



MONROE
WASHINGTON

Brand Guidelines

April 2025



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Vision Statement

Imagine Monroe

Imagine Monroe. A lively center surrounded by nature. A place of beauty and goodwill.

Our parks, waterways and environment are healthy and accessible for everyone to enjoy. Our historic downtown and business districts are thriving and full of locally owned businesses and locally sourced products. We can find everything we need with regional connections and with a variety of choices for work, housing, dining, shopping, arts and activities.

Friendly and responsive, we strengthen connections through gathering spaces, events, services and community-centered infrastructure – creating a safe place for all.

In Monroe, everyone feels at home, and everyone feels they belong.





Brand Foundation

Personality

- Friendly
- Supportive
- Natural
- Inviting
- Playful
- Vibrant

Position

Where proximity and community converge.

Naturally, you feel at home in Monroe. We come together to experience events, welcome one another, celebrate community and plan for the future.

Promise

Vibrant, meaningful experiences.

You will never feel more welcomed than when you're in Monroe. From friendly neighbors to vibrant experiences and diverse opportunities – you will always feel you belong.

Content Principles

Goals

The City of Monroe's communications should consistently convey warmth, community spirit and natural beauty. Every message should aim to:

- **Engage**

Create meaningful connections by fostering a sense of belonging and encouraging participation.

- **Inspire**

Reflect the vibrant, diverse and welcoming environment of Monroe while promoting a deep appreciation for its natural surroundings and community values.

- **Inform**

Provide clear, transparent, timely information that helps residents, businesses and visitors stay connected.

- **Uplift**

Reinforce the idea that every person contributes to the fabric of Monroe's identity and future.

To achieve these goals, ensure all communications are:

- **Friendly**

Use approachable, conversational language that reflects Monroe's welcoming nature.

- **Inclusive**

Honor diverse perspectives and make all readers feel valued and included.

- **Authentic**

Keep messages genuine and aligned with the City of Monroe's values — community, nature and connection.



Grammar & Mechanics

The City of Monroe adheres to Associated Press (AP) Stylebook guidelines for consistency, clarity and professionalism across all content.

AP Stylebook provides a comprehensive set of rules and conventions for grammar, punctuation, capitalization, abbreviations, word usage and more. By adhering to AP Stylebook, our communications team ensures that our brand voice is consistent, cohesive and clear across all departments and communication channels.

Using plain language as outlined in the [Federal Plain Language Guidelines](#) is best practice.

Make sure that a colleague proofreads any external communications before being distributed.



Brand Voice & Tone

Overview

The City of Monroe's brand voice reflects its personality — friendly, supportive, natural, inviting, playful and vibrant. It conveys Monroe's welcoming spirit, deep connection to nature and the energy of the community.

Monroe's brand tone adapts to the context, from a friendly invitation to a community event to an informative update on new community initiatives. Monroe's brand tone should always evoke warmth, openness and inclusion while remaining adaptable to different communication platforms and audiences. Whether you are engaging with long-term residents or new visitors, the brand tone should be one of invitation and belonging.

For the purposes of this guide, it is recognized that public safety communications may occasionally deviate from the established brand voice and tone; however, police messaging should strive to align with this guide whenever feasible.

Monroe's Brand Voice Defined

The brand voice embodies the City of Monroe's "brand personality" from the "3 Ps." Personality represents the human characteristics and behaviors of your brand — the emotional ways in which the message of your brand is transmitted (looks, sounds, acts).

Simply put, brand voice is *what* you say — it describes the City's personality. It's consistent and unchanging.

1. Friendly: Neighborly, greeted with a smile

Approachable, warm and conversational. The City's voice should feel like speaking to a neighbor. It should build trust through kindness and a welcoming spirit.

Example:

"Monroe is a place where everyone belongs. Whether you're a long-time resident or just visiting, we're here to welcome you."

2. Inviting: Warm-natured, welcoming of all

The voice should make every person feel like they are part of the community. Every message should carry a sense of openness, encouraging engagement and participation.

Example:

"Join us for our next community gathering — we can't wait to see you there!"

3. Natural: Nature loving, authentic to the core

Monroe's connection to its natural surroundings is one of its defining features. The voice should flow like water and reflect a peaceful, grounded tone that highlights the beauty of the environment.

Example:

"Take a moment to breathe in Monroe's natural beauty. From our pristine parks to stunning waterways and picturesque peaks, nature is always right around the corner."

4. Playful: Fun and easygoing

Monroe's voice should reflect the joy and energy of the town. It's vibrant and active, especially when promoting events, arts and activities. A lighthearted tone is appropriate in these contexts.

Example:

"Let's play! Monroe's annual Summer Block Party is back, and we've got fun for the whole family."

5. **Supportive: Helpful and encouraging, community-driven**

Monroe is a community that encourages looking out for each other. The voice should always be reassuring and helpful, positioning the City of Monroe as a resource and ally for residents and visitors.

Example:

“We’re here for you, whether it’s a question about a City service or how to get involved with local events. Don’t hesitate to reach out.”

6. **Vibrant: Lively, connected community, full of energy**

Monroe is full of life, and its voice should reflect that. Use vibrant yet simple language that conveys excitement and the energy of the community.

Example:

“Monroe is a vibrant community, with a lively downtown and exciting outdoor activities.”

Monroe’s Brand Tone Defined

The brand tone conveys the City of Monroe’s adaptability in communication. While the voice remains consistent, the tone shifts to reflect the context, audience and purpose of each message. This allows Monroe to respond to different situations with appropriate emotional resonance, whether celebrating community events, addressing concerns or inviting participation.

Simply put, brand tone is *how* you say it — the emotional inflection applied to your voice. It adjusts to what’s suitable for a particular message.

- **Positive**

Monroe’s tone is confident and constructive. Every message should convey a sense of optimism and focus on Monroe’s strengths.

Example:

“Monroe is growing, and we’re excited to continue building a community where everyone can thrive.”

- **Informal**

Monroe’s tone should be informational but never stiff. It should always feel like a conversation between friends or neighbors — relaxed, friendly and approachable.

Example:

“Ready for a weekend of fun? Check out all the great activities happening around Monroe!”



Key Messages

The City of Monroe's key messages reflect the community's core values and should be woven into core communications. These messages will resonate with residents, visitors, current businesses and prospective businesses.

Simply put, key messages are concise statements that reflect your brand's value proposition. They act as a foundational reference point for all marketing and communication materials and ensure consistent messaging across all channels, from website copy to social media posts.

As you produce communications, pull from these key message themes to draft your copy and incorporate the bolded phrases below when possible.

For Residents

1. **Feel at home:** Monroe is a place where everyone belongs and community connections are at the heart of what we do.
2. **Thriving local businesses:** Our downtown is full of locally owned shops and restaurants.
3. **Nature right around the corner:** Monroe is surrounded by natural beauty — parks, waterways, mountains and trails are easily accessible.
4. **A place for all:** Monroe fosters an inclusive and safe environment where everyone feels they belong.

For Visitors

1. **A warm welcome awaits:** Monroe is known for its friendly atmosphere and vibrant community events.
2. **Explore Monroe's natural beauty:** From hiking to kayaking, Monroe's outdoor activities provide a perfect escape.
3. **Support local:** Discover Monroe's unique, locally owned shops and restaurants that are full of charm.
4. **Experience and stay:** Stay overnight and experience Monroe's thriving downtown, diverse culture and community spirit.

For Current Businesses

1. **Grow with community support:** Monroe is committed to helping businesses thrive with strong local partnerships and City support.
2. **A loyal customer base:** With a community that prioritizes shopping local, Monroe offers businesses a supportive environment for sustained growth.
3. **Collaborative spirit:** Monroe's businesses and City government work together to promote local success and tackle challenges as a united front.

4. **Opportunities for expansion:** As Monroe grows, businesses have ample opportunities to expand and reach new customers both locally and regionally.
5. **Connected to nature and economy:** Positioned at the crossroads of nature and industry, Monroe offers businesses access to a unique combination of natural beauty and economic opportunity.

For Prospective Businesses

1. **A community that cares:** Monroe supports its businesses with a welcoming community and a focus on local partnerships.
2. **A growing economy:** Monroe's thriving downtown and strong regional connections make it a perfect place to set up shop.
3. **Natural and vibrant:** Monroe's mix of natural beauty and economic growth offers a unique business environment.
4. **Collaborative City-government partnerships:** The City of Monroe is dedicated to working closely with businesses to help them grow and prosper.
5. **Access to regional opportunities:** Monroe's strategic location and growing economy make it an attractive hub for new business ventures.

Content Writing Best Practices

- **Be truthful.**

Write factually without exaggeration. Avoid the use of anecdotes.

- **Write for inclusion.**

Even with common interests, characteristics and experiences, no one exists in a silo. Always consider Monroe's diverse community in your messaging. Use language that makes everyone feel welcome.

- **Stay concise.**

Keep messaging clear and to the point. Avoid jargon and overly technical language.

- **Write in active voice.**

Use an active voice to create energy and confidence in your writing. For example, "Monroe supports local businesses" instead of "Local businesses are supported by Monroe."

- **Encourage participation.**

Make sure every message invites engagement. Ask questions, offer clear next steps and promote involvement in the community.



Message Adaptation Across Channels

Maintaining a consistent brand tone while adapting to different communication channels is key to effective messaging. Whether through official letters, newsletters, social media or other City platforms, Monroe's voice should always be positive and informal.

Channel Adaptation Best Practices

- **Official Letters:** Use formal language and structure while remaining approachable. Communicate respect and purpose clearly.
- **Newsletters:** Adopt a conversational tone, adding a personal touch, especially from the Mayor or City officials.
- **Social Media:** Be casual, concise and engaging. Emojis can add a playful, vibrant tone. Encourage participation with friendly prompts and hashtags.
- **Website Announcements:** Provide clear and accessible information. Use bullet points or sections for easy navigation.
- **Text Alerts:** Keep it short, direct and action oriented. Reminders work well in this format.
- **Flyers/Posters:** Make it visually appealing with clear event details. Use concise, motivating language to prompt action.

Message Example

Core Message: Monroe is hosting a community park clean-up event.

1. Official Letter (Formal Communication):

Subject: Invitation to Participate in Monroe's Annual Park Clean-Up

Dear Residents,

The City of Monroe invites you to our annual Park Clean-Up event on Saturday, April 10, from 9 a.m. to 1 p.m. This initiative is part of our continued effort to maintain and enhance the natural beauty of our community parks. Your participation will help ensure that our public spaces remain clean, safe and enjoyable.

We look forward to working together to preserve the beauty of Monroe. Please don't hesitate to contact us with any questions about the event.

Warm regards,
[City Official's Name]
City of Monroe

2. Mayor's Newsletter (Friendly, Community-Centered):

Subject: Let's Keep Monroe Beautiful — Join Our Park Clean-Up!

Hi Monroe neighbors,

I'm excited to share that our annual Park Clean-Up is just around the corner! On April 10, we'll gather from 9 a.m. to 1 p.m. to give our parks the care they deserve. This is one of my favorite events because it truly brings our community together to positively impact the spaces we love. Whether you're a longtime resident or new to town, this is a great way to connect with your neighbors while helping keep Monroe beautiful.

Bring your gloves and good spirits — see you there!

Best,
Mayor [Name]

3. Social Media Post (Casual, Engaging):

Let's show some love to Monroe's parks! Join us for the annual Park Clean-Up on April 10 from 9 a.m.-1 p.m. It's a fun, community-driven event where we come together to keep our parks beautiful for everyone to enjoy. Whether you can stay for an hour or the whole time, every bit helps!

What to Bring: Gloves, water bottle and your best clean-up crew energy!

Where: [Park Name, Meeting Location and Address]

When: Saturday, April 10, 9 a.m.-1 p.m.

Let's make it a great day, Monroe!
#KeepMonroeBeautiful

4. Website Announcement (Informative, Accessible):

Community Park Clean-Up Event

Join us for Monroe's annual Park Clean-Up on April 10. From 9 a.m. to 1 p.m., we'll gather at [Park Name] to help keep our public spaces clean and enjoyable for all. This event is open to everyone — residents, businesses and families. Volunteers are encouraged to bring gloves and a water bottle.

Event Details:

- *Date:* Saturday, April 10
- *Time:* 9 a.m.-1 p.m.
- *Location:* [Park Name, Meeting Location and Address]

We can't wait to see you there! For questions or more information, contact [City Department Contact Info].

5. Text Message Alert (Quick, Direct):

Reminder: Monroe's annual Park Clean-Up is this Saturday! Join us from 9 a.m.–1 p.m. at [Park Name] to help keep our parks clean and beautiful. See you there!

6. Community Poster/Flyer (Public Spaces, Concise):

Monroe Park Clean-Up

Join us in keeping our parks beautiful!
Saturday, April 10
9 a.m.-1 p.m.
[Park Name]

Let's work together to preserve our natural spaces! All are welcome.



Brand Architecture

Place Brand



City Government



Tourism



Economic Development



Community



Place Brand Logo

The City of Monroe is situated in the foothills of the beautiful Cascade Mountain Range. Historically, Monroe has been home to a major swift migration site, drawing crowds of nature lovers to witness the birds' annual roosting.

The Monroe logo combines imagery of a mountain range and a bird into an "M." The bird flies upward, symbolizing forward thinking and optimism. The blue gradient represents growth and goodwill.

The Monroe place brand logo should be used when the message is about Monroe's identity, community or the overall experience of the city.

This includes:

- Community-wide campaigns or events
- General outreach to residents and businesses
- Partner or regional communications that showcase Monroe as a whole

This logo is about expressing the vision and identity of Monroe.

Full Color Version

Whenever possible, the full color version of the logo with "Washington" (a) should be used.

a)



Alternate Versions

The logo is also available without "Washington" (b). This version may only be used when the state is specified elsewhere on the material or is unnecessary.

Both versions are also available in one color (c), black (d) and reversed (e).

b)



c)



d)



e)



Correct Logo Usage

Don't reproduce the version with "Washington" smaller than 0.75" or 54 pixels (a). Don't reproduce the version without Washington smaller than 0.5" or 36 pixels (b).

Leave clear space equal to the size of the "O" in "Monroe" on all sides (c).



Incorrect Logo Usage

Don't use the full color version or a JPG version of the logo against any background other than white (d).

Don't use the reversed version against a busy or low-contrast background (e).



Don't alter colors (f), isolate elements (g), rearrange elements (h), add effects (i), distort (j) or rotate (k) the logo.



City Government Logo

The City of Monroe logo should be used exclusively for city government communications. This includes:

- City Council communications
- Permits, utility bills, and official notices
- City department materials (e.g., Police, Public Works, Parks & Recreation)
- Internal documents, reports, or resolutions

This logo represents the municipal authority of the city.

Full Color Version

Whenever possible, the full color version (a) of the logo should be used.

a)



Alternate Versions

The logo is also available without "Washington" (b). This version may only be used when the state is specified elsewhere on the material or is unnecessary.

Both versions are also available in one color (c), black (d) and reversed (e).

b)



c)



d)



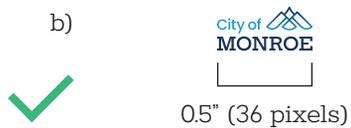
e)



Correct Logo Usage

Don't reproduce the version with "Washington" smaller than 0.75" or 54 pixels (a). Don't reproduce the version without Washington smaller than 0.5" or 36 pixels (b).

Leave clear space equal to the size of the "O" in "Monroe" on all sides (c).



Incorrect Logo Usage

Don't use the full color version or a JPG version of the logo against any background other than white (d).

Don't use the reversed version against a busy or low-contrast background (e).



Don't alter colors (f), isolate elements (g), rearrange elements (h), add effects (i), distort (j) or rotate (k) the logo.



Tourism Logo

The Explore Monroe logo should be used exclusively for tourism communications.

Full Color Version

Whenever possible, the full color version (a) of the logo should be used.

Alternate Versions

The logo is also available without “Washington” (b). This version may only be used when the state is specified elsewhere on the material or is unnecessary.

Both versions are also available in one color (c), black (d) and reversed (e).

a)



b)



c)



d)



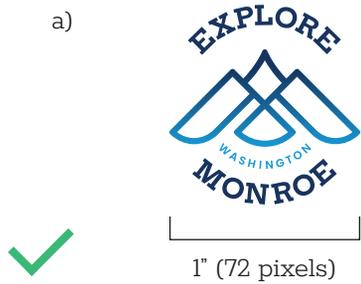
e)



Correct Logo Usage

Don't reproduce the version with "Washington" smaller than 1" or 72 pixels (a). Don't reproduce the version without Washington smaller than 0.5" or 36 pixels (b).

Leave clear space equal to the size of the "O" in "Monroe" on all sides (c).



Incorrect Logo Usage

Don't use the full color version or a JPG version of the logo against any background other than white (d).

Don't use the reversed version against a busy or low-contrast background (e).



Don't alter colors (f), isolate elements (g), rearrange elements (h), add effects (i), distort (j) or rotate (k) the logo.



Economic Development Logo

The Make It Monroe logo should be used exclusively for economic development communications.

Full Color Version

Whenever possible, the full color version (a) of the logo should be used.



Alternate Versions

The logo is also available without "Washington" (b). This version may only be used when the state is specified elsewhere on the material or is unnecessary.

Both versions are also available in one color (c), black (d) and reversed (e).



Correct Logo Usage

Don't reproduce the version with "Washington" smaller than 0.75" or 54 pixels (a). Don't reproduce the version without Washington smaller than 0.5" or 36 pixels (b).

Leave clear space equal to the size of the "O" in "Monroe" on all sides (c).



Incorrect Logo Usage

Don't use the full color version or a JPG version of the logo against any background other than white (d).

Don't use the reversed version against a busy or low-contrast background (e).



Don't alter colors (f), isolate elements (g), rearrange elements (h), add effects (i), distort (j) or rotate (k) the logo.



Community Badges

A series of badges under the umbrella of the community brand Imagine Monroe allows residents and local businesses to show city pride in their day-to-day lives.

The community is invited to own and embrace these badges by using them on social media, signage, apparel, packaging and more.

Full Color Versions

Whenever possible, the full color versions of the badges should be used.



Alternate Versions

The badges are also available in one color (a), black (b) and reversed (c).

Note that the reversed versions of all badges other than Imagine Monroe are not exact reversals of their full color versions. This is to avoid showing the bird/mountain logo element in any color other than blue, white or black (caused by the background color showing through the transparent parts of the badge), as this will dilute core brand recognition.

a)



b)



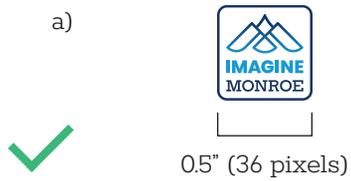
c)



Correct Logo Usage

Don't reproduce the badges smaller than 0.5" or 36 pixels (a).

Leave clear space equal to the size of the "O" in "Monroe" on all sides (b).



Incorrect Logo Usage

Don't use the full color versions or JPG versions of the badges against any background other than white (c).

Don't use the reversed versions against a busy or low-contrast background (d).



Don't alter colors (e), alter elements (f), rearrange elements (g), add effects (h), distort (i) or rotate (j) the badges.



File Formats

All full color, one color and black logo versions are available as PDFs, PNGs and JPGs. All reversed logo versions are available as PDFs and PNGs.

Use the following chart to determine which file format to use.

Transparency

Reversed logo versions aren't available as JPGs because JPG files don't support transparency.

Scale

PDF files are vector-based, which means they can be upscaled to any size without losing quality. Avoid using JPG or PNG files, which are pixel-based, larger than 100% scale.

Color Modes

While generally, print collateral should use CMYK and digital collateral should use RGB, certain programs limit the ability to use the correct color mode. This is why PNG files, which don't support CMYK, are recommended for use on all collateral in Canva and Microsoft Office.

Program	End Use	Logo Version	Transparency	File Format	Color Mode
Adobe Creative Suite	Print	Full color, one color or black	Yes	PDF	CMYK
			No	JPG	
	Reversed	Yes	PDF		
	Digital	All versions	Yes	PNG	RGB
Canva	Print or digital	All versions	Yes	PNG	RGB
Microsoft Office					

Brand Colors

Primary Colors

The primary brand colors are the two shades of blue used in the logo. These colors should be used most heavily across all communications.



Skykomish Blue

Pantone 534 C
CMYK 98-85-36-27
RGB 28-53-94
Hex #1c355e



Cascade Mist

Pantone 2925 C
CMYK 77-25-0-0
RGB 0-154-222
Hex #009ade

Secondary Colors

The secondary brand colors are the pairs of color shades used in the community badges. These colors are optional across all communications and should be used sparingly as accent colors or to differentiate sections within a piece of collateral.



Twilight

Pantone 7680 C
CMYK 82-95-20-7
RGB 83-50-120
Hex #533278



Harvest Flame

Pantone 1795 C
CMYK 10-98-93-1
RGB 215-40-47
Hex #d7282f



Gator Grass

Pantone 561 C
CMYK 93-42-68-33
RGB 0-89-78
Hex #00594e



Lavender Fields

Pantone 245 C
CMYK 16-58-0-0
RGB 225-127-210
Hex #e17fd2



Bearcat Orange

Pantone 151 C
CMYK 0-60-100-0
RGB 255-131-0
Hex #ff8300



Evergreen

Pantone 7479 C
CMYK 71-0-73-0
RGB 0-205-123
Hex #00cd7b

Color Contrast Ratio

Only use approved color combinations when selecting text color and background color. These combinations meet the minimum contrast ratio requirement for [Web Content Accessibility Guidelines 2.1 Level AA](#).

When in doubt, check color contrast using a tool such as [Adobe Color](#).

Note that Bearcat Orange is not listed. It appears in two community badges because text that is part of a logo or brand name has no contrast requirement. It may also be used for elements that are purely decorative and not crucial to understanding.

Background Color: White

Black: Any style, any size

Skykomish Blue: Any style, any size

Twilight: Any style, any size

Harvest Flame: Any style, any size

Gator Grass: Any style, any size

Cascade Mist: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Skykomish Blue

White: Any style, any size

Cascade Mist: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Cascade Mist

Black: Any style, any size

White: Bold font 14pt and larger, Regular font 18pt and larger

Skykomish Blue: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Twilight

White: Any style, any size

Lavender Fields: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Lavender Fields

Black: Any style, any size

Twilight: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Harvest Flame

White: Any style, any size

Background Color: Gator Grass

White: Any style, any size

Evergreen: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Evergreen

Black: Any style, any size

Gator Grass: Bold font 14pt and larger, Regular font 18pt and larger

Color Tints

A 50% or lighter tint of Cascade Mist, Lavender Fields, Bearcat Orange or Evergreen may also be used as background colors.

Only use approved color combinations when selecting text color and background color. These combinations meet the minimum contrast ratio requirement for [Web Content Accessibility Guidelines 2.1 Level AA](#).

When in doubt, check color contrast using a tool such as [Adobe Color](#).

Note that this is the only acceptable use of Bearcat Orange as a background color.

Background Color: Cascade Mist at 50%

Black: Any style, any size

Skykomish Blue: Any style, any size

Background Color: Lavender Fields at 50%

Black: Any style, any size

Twilight: Any style, any size

Background Color: Bearcat Orange at 50%

Black: Any style, any size

Harvest Flame: Bold font 14pt and larger, Regular font 18pt and larger

Background Color: Evergreen at 50%

Black: Any style, any size

Gator Grass: Any style, any size

Typography

Design Fonts

All design fonts are available from Google Fonts and should be used whenever possible.

Titles, Headings and Subheads

Use Poppins for titles, headings and subheads. Poppins Bold should be used most often, but Poppins Regular may also be used.

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Use Rokkitt for body copy and subheads. Rokkitt Light should be used most often, though Rokkitt SemiBold may also be used for emphasis.

Rokkitt Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rokkitt Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rokkitt SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rokkitt SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

System Fonts

When design fonts are not available, such as in Microsoft Office programs, system fonts may be used instead.

Titles, Headings and Subheads

Use Century Gothic for titles, headings and subheads. Century Gothic Bold should be used most often, but Century Gothic Regular may also be used.

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Use Rockwell Nova for body copy and subheads. Rockwell Nova Light should be used most often, though Rockwell Nova Bold may also be used for emphasis.

Rockwell Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rockwell Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rockwell Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rockwell Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font Size, Spacing and Hierarchy

To ensure legibility across collateral, it is recommended to use a minimum font size of 11 points and a minimum line spacing of 14 points.

It is recommended to add additional space between paragraphs of at least 9 points.

Depending on the program being used, this may be achieved by using the built-in paragraph spacing option or simply adding an extra return between paragraphs.

Ensure proper hierarchy by making titles larger than headings, headings larger than or equal to subheads and subheads larger than or equal to body copy. Variation in font family, weight and color can also be used to create hierarchy.

Example Use Case: Brand Guidelines

Titles

Poppins Bold, Cascade Mist, 18-point over 21.6-point font, 9-point paragraph spacing

Headings

Poppins Bold, Skykomish Blue, 11-point over 14-point font, 9-point paragraph spacing

Subheads

Rokkit Semibold, black, 11-point over 14-point font, 9-point paragraph spacing

Body copy

Rokkit Light, black, 11-point over 14-point font, 9-point paragraph spacing



Graphic Elements

Peak

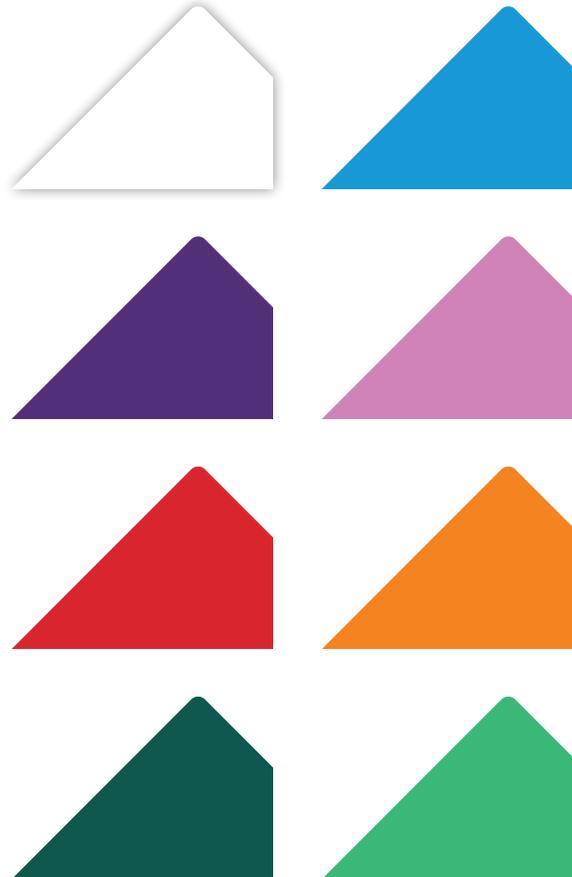
The Peak is a graphic element pulled from the mountain shape of the logo. It is best used as a full-width element, as either a photo mask or a solid shape.

The upward point should sit closer to one side of the total layout width, rather than pointing straight up the middle. It may be reflected across the vertical axis so the point sits closer to either side, but it must always point up; don't reflect it across the horizontal axis or rotate it.

The Peak is available in all brand colors and white.

Example Use Case: Brochure

In this example, the Peak is used as both a photo mask and a solid white shape.



Wing

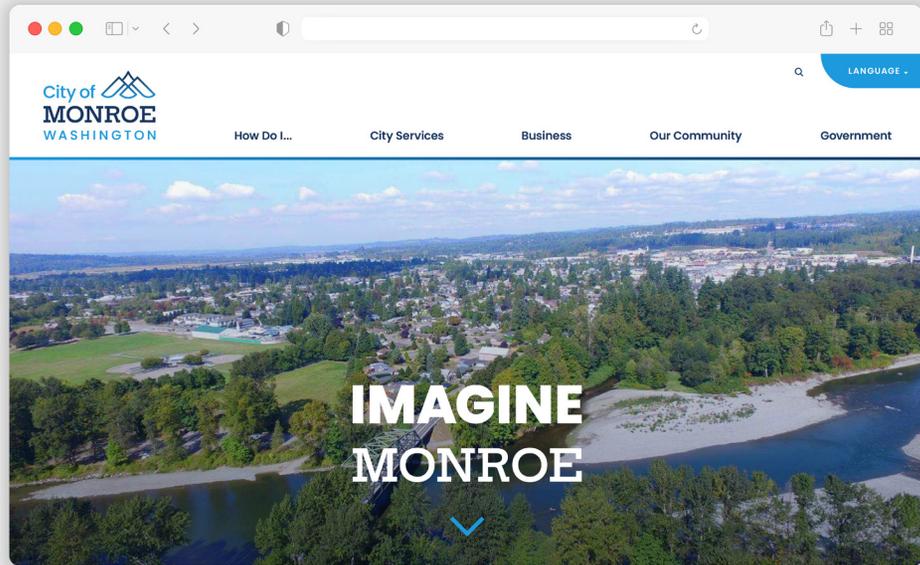
The Wing is a graphic element pulled from the bird shape of the logo. It is best used as a header or footer element.

Ensure the Wing is positioned in a corner of the layout so the three sharp corners touch two edges, rather than floating unanchored. It may be reflected across the vertical or horizontal axis and rotated at increments of 90 degrees.

The Wing is available in all brand colors and white.

Example Use Case: Website

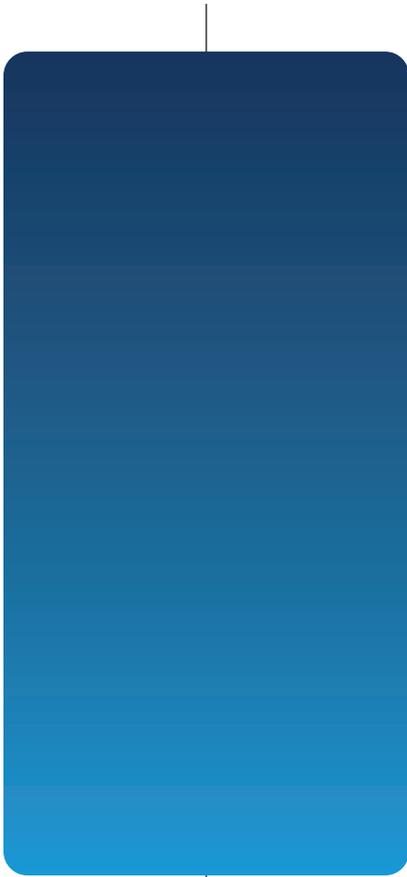
In this example, the Wing is used as a header element.



Color Gradients

The color gradients used in the logo and community badges may also be used as graphic elements. Only use these approved color combinations when building gradients.

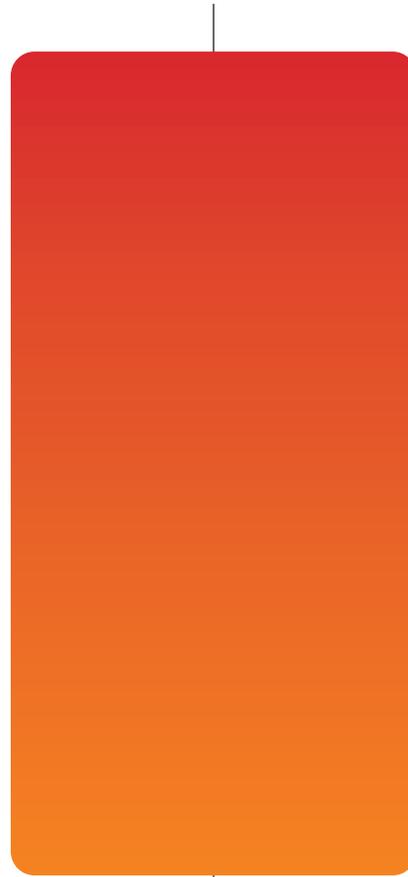
Skykomish Blue



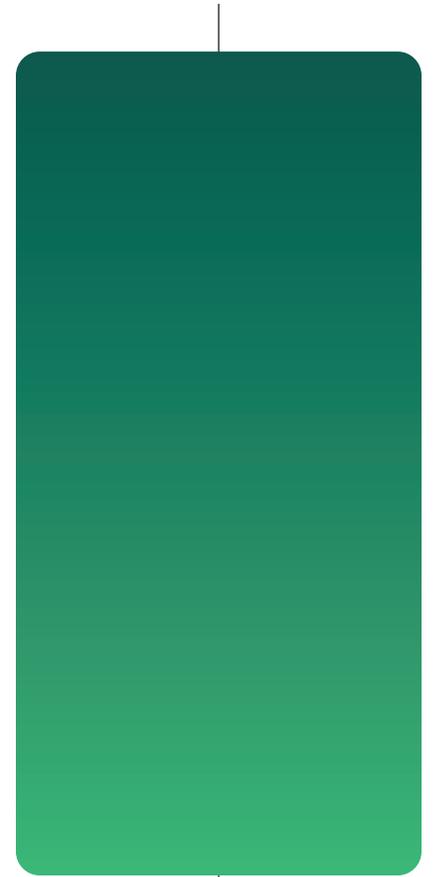
Twilight



Harvest Flame



Gator Grass



Cascade Mist

Lavender Fields

Bearcat Orange

Evergreen



MONROE
WASHINGTON

HISTORIC
DOWNTOWN

For brand guide questions and assets,
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