News Release .....	24
• Sample Embroidered or Screened Work Shirts.....	25

## INTRODUCTION

### *About this Guide*

The way in which the City of Mount Dora spreads its news is vital to the City's reputation. Good presentation in the City's publications is a direct reflection of the City of Mount Dora, its mission, its leadership, its staff, its policies and procedures and its citizens.

The City's activities are many, and the City must show unity in the way meetings, events, departments, programs and services are presented. In addition, the City collaborates with many diverse groups. Products born from those collaborative efforts must follow certain guidelines to ensure the City and all involved parties present a consistent, organized, attractive and professional message and look.

This *Communications Style Guide* is designed to help staff and community groups present the City in a consistent, quality voice. Letterhead, faxes, memos, pamphlets, marketing and advertising collateral pieces and online text and graphics provide key information to the City's various groups; therefore, it is important they be used effectively, consistently and professionally.

Publications do not need to look exactly alike, but they must follow certain parameters and incorporate certain identifying icons in specific ways to present a unified image to all various constituencies to build tradition and spirit – a *brand* for the City. Whether it's on a pamphlet, poster, newsletter, website, T-shirt, car or appearing in a video production, the City of Mount Dora's image should be consistent and easily identifiable.

The *Communications Style Guide* for the City of Mount Dora will serve as an authoritative reference manual for all communication pieces.

To ensure the City's image is consistent throughout its publications and various messages, guidelines set forth within the *Communications Style Guide* will apply to all printed and electronic materials developed by and for the City of Mount Dora. The *Communications Style Guide* defines the City's visual identity and outlines official publication policies including proper usage of City letterhead, City business cards, City facsimile coversheets, the City seal, the City logo, the City tagline and more.

## *Visual Identity*

Graphic design has a significant impact on identity. Members of an organization's constituency groups quickly form opinions about the organization based on materials it produces. If the organization disseminates consistent impressions, they play a very forceful role in shaping the public's impressions of the organization's overall image or identity and its endurance.

It is important the City of Mount Dora has a strong identity program that projects a clear, consistent image to the City's many groups. It is critical that standards not be changed or used in non-approved ways that would result in a deterioration of that communication or compromise legal, approved standards. Every user of the City's identity elements must respect the City's right to govern these uses of its marks, and is therefore required to adhere to the standards outlined in this document.

Whether it's on a pamphlet, poster, newsletter, website, T-shirt or a car, the City of Mount Dora's image should be consistent and easily identifiable. The City of Mount Dora visual identity program applies to all visual communications that represent the City to a significant audience, either internally or externally. This includes, but is not limited to printed publications, websites, shirts, video productions, exhibit materials, specialty items (such as promotional pens, mugs, etc.), and signage for buildings and vehicles. Altogether, any commercial and/or promotional visual materials paid for in part or wholly by City funds or public and private grants awarded to the City are to be included in the City's visual identity program.

## **POLICIES**

### *Review Process and Accountability*

Each department head is responsible for the daily administration of the City's visual standards as set forth within this Guide. All printed communications materials produced for the City of Mount Dora for public dissemination must be approved by the department head. This Guide and electronic files including the City's logo and standardized City stationery are available in common formats in the Workgroup folder.

Any questions arising from these standards or direction regarding a specific application not fully covered within this Guide should be directed to the Marketing and Business Development Coordinator. The Marketing and Business Development Coordinator is the executive lead for the City's visual identity standards. This position shall be consulted for resolution of any questions concerning the application of these standards and the periodic review of the Guide.

Each department head is responsible for ensuring compliance with the guidelines set forth in this Guide regarding the design of the following items created by and for their departments:

- Posters, brochures and pamphlets for City events in which the public is the target audience
- Major publications
- Newsletters
- Video productions
- Display advertisements, excluding personnel advertisements. This includes those in which the City's name or affiliation is used in conjunction with any commercial venture and advertisements in which the City or an employee appears to convey endorsement of a product.
- Custom-screened T-shirts and embroidered shirts
- Promotional/Specialty items
- Signage for buildings, vehicles and City property
- Stationery including letterhead, business cards, envelopes, mailing labels, fax coversheets
- Surveys

### ***City Name***

The official name of the organization is "City of Mount Dora." It may also be referred to as "The City." (*Note the capital lettering, "City."*)

### ***City Seal***

The official seal of the City of Mount Dora is not a part of the logo and is not interchangeable with the City's logo. The City seal is reserved for official City use and is to be used to validate certain legal instruments and to authenticate official documents, official correspondence and official occasions. It is to be reserved for formal uses such as awards, annual reports, meeting agendas, meeting minutes, ordinances and resolutions. The seal represents the significance of the City of Mount Dora as a whole and is not to be used in any other manner. The seal should never be used for decoration or for general use. As a matter of practice, the City seal shall not be used for commercial or personal purposes.

City of Mount Dora seal:



### *City Logo*

The City of Mount Dora house logo is a carefully designed combination of a graphic image representative of the City's hilly terrain, unique architecture, mature and majestic oaks, Lake Dora, and proud lighthouse married with text spelling out the City's name – the City's "signature." This is the City's **house logo**. The City of Mount Dora house logo is the City's visual identifier. It is the visual symbol to represent the City and must be incorporated prominently in all print and electronic publications.

Consistent use of the City logo builds recognition over time. When the City of Mount Dora logo is displayed, the public can be assured that the media upon which the logo appears is endorsed, supported, or was created by the City. It is imperative the integrity of the logo be maintained. Careful attention to not compromise the logo's integrity will ensure the consistency of every reproduction, and will foster uniform community awareness.

The following images represent approved colors and orientation of the City's house logo. Neither the logo nor the City's seal may be distorted, re-drawn, re-colored or modified in any form. The logo should always be reproduced from high-resolution or digital files. The trademark symbol (<sup>TM</sup>) must be included as part of the logo.

Either the vertical or horizontal version of the house logo may be used. Users must select the version maximizing the size of the logo within the available space or the version that looks best given the space and publication's layout.

*Horizontal Orientation*

City of Mount Dora house logo, in Grayscale:



City of Mount Dora house logo, in Black and White:



City of Mount Dora house logo, in official City colors (Forest Green, Burgundy, Gold):

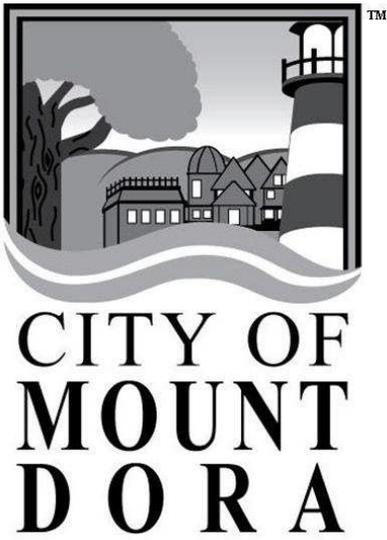


City of Mount Dora house logo, in Full-Color:

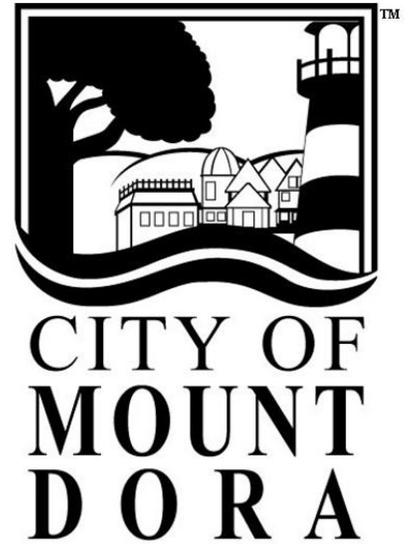


*Vertical Orientation*

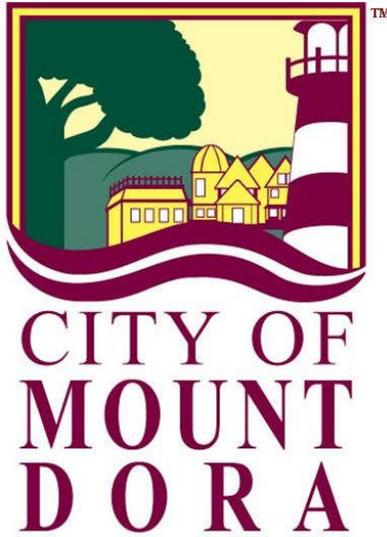
City of Mount Dora house logo, in Grayscale:



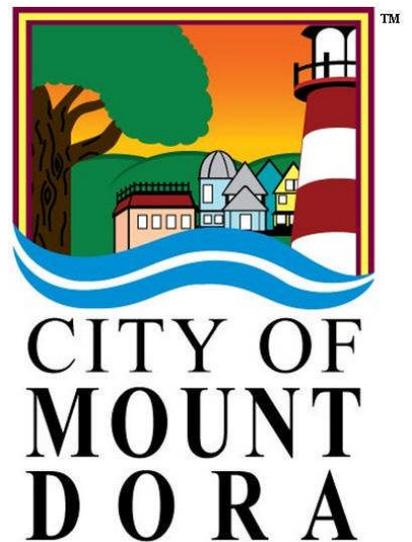
City of Mount Dora house logo,  
in Black and White:



City of Mount Dora house logo, in official  
City colors (Forest Green, Burgundy, Gold):



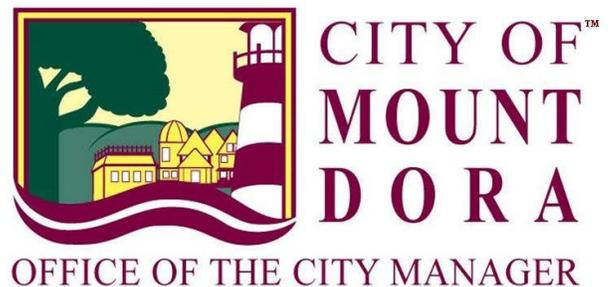
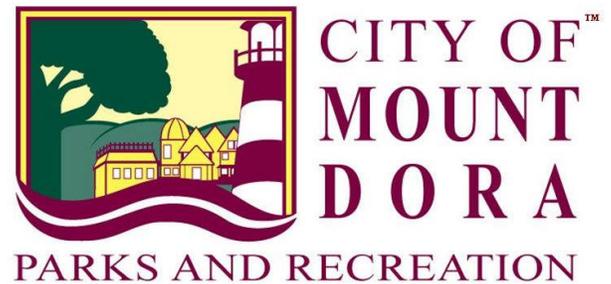
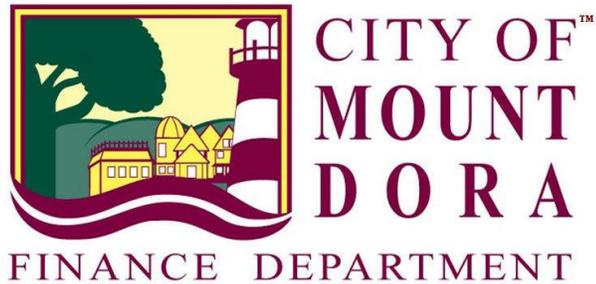
City of Mount Dora house  
logo, in Full-Color:



## *Department Logos*

Each department's logo is a combination of the City's horizontal house logo and the department name positioned underneath. This usage represents the department's official logo.

Sample Department Logos (shown in official City colors):



All administrative and support units of the City are required to use the approved logo styles in all media. Vehicles, envelopes, business cards, mailing labels, fax coversheets and other stationery items which incorporate a logo must conform to these guidelines.

Over the years, various departments have created artwork which has been used as a logo. This artwork can create confusion in the marketplace, impeding the communications efforts of the City and originating departments. The only appropriate logo for the City and its departments is the official City logo with a department's name underneath. This replaces all previous department-specific logos that may have been used.



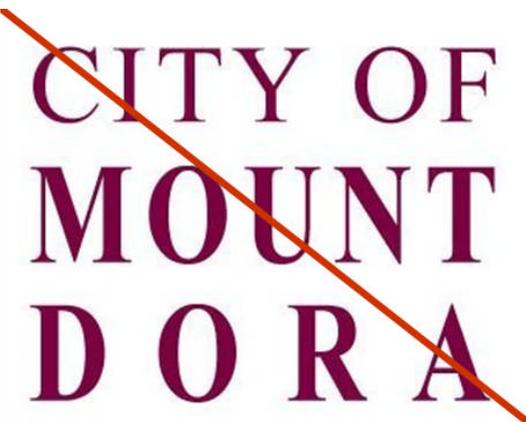
## *Configuration Control*

The logo is a trademark of the City of Mount Dora. For both legal and financial reasons, it is imperative that guidelines for the use of the corporate signature be followed. The corporate signature should never be used as part of any other graphic, logotype or symbol. Following are some samples of misuses that should be avoided, unless otherwise approved by the Office of the City Manager or designee.

The graphic image alone, without the text, may not be used except in special circumstances (at the discretion of the City Manager), such as on street signs.



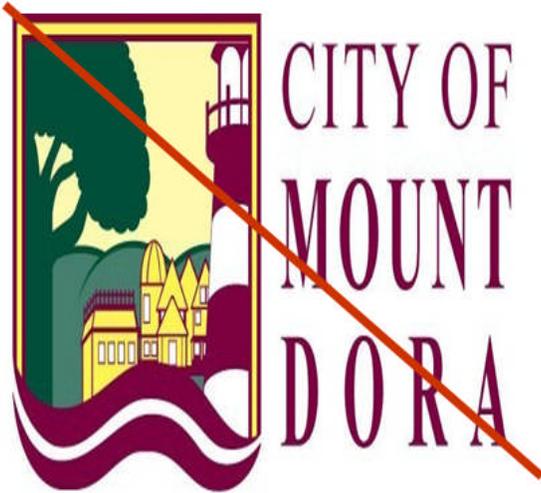
For all communications that reach an external audience, the complete City house logo must be used. Likewise, the signature capital Times New Roman “City of Mount Dora” as displayed as part of the house logo may not be used apart from the graphic image unless approved by the City Manager or designee.



The logo may not be combined with other graphics or other logos unless approved by the City Manager or designee. (Such occasions and special circumstances may arise in the future as the City’s marketing program grows. Circumstances such as holidays or the City’s centennial celebration may require special marketing tactics.)



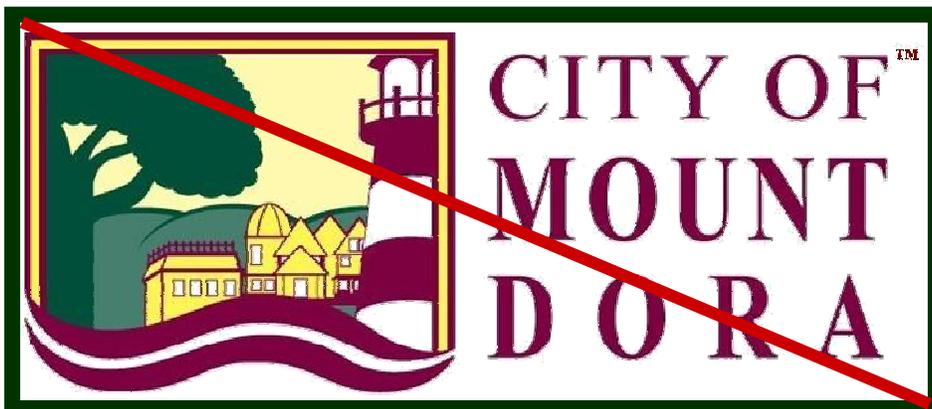
The scale of the logo must not be altered.



The typeface must not be altered.



Do not box in the logo with a border.



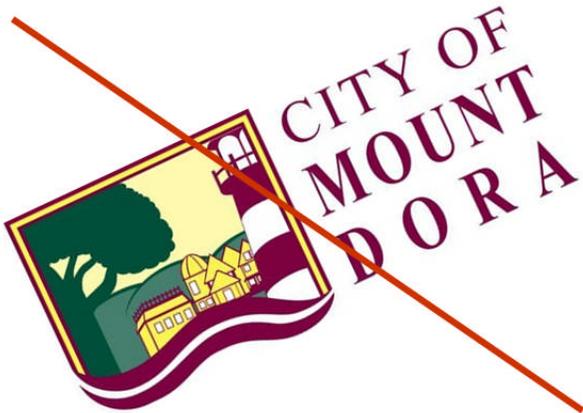
The logo is not to be dropped into text as part of running copy.

*Correct:* The City of Mount Dora is a popular tourist destination in Central Florida.



*Incorrect:* The  is a popular tourist destination in Central Florida.

The logo must not be tilted.



Do not place the logo over a visually cluttered photographic background. The logo must be displayed clearly. Don't put a white box around the logo. Change the design or the photo to ensure readability of the logo.

Correct:



Incorrect:



## ***City Colors***

The City’s official colors are burgundy, forest green and gold. These colors are incorporated in the City’s directional signs, logo, letterhead and other stationery.

Departments are advised to use these colors when creating collateral pieces and when directing a printer to the proper colors for printing the City logo and, as appropriate, with texts accompanying the logo.

Typical logo usage calls for logos to be reproduced in the City’s official colors. However, the City of Mount Dora logo may be used in any of the four color-formats available depending on the context in which the logo is used. (The four available formats are Black and White, Full-Color, Grayscale, and Official City colors.) The logo also may be etched in wood, metal or glass.

The official City colors are specified using the Pantone Matching System (PMS). Use the following PANTONE® Colors:

City of Mount Dora Burgundy:	PANTONE® 222
City of Mount Dora Forest Green:	PANTONE® 567
City of Mount Dora Gold:	PANTONE® 101

When the ink color in a one-color publication is to be something other than the official color, the logo may be reproduced in that color as long as it does not detract from a professional presentation. Furthermore, department heads may use their good judgment to select colors when reproducing the logo for department shirts and other items as long as those colors do not detract from a professional presentation.

(The colors shown throughout this manual are not intended to match the PANTONE® Color Standards; many factors including paper coating, various printers and ink cartridges, and computer monitors affect the visuals seen in this manual. PANTONE® is the registered trademark of Pantone, Inc.)

## ***Official Typeface***

Times New Roman, as the City’s official typeface, is to be used in all correspondence. Other fonts may be used in addition to Times New Roman; however, these fonts are to be used in a decorative fashion and shall not detract from the message or the overall visual identity of the communicative piece, whether it is a memorandum, facsimile, e-mail message, meeting minutes, etc. Rigorous adherence to typeface standards will help the City maintain its unified brand.

The typeface and size used with a logo can communicate as much to the viewer 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 visual identity program and overall brand as much as the logo itself. The primary typeface used in the City of Mount Dora’s visual identity program is *Times New Roman*. This use of a standard typeface creates a consistent visual image for the organization.

Times New Roman is used within the logo for the text, “City of Mount Dora.” The text appears in capital lettering; however, the spacing and kerning of the text are formatted to fit the spatial design within the logo area. *Users are not to attempt to duplicate the logo or look of the text within the logo — use a high-resolution, digital file (found in the “Workgroup” folder) to obtain the logo and its text.*

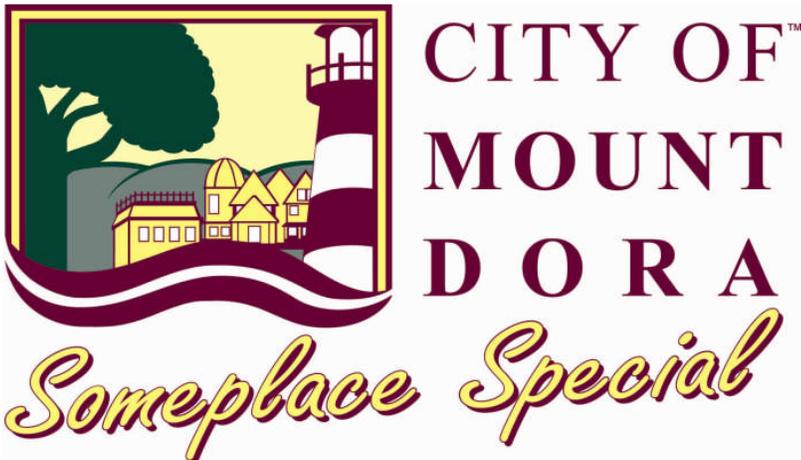
## *Official Tagline*

City taglines are created to enhance a city's economic, cultural, historical or aesthetic value. When properly used with the house logo, the City of Mount Dora's tagline, "Someplace Special," enhances the value and relevance of the City's brand and extends its reach; it compresses the overall experience of living, visiting and doing business in Mount Dora into an artful, persuasive and strategic message. The tagline expresses the City's character and style in a memorable way and can be effectively used as a marketing and advertising tactic and on promotional pieces for special events and in certain literature to realize marketing and business development strategies.

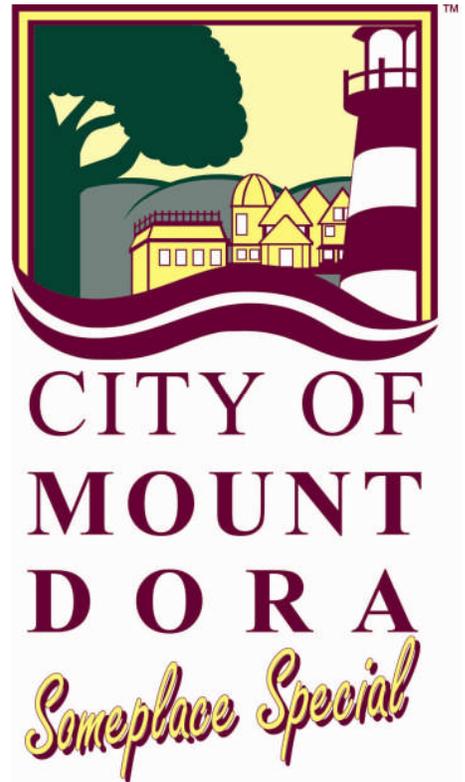
Formally adopted by City Council in June, 2007, "Someplace Special" is a short, alliterative, descriptive phrase that quickly and simply reflects the City's unique culture and relaxed atmosphere which attracts visitors, residents and businesses. It remains catchy for easy memory recall in a simple phrase that can be easily utilized in a variety of marketing campaigns. The City's tagline is intentionally nonspecific so it may be used to communicate with every constituent of the City: residents, potential residents, visitors, business owners, potential business owners and City employees. Additionally, "Someplace Special" works well with the many diverse events the City hosts. "Someplace Special" can speak of any event, to any constituent of any age, race or gender, at any time of the year, and it may be tied in with a variety of marketing themes that arise: romantic, historical, quaintness, charm, festivals, luxury, budget and more.

The City of Mount Dora's tagline appearing in conjunction with the City logo:

Horizontal orientation:



Vertical orientation:



## DIVERSITY IN IMAGERY AND TEXT

The City of Mount Dora is committed to the principles of diversity, inclusiveness and equal opportunity for all members of the City's groups. Communicators shall use the following "best practices" in visuals and text, within print and electronic media:

- Include individuals from different racial and ethnic groups, and show the broadest possible diversity including but not limited to gender, age and ability that is truly representative of the Mount Dora community.
- Refrain from stereotypical depictions of individuals.
- Use gender-neutral language.

## LEGAL PROTECTION

A trademark is any name, symbol, figure, letter, word or logo adopted and used by a company or organization to designate goods manufactured and sold or services rendered to distinguish them from those services rendered or goods manufactured by others.

Typically, <sup>TM</sup> is used for logos and other marks of commercial/marketing usage. Trademarks are generally distinctive symbols, pictures, words or a combination of such (such as logos) that an organization will use to distinguish and identify itself.

All configurations of the City of Mount Dora logo and tagline are protected by state common law and can only be used in accordance with the rules administered within this Guide and by the City of Mount Dora. The rules and terms of use for the City of Mount Dora logo act to protect the integrity of the City of Mount Dora logo family. Additionally, they provide the community with the assurance that the City and other groups using the logo are affiliated with the respected organization.

The owner of a trademark has exclusive right to use it on the product(s) it was intended to identify and often on related products. Under state common law, trademarks are protected as part of the law of unfair competition.

## STANDARDIZED CITY STATIONERY

All employees of the City of Mount Dora will use the stationery designs featured in the appendix.

### *Letterhead and Business Cards*

The City has a standard letterhead and business card format for all employees. All letterhead and business cards must be printed in the approved format with standardized ink, paper and layout. Business cards and stationery paid for with personal monies that deviate from the City's style may not carry the City's name, any department name, logo or seal.

The City letterhead prominently displays the logo to emphasize the City's brand. Names of key departments and addresses are also shown. This letterhead is standardized throughout the City; it is to be used at all levels and among all departments. Each department has its own variation of the letterhead with the department name appearing under the logo at the top, left corner.

The City's business cards depict the employee's name, title, department and other contact information in a standardized way. The City logo appears prominently on the card in a vertical orientation to make the best use of space available on the card.

### *Facsimile Coversheets and Memorandums*

Use the master brand or house logo to identify the City with consistency throughout communications pieces such as facsimile coversheets, memorandums, mailing labels or other note card designs that select offices or departments may create and use. See the appendix for samples of the standardized facsimile coversheets and memorandums.

### *Meeting Agendas, Meeting Minutes, Ordinances and Resolutions*

As previously mentioned on Page 6, the official seal of the City of Mount Dora is reserved for official correspondence and shall be used on meeting agendas, meeting minutes, ordinances and resolutions. The City seal is used to authenticate official documents and official correspondence. All other forms and pieces of communication shall carry the City logo.

## APPENDIX

Samples of proper City stationery and proper usage of the City logo including:

- Sample of City Letterhead (sample from Finance Department) ..... 18
- Sample Business Card..... 19
- Sample Standard No. 10 Envelope..... 19
- Logo Decal appearing on an F-150 Work Truck ..... 19
- Sample Facsimile Coversheet ..... 20
- Sample Memorandum — for General Use..... 21
- Sample Memorandum — City Council Coversheet..... 22
- Sample Meeting Agenda ..... 23
- Sample News Release ..... 24
- Sample Embroidered or Screened Work Shirts ..... 25



**CITY OF  
MOUNT  
DORA**

**FINANCE DEPARTMENT**

---

---

**City Hall**  
**510 N. Baker St.**  
**Mount Dora, FL 32757**

Office of the City Manager  
352-735-7126  
Fax: 352-735-4801

Customer Service  
352-735-7105  
Fax: 352-735-2892

Finance Department  
352-735-7118  
Fax: 352-735-1406

Human Resources  
352-735-7106  
Fax: 352-735-9457

Planning and Development  
352-735-7112  
Fax: 352-735-7191

**City Hall Annex**  
**900 N. Donnelly St.**  
**Mount Dora, FL 32757**

Parks and Recreation  
352-735-7183  
Fax: 352-735-3681

**Public Safety Complex**  
**1300 N. Donnelly St.**  
**Mount Dora, FL 32757**

Police Department  
352-735-7130  
Fax: 352-383-4623

Fire Department  
352-735-7140  
Fax: 352-383-0881

**Public Works Complex**  
**1250 N. Highland St.**  
**Mount Dora, FL 32757**  
352-735-7151  
Fax: 352-735-1539

**W. T. Bland Public Library**  
**1995 N. Donnelly St.**  
**Mount Dora, FL 32757**  
352-735-7180  
Fax: 352-735-0074

**Website:**  
[www.cityofmoundora.com](http://www.cityofmoundora.com)

**Sample Business Card**

	<b>John A. Doe</b> Director of Operations
	Department Name 1250 North Highland Street Mount Dora, FL 32757
	Tel: 352-735-0000 Mobile: 352-516-0000 D/C: 100*12345*800 Fax: 352-735-0000
<b>CITY OF MOUNT DORA</b>	E-mail: <a href="mailto:doej@cityofmoundora.com">doej@cityofmoundora.com</a> Web: <a href="http://www.cityofmoundora.com">www.cityofmoundora.com</a>

**Sample Standard No. 10 Envelope**

	510 N. Baker St. P.O. Box 176 Mount Dora, FL 32756-0176
---	--

**Sample Ford F-150 Work Truck with Logo Decal**



**Sample Facsimile Coversheet**

The following is a sample of a City-approved Facsimile Coversheet. The masthead has been updated with the City brand, and the layout provides necessary information in a professional and standardized way. (Note usage of Times New Roman typeface.) Each department has its own department-specific form.



**CITY OF  
MOUNT  
DORA**

Office of the City Manager  
510 N. Baker St.  
Mount Dora, FL 32757  
352-735-7126  
Fax: 352-383-4801

E-mail: [citymgr@cityofmountdora.com](mailto:citymgr@cityofmountdora.com)

**FACSIMILE TRANSMITTAL SHEET**

TO: [Click here and type name]	FROM: [Click here and type name]
COMPANY: [Click here and type company name]	DATE: 11/18/2007
FAX NUMBER: [Click here and type fax number]	TOTAL NO. OF PAGES INCLUDING COVER: [Click here and type number of pages]
PHONE NUMBER: [Click here and type phone number]	SENDER'S REFERENCE NUMBER: [Click here and type reference number]
RE: [Click here and type subject of fax]	YOUR REFERENCE NUMBER: [Click here and type reference number]

URGENT     FOR REVIEW     PLEASE COMMENT     PLEASE REPLY     PLEASE RECYCLE

NOTES/COMMENTS:

***Sample Memorandum — for General Use***

The following is a sample of a memorandum intended for general use, as opposed to a cover memo for a meeting. Each department has its own department-specific form. Only the masthead has been updated.



**CITY OF  
MOUNT  
DORA**

Building Department  
510 N. Baker St.  
Mount Dora, FL 32757  
352-735-7115  
Fax: 352-735-7191

E-mail: [commdev@cityofmountdora.com](mailto:commdev@cityofmountdora.com)

---

**DATE:**

**TO:**

**FROM:**

**VIA:**

**RE:**

---

*Sample Memorandum — City Council Coversheets*

The following is a sample of a City Council memorandum/coversheet. Each department has its own department-specific form. Only the masthead has been updated.



**CITY OF  
MOUNT  
DORA**

Human Resources Department  
510 N. Baker St.  
Mount Dora, FL 32757  
352-735-7106  
Fax: 352-735-9457

E-mail: [humanresources@cityofmoundora.com](mailto:humanresources@cityofmoundora.com)

---

**DATE:**

**TO:**

**FROM:**

**VIA:**

**RE:**

---

**Recommendation:**

**References/Support:**

**Background/Information:**

**Attachments:**

## Sample Meeting Agenda

The following is a sample of a meeting agenda. All meetings including but not limited to City Council meetings, CRA Advisory Committee meetings, Development Review Committee meetings, Historic Preservation Board meetings, Northeast CRA Advisory Committee meetings, Parks and Recreation Advisory Board meetings, Planning and Zoning Commission meetings and W.T. Bland Library Board meetings shall follow this format.



City of Mount Dora  
Planning and Development  
510 N. Baker St.  
Mount Dora, FL 32757  
352-735-7113  
Fax: 352-735-7191

E-mail: [plandev@cityofmountdora.com](mailto:plandev@cityofmountdora.com)

---

**HISTORIC PRESERVATION BOARD MEETING**  
**City Hall Board Room, 510 N. Baker Street, Mount Dora, FL**  
**Wednesday, 11/18/2007 -- 5:30 p.m.**

**AGENDA**

- I. Call to Order
- II. Roll Call
- III.

**NOTICE:** For purposes of Section 286.011, Florida Statutes, two or more members of the City Council may be present at this meeting, and this meeting may be considered a City Council meeting.

**NOTICE:** If any person decides to appeal any decisions made at this meeting with respect to any matter considered at this meeting, such person may need a record of these proceedings. For such purpose, a person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

**NOTICE:** In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodations to participate in this proceeding should contact this office no later than seven (7) days prior to the proceedings. Telephone (352) 735-7113 for assistance. If hearing impaired, telephone the Florida Relay Service numbers (800) 955-8771 (TDD) or (800) 955-8770 (Voice) for assistance.

***Sample News Release***

The following is a sample of a department news release form. Each department has its own department-specific form. All news releases emanating from any City department shall be disseminated on the respective department's form.



**CITY OF  
MOUNT  
DORA**

**Public Works and Utilities  
1250 N. Highland St.  
Mount Dora, FL 32757  
352-735-7151 ext. 1805  
Fax: 352-735-1539**

**E-mail: [publicworks@cityofmountdora.com](mailto:publicworks@cityofmountdora.com)**

---

**N E W S   R E L E A S E**

---

### ***Sample Embroidered or Screened Work Shirts***

The following sketches show how the City brand may be applied to clothing, such as City work shirts. Preferred placement is on the upper left front of the garment or on the left sleeve; however, final approval of placement of the logo on department clothing is at the discretion of each department head or designee.

Whenever possible, the visual brand should be imprinted in official City colors. To deviate from these pre-approved color schemes is at the discretion of each department head or the City Manager or designee.

If the visual brand is to be imprinted on a dark fabric that would not provide sufficient contrast, white embroidery is strongly recommended.

