

CITY OF SOCORRO TX ESTB. 1986

Brand Book



CONTENTS

03 FOREWORD

04 CITY NAME

05 TYPOGRAPHY

05 CITY NAME

08 CITY LOGOS

11 CITY COLORS

FOREWORD

This Brand Identity Guide contains standards that ensure a consistent and cohesive style in all communications.

This guide deals with the basic identity elements such as logos, colors, lettering, and other aesthetic elements which make up the City's visual identity.

Verbiage such as "The City of Socorro, Texas," as well as the official City of Socorro seal, City of Socorro Department logos, or markings are the property of the City of Socorro, Texas and are protected trademarks. These elements may not be used to designate a business; a social, political, religious, or other organization; or to imply or otherwise suggest the City's endorsement, support or association with any organization, product, or service without specific written permission from the City of Socorro.

The guide is intended for internal and external users. It was created by the City of Socorro's Public Information Office, which is charged with the responsibility to develop and maintain the standards that promote and protect the City of Socorro's brand.

THE CITY'S NAME

The City's official name is The City of Socorro, Texas, and the official acronym is COS. The word "The" when used in the official name is always capitalized, no matter where it may fall in a sentence. In communications, please use "The City of Socorro" on first reference, and "COS" on subsequent references. When referring to Socorro as "the City," always capitalize the word "City." The City of Socorro is a separate entity from the Socorro Independent School District. They operate on their own and have their own administration.

CORRECT:

The City of Socorro
City of Socorro, TX
COS
The City

INCORRECT:

Socorro Independent School District
SISD
the city

TYPOGRAPHY

Typography plays an important role within the City of Socorro's identity. It helps strengthen the brand's message while keeping a form of consistency throughout all means of communication and design.

BRILLANTE ST

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Sleek, eye catching, and stylish, the font **BRILLANTE ST** is a perfect choice for all titles, and main sight words. **BRILLANTE ST** should not be used for items with more than six words and does not have the punctuations marks or lowercase letters.

Oswald SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

UuVvWwXxYyZz1234567890!?,./!@#\$%^&*()~

Bold, clear, and classic, the font **Oswald SemiBold** is a perfect choice for all headlines. **Oswald SemiBold** should be smaller in size

to your title and should lead the reader between your sight words and the main body of text.

Gill Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!?,./!@#\$\$%^&*() `~

Easy on the eyes, clean lines, and an organized look, the font Gill Sans Nova Light is a perfect choice for the body of any written content. Gill Sans Nova Light should be smaller in size to your title and headlines. Gill Sans Nova Light is an easily readable font should lead the reader between your sight words and the main body of text.

Rochester

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!?,./!@#\$\$%^&*() `~

Fancy, yet readable, and sophisticated, the font Rochester is a perfect choice for formal introduction of names, such as for

councilmen, city managers or accolades. *Rochester* should be used sparingly and for formal situations.

GILL SANS NOVA COND XBd

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890!?,./!@#\$%^&*()~**

Dark, simple, and crisp look, the font **GILL SANS NOVA COND XBd** is a perfect choice for informal introduction of names, subheadings, or to add emphasis to a word or phrase. **GILL SANS NOVA COND XBd** should be used sparingly and for informal situations.

City Communications has all these fonts available for download for City Employees who are directly involved in the creation of marketing and communication materials. To access the font and request license use, please email the Public Information Office.

OFFICIAL CITY LOGOS

The City Seal

The City Seal is the most easily recognizable and widely used logo when speaking of the municipality in general. Normally used when referencing the City in general. Will be used on public giveaways, staff appreciation items, or marketing pieces. The City Seal contains very intricate details that are troublesome when printing make sure to have the order reviewed by City Communications to ensure a high-resolution file of the City Seal is used. The City Seal may be used for City Press Releases **except for**:

- Police
- Municipal Court
- Socorro Non-Profit



Municipal Court Seal

The Municipal Court Seal may be used for City Press Releases directly correlated with the activities of the Socorro Municipal Court. Typically used for Municipal Court Week, Amnesty Week, Judge Appointments, and other court related news.



Socorro Parks & Public Works

Tdfkjnsdkfnjs



Socorro Recreation Center

Tdfkjnsdkfnjs



Explore Socorro

Heritage & Tourism



SOCORRO POLICE DEPARTMENT

Socorro Police Coin

Tdfkjnsdkfnjs



Socorro Police Badge

Tdfkjnsdkfnjs



Socorro Police Patch

Tdfkjnsdkfnjs

Official City of Socorro Colors



City Gold:
R:220/G:169/B:70
HEX: #DCA946



City Blue:
R:0/G:104/B:196
HEX: #0068C4



City Red:
R:152/G:22/B:20
HEX: #981614



Black:
R:0/G:0/B:0
HEX: #161718