ORDINANCE NO. _108-22_

AN ORDINANCE ADPOPTING THE CITY OF FORT SMITH BRANDING AND STYLE GUIDE

WHEREAS, the City of Fort Smith has had various versions of the current seal and logo;

WHEREAS, the City Administrator, Communications, and City Clerk offices have reviewed the City seals and logos currently in use;

WHEREAS, having an approved and official City Seal and Logo along with the official Branding and Style standards promotes a consistent look and message which are important for the marketing of the City;

WHEREAS, the Board of Directors adopted a Strategic Plan that incorporates a vision, a mission and strategic goals, including the goal to create and sustain a positive image, enhance communications, and engage the community; and
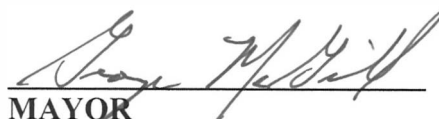
WHEREAS, the Mayor and Board of Directors reviewed the Branding and Style guide and the Board of Directors wish to formally adopt the Branding and Style Guide, City Seal, and City Logo to ensure consistent and high quality communications;

BE IT ORDAINED AND ENACTED BY THE BOARD OF DIRECTORS OF THE CITY OF FORT SMITH, ARKANSAS, THAT:

The Branding and Style Guide as presented to the Board of Directors at the October 11, 2022, Study Session, a copy of which is attached hereto, is hereby approved and the City Administrator directed to have it implemented and followed.

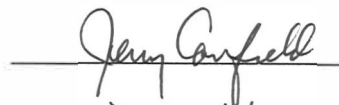**PASSED AND APPROVED THIS** _1st_ **DAY OF** _November_, 2022.

APPROVED:

_____
MAYOR

ATTEST:

_____
CITY CLERK

Approved as to form:

_____
Publish 1 time

City of Fort Smith

ARKANSAS

BRANDING & STYLE GUIDE

Introduction

City Communications commissioned this Branding & Style Guide to explain and adopt the proper usage of the City of Fort Smith Arkansas' graphic standards. It provides guidance for the City's logo, which as part of this project, has been refreshed and technically improved upon alongside the City Seal, and all department identities. Adherence and application of the guide's policies will ensure consistency and uniformity in strengthening the City of Fort Smith brand.

The following examples demonstrate what is and what is not acceptable when applying standards in a wide range of applications. When and if outside vendors are used, this document will serve as the City's comprehensive brand resource, and ensure the correct knowledge and assets to the deliverables associated with the City's brand.

Exceptions to these guidelines must be approved by the City of Fort Smith's Communications office. If questions should arise regarding an application that has been outlined in this guide, or if further assistance is needed, please contact the Public Relations and Communications Manager.

Brand Voice & Tone

The City of Fort Smith is full of caring and authentic people who represent a multitude of cultures and ideas. We are a city that values our history, tradition and service. We are also evolving into a more modern and forward-thinking community that attracts quality people and business.

We speak with the same heart and pride of our residents. We reflect their kind and caring spirit. It's vital that our words are simple, clear and empower every visitor to accomplish the tasks they've set out to do.

We are friendly and caring.

We represent a community of people who are down-to-earth and care about the greater good. We understand the importance of meeting people where they are and making connections. The language that we use is inviting and empowers users to get things done.

We are evolving.

We are forward thinking on the possibilities of what Fort Smith could be. We recognize the needs of our community and make the changes necessary to meet those needs.

We value history and tradition.

We want to honor the past as we evolve as a city. We recognize the significance and influence of our city's history. We want to preserve the character that makes us who we are. Our community is committed to service and supports our military.

We are diverse.

We value the different cultures and people that make our community rich. We are committed to fairness and equality. We understand the value in making our community accessible for everyone.

Provided by Granicus Software - Digital Government Solutions

Table of Contents

1.1 Fort Smith Brand

The City's Primary Logo as Part of the Brand

What is a brand? In layman terms, it is a distinctive identifier used in communications and promotions. A brand can help visually communicate a municipality's overall vibe and tone, especially with regard to creating a sense of pride in a community and boosting economic development. The City of Fort Smith's existing brand communicates a memorable message through various and intentional elements such as iconography, fonts, and color.

A large part of a brand relies upon its logo. The City of Fort Smith's existing logo includes two specific fonts placed around a graphic representation of a western pioneer fort watchtower, which flies the American flag on its rooftop.

The City logo utilizes two primary colors of red and blue. These colors will be defined more specifically in Section 1.5. The two color logo is to be used for more formal communications. The monochromatic version is preferred in day to day communications.

Additionally, two different shaped logos (a square and a rectangular shaped logo) exist for ease of design layout and versatility.

Primary Logo
Full Color Version

Secondary Logo
Full Color - Horizontal Version

Black and White Versions

Reversed Versions of Primary Logo and Secondary Logo

For copies of the logo in any format, please contact the Fort Smith Public Relations and Communications Manager at **shari.cooper@fortsmithar.gov** or **479-784-2224**.

1.2 Logo Fonts

The City's logo utilizes of two different fonts in its logo:

- A serif font, Goudy Old Style - developed in the early 20th century
- A sans serif font, Gotham - developed in the early 21st century

These two fonts work well together, because they compliment each other while providing balance of contrast.

Goudy Old Style's type face is a nod to the City of Fort Smith's past. The historic, elegant, and well-proportioned lettering employs a larger-sized font, which increases readability, emphasizes priority, and contrasts against the more modern Gotham typeface used below in the word "Arkansas." A sans-serif font, the Gotham Medium font communicates a more modern and future-forward Fort Smith. Although smaller in size, the word Arkansas remains clearly legible.

Together both fonts can be easily read in both print and digital formats.

Primary Font

This is the primary font used by City of Fort Smith. Please note that serif fonts are not likely to be accessible to all users. We recommend against using this font except as it occurs in the city logo.

GoudyOldStyleBT ExtraBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Secondary Font

Gotham Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

1.3 Support Fonts

Today, great design considers its audience and responds to its audiences' needs including to those individuals with varying visual abilities. The City of Fort Smith strives to communicate well with all of its citizens and aims to meet standards set by the American Disabilities Association.

Under 703.2.3 of the 2010 ADA Standards for Accessible Design – the ADA recommends using a san serif font without the use of italics, obliques, scripts, or tight kerning. To ensure that these specific standards are met and to ensure that the City's branding is consistent, a san serif font family can be used in conjunction with city communications. Apart from the two primary fonts of Gotham and Arimo, the following san serif fonts can be used.

Body Text:

- Gotham
- Arimo
- Arial
- Calibri
- Verdana
- Tahoma
- Calibri

Headings (bold or regular):

- Babas Neue
- Bio Sans

Gotham Book	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789
Gotham Bold	**ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789**
Arimo Regular	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789
Arimo SemiBold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789
Arimo Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0123456789

1.4 Logo Colors & Usages

Color plays an important role in a brand and color used in logos are very specific. While everyone sees color a little differently, there are specific color combinations that create a brand's formal color palette. In general, The City of Fort Smith's logo includes the colors of red and blue on a white background. Blue is a positive color that can invoke trust, security, and responsibility. Consequently, blue is the most used color in the corporate world. Red sends messages related to power, excitement, passion, and energy.

Used together, red and blue create a color balance. Symbolically, red and blue used together communicates a patriotic tone, which is also an accurate reflection of the Fort Smith community. The red and blue colors used in the City's logo are respectively different and distinct. Since there are many shades and hues of red and blue, close attention and adherence should be paid to the formulas used to achieve the exact color scheme used in the City's logo. Please note, these formulas will be different when calibrated for either on-screen use or print.

The City of Fort Smith's logo uses specific shades of red and blue in its logo, reflecting the colors of the American flag. The navy blue signifies justice, vigilance, and perseverance. The red symbolizes hardiness and valor. Together, the colors evoke an overall message of national patriotism. The City of Fort Smith brand incorporates other approved colors that will be discussed in Section 1.5.

Because there are many variations of red and navy blue, the following pages specify the exact mathematical formulas used to achieve the logo colors. Please note, these formulas will be different when calibrated for printing purposes (CMYK) or digital purposes (RGB).

Monochrome Logo Usage

Black and white versions of the City's logo equate to what is known as monochrome, or a single color throughout the whole logo design. To preserve the integrity of the logo design, there should never be any special effects added to the logo, such as drop shadows, grey shades, or anything other than the single color selected.

The examples to the right illustrate appropriate use of monochromatic logo usage. To prevent a design from being too busy or garish, the preferred usage of the City's logo is the monochromatic version - especially if the City's logo is used alongside other organization's logos or within a design that includes multiple colors.

1.5 Approved Color Palette

The City of Fort Smith color palette consists of two primary colors and six secondary colors.

The strength of the city's color palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as City of Fort Smith's.

When color is not available, the monochromatic version of the city logos should be utilized.

To keep the color palette consistent across different media, be sure to use the right color codes in your files:

- Use **Pantone** color codes for any commercially-printed materials.
- Use **CMYK** values for materials intended for print. CMYK stands for cyan, magenta, yellow, and black: the inks used by printers. Make sure any image you intend to print is in "CMYK" mode and that the proper color values are selected. Also ensure your printer is color calibrated. If the printer is not calibrated, it will not print true to form.
- Use **RGB** color values when creating images intended for viewing ONLY on computer screens (not for print). RGB stands for the red, green, and blue light used by computer monitors.
- Use **Hex** codes to create the desired colors on webpages. It's important to use hex codes properly in your webpages' style sheets or HTML code. Hex codes are interpreted by web browsers to display colors for things like fonts, backgrounds, and table borders.

Regiment Red

Pantone® 7427 C
C=25 M=100 Y=81 K=22
R=156 G=24 B=47
HEX: #9C182F

Belle Point Blue

Pantone® 534 C
C=98 M=85 Y=36 K=27
R=28 G=53 B=94
HEX: #1C355E

Sunrise Yellow

Pantone® 135 C
C=0 M=24 Y=76 K=0
R=255 G=197 B=87
HEX: #FCC55D

Twilight Blue

Pantone® 7461 C
C=96 M=42 Y=6 K=0
R=0 G=124 B=186
HEX: #007CBA

Southern Sky Blue

Pantone® 2915 C
C=58 M=14 Y=0 K=0
R=94 G=179 B=228
HEX: #5EB3E4

Winter Violet

Pantone® 2617 C
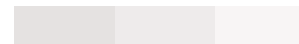C=84 M=100 Y=24 K=20
R=73 G=14 B=103
HEX: #490E67

Chaffee Green

Pantone® 2273 C
C=85 M=29 Y=100 K=18
R=32 G=118 B=4
HEX: #207604

Cool Gray

Pantone® Cool Gray 1 C
C=14 M=11 Y=12 K=0
R=217 G=216 B=214
HEX: #D9D8D6

1.6 Minimum Clear Space

When using the City of Fort Smith logo, a minumum clearance around the logo must be kept. By keeping all other content at least the distance of the "F" in the logo will give you a good relative clearance for the logo.

In order to keep the logo legible at all times, it is highly recommended that the logo is never sized less than 1" at 300 dpi on printed pieces and less than 500 px at 72 dpi in digital media.

1" Minimum

1" Minimum

Types of logo files

EPS

Vector-based image that will not lose quality if scaled larger than the provided size. Available in four color process, spot color and black and white. Primarily used for professional printing.

JPEG & PNG

Both high and low-resolution pixel-based images that will lose quality if scaled larger than the provided size. Available in RGB format and black and white. Primarily used for in-house printing and for viewing on screen. This is also the preferred format for programs that are not design based, such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

1.7 Logo Misuse

The City of Fort Smith logo must stay in its original form. This logo may not be squished, squeezed, rotated, color changes, or have effects such as drop shadows, outer glow, ect. Do not add graphics, insert words, or modify the design elements or the logo itself.
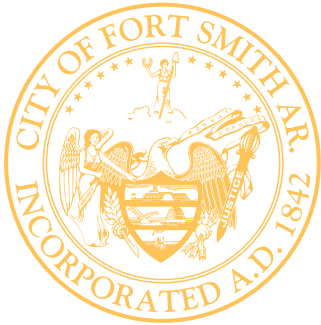
In order to put the logo on a color background using the reversed logo, it must have a background color with enough contrast to pop the white off the page and keep the entire logo readable.
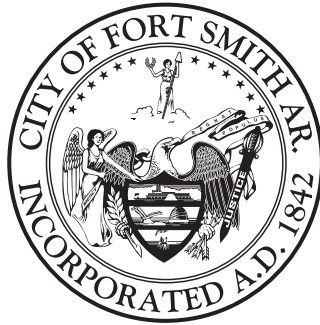
1.8 City Seal

Correct Versions of the Seal

Gold Version   Black Version   Reversed Version

City of Fort Smith Flag

The City's seal incorporates and mirrors many elements of the Arkansas state seal. The state's motto, "Regnat Populus," (Latin for "The People Rule") appears on the banner that embellishes the American eagle and the Goddess of Liberty. An angel on the left wears a sash that displays the word mercy, while a sword on the right indicates justice. The Goddess of Liberty and bald eagle represent common American symbols of freedom and virtue. A steamboat, bee hive, plow and a bushel of wheat represent the city's industry ties to agriculture and its character as a river town.

The City of Fort Smith "city seal" reflects the official business of the City, specifically its legislative body, the Mayor of Fort Smith and the City Board of Directors. The city seal should only be used in conjunction with the former. The city logo reflects the City's executive offices and should be used for all other business purposes.

In order to maintain the integrity of the seal, the minimum diameter should be 1.5 inches for print or 450 pixels for digital applications. The clearspace for the seal should always be a minimum of 50 percent of the overall height.

SECTION II - **DEPARTMENT LOGOS**

2.1 Approved Department Logos

To avoid independent silo-oriented branding, City of Fort Smith departments will now be able to help strengthen the City brand by incorporating their department names under the City logo. This new approach will further enhance unity and consistency.

Department logo versions are available for city employee use only.

Full Color Versions

Monochromatic Versions

Department Logo Examples:

2.2 Color Usage

Regiment Red

Pantone® 7427 C
C=25 M=100 Y=81 K=22
R=156 G=24 B=47
HEX: #9C182F

Belle Point Blue

Pantone® 534 C
C=98 M=85 Y=36 K=27
R=28 G=53 B=94
HEX: #1C355E

Sunrise Yellow

Pantone® 135 C
C=0 M=24 Y=76 K=0
R=255 G=197 B=87
HEX: #FCC55D

Twilight Blue

Pantone® 7461 C
C=96 M=42 Y=6 K=0
R=0 G=124 B=186
HEX: #007CBA

Southern Sky Blue

Pantone® 2915 C
C=58 M=14 Y=0 K=0
R=94 G=179 B=228
HEX: #5EB3E4

Winter Violet

Pantone® 2617 C
C=84 M=100 Y=24 K=20
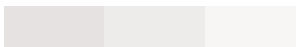R=73 G=14 B=103
HEX: #490E67

Chaffee Green

Pantone® 2273 C
C=85 M=29 Y=100 K=18
R=32 G=118 B=4
HEX: #207604

Cool Gray

Pantone® Cool Gray 1 C
C=14 M=11 Y=12 K=0
R=217 G=216 B=214
HEX: #D9D8D6

2.3 Department Logo Font

GoudyOldStyleBT ExtraBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

SECTION III - **BUSINESS SYSTEM TEMPLATES**

3.1 Letterheads

Administrative Example

Please refer to Section 1.3 for Pantone/CMYK color references.

The City of Fort Smith administrative letterhead is the standard 8.5" x 11" printed size and has a .125" full bleed on three sides to allow color to run to the edge. Bleeds are trimmed off by the printer and gives the design edge to edge color.

The letterhead utilizes the primary full color City of Fort Smith Logo centered at the top of the page .25" away from the top edge. The logo is 1.35" wide by 1.62" tall. The Regiment Red color lines on each side of the logo are positioned 1.25" down from the top of the page.

The Belle Point Blue/Regiment Red color bar at the bottom of the page is .75" tall by the full width of the letterhead. The Belle Point Blue section of the color bar has reversed out 12 pt. Gotham Narrow Medium text containing all of the phone numbers and address information. The text is optically centered within the blue area. The Regiment Red section color bar has reversed out 12 pt. Gotham Medium text containing the URL information and social media icons. Both are optically centered within the red area.

The city logo Watch Tower icon has a 15% tint of the Southern Sky Blue color. The icon measures 5.1'' wide by 5.33" tall and bleeds off of the lower right-hand side of the letterhead.

3.1 Letterheads (cont.)

Department Specific Example

Please refer to Section 1.3 for Pantone/CMYK color references.

The City of Fort Smith department specific letterhead is the standard 8.5" x 11" printed size and has a .125" full bleed on two sides.

The letterhead utilizes the secondary horizontal full color City of Fort Smith Logo with department specific subhead. The logo is left justified .25" away from the top edge and .5" from the left-hand side. The logo is 2.5" wide by 1.2" tall.

The name, address, phone/fax numbers and email are all right justified on the right-hand side in the Belle Point Blue color. The name is set in 14 pt. Gotham Bold text. The address is set in 11 pt. Gotham Narrow Medium. The Regiment Red phone/fax number headers are 11 pt. Gotham Bold and the Regiment Red email are set in 11 pt. Gotham Narrow Medium.

The city's URL is right right justified on the right-hand side in the Belle Point Blue color. The type is 12 pt. Gotham Medium.

The city logo Watch Tower icon has a 15% tint of the Southern Sky Blue color. The icon measures 5.2" wide by 4.9" tall and bleeds off of the lower right-hand side of the letterhead.

City of **Fort Smith** City Department

John Q. Sample
623 Garrison Avenue
Room 303
Fort Smith, AR 72901

Phone: (479) 784.2208
Fax: (479) 784.2256
citydepartment@fortsmithar.gov

To Recipient Name

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

John Q. Sample
John Q. Sample
Department Specific Title

fortsmithar.gov

2.5"   .5"   .25"   .25"   .5"   4.9"   .25"   5.2"   .5"

3.2 Envelope

Please refer to Section 1.3 for Pantone/CMYK color references.

The City of Fort Smith utilizes a standard #10 version envelope. The envelope is to be used by the entire administrative and departmental teams. The envelope features the full color primary City of Fort Smith logo left justified .5" from the top left corner of the envelope. The logo measures 1" wide by 1.21" tall. The address information is set in 9 pt. Gotham Narrow Book. The copy baseline aligns with the crossbar of the "F" in the logo and has .2" of negative space between the copy and the logo. The email address is set in 9 pt. Gotham Narrow Black.

The city logo Watch Tower icon is right justified .5" from the lower right-hand corner and has a 20% tint of the Southern Sky Blue color. The icon measures 3.6" wide by 3" tall and bleeds off of the bottom of the envelope.

.5"   .2"

.5"

City
of
Fort
Smith
ARKANSAS

623 Garrison Avenue
3rd Floor, Room 315
Fort Smith, AR 72901
(479) 784-2201 • fortsmithar.gov

3"

3.6"

3.3 Business Cards

Administrative Example

.25"   .25"

.25"

1.5"

2"

.25"

.25"

1.75"

.25"

.25"

.25"

1.6"

.25"

1.7"

Please refer to Section 1.3 for Pantone/CMYK color references.

The City of Fort Smith administrative business cards are two-sided and measure 3.5" wide x 2" high. The cards have a .125 full bleed all the way around.

FRONT SIDE

The Regiment Red color block is right justified and measures 1.75" wide by 2" tall and contains all of the cardholder copy. All copy on the front side is reversed out in white and right justifies .25" from the right-hand side.

The card holder's name is set in 12 pt. Gotham Narrow Bold and the card holder's title is set in 12 pt. Gotham Narrow Book. The address and phone number information is set in 10 pt. Gotham Narrow Book. The card holder's email address is set in 10 pt. Gotham XNarrow Black.

The primary city logo measures 1.25" wide by 1.5" tall and should be placed .25" from the left side of the business card.

BACK SIDE

The Belle Point Blue color block fills the entire length and width of the card back. All social media copy and icons on the back side are reversed out in white and left justified .25" from the left-hand side. The copy is set in 11 pt. Gotham Narrow Book. The City's URL address is reversed out in white and right justified .25" from the right-hand side. The URL is set in 14 pt. Gotham Narrow Bold.

The city logo Watch Tower icon is a 80% screen of the Belle Point Blue color and measures 1.7" wide by 1.6" tall and bleeds off the lower right-hand side of the card.

3.3 Business Cards (cont.)

Department Specific Example

2.75"

1.3"

.25"

.25"

Sherri Gard, MMC, CAMC
City Clerk

623 Garrison Ave, Room 303
Fort Smith, AR 72901

Phone: (479) 784.2208
Fax: (479) 784.2256
sgard@fortsmithar.gov

fortsmithar.gov

1.7"

.25"

1.7"

Please refer to Section 1.3 for Pantone/CMYK color references.

The City of Fort Smith department specific business cards are two-sided and measure 3.5" wide x 2" high. The cards have a .125 full bleed all the way around.

FRONT SIDE

The front of the card features the full color City of Fort Smith logo centered with a department specific subhead that measures 2.75" wide by 1.3" tall.

BACK SIDE

The Belle Point Blue color block fills the entire length and width of the card back. The card holder's name is set in 12 pt. Gotham Narrow Bold and the card holder's title is set in 12 pt. Gotham Narrow Book. The address and phone number information is set in 10 pt. Gotham Narrow Book. The card holder's email address is set in 10 pt. Gotham XNarrow Black.

The City's URL address and social media icons are reversed out in white and left justified .25" from the left-hand side inside the Regiment Red bar. The URL is set in 12 pt. Gotham Narrow Bold.

The city logo Watch Tower icon is a 80% screen of the Belle Point Blue color and measures 1.7" wide by 1.6" tall and bleeds off the lower right-hand side of the card.

SECTION IV - **COMMUNICATION MATERIALS**

4.1 PowerPoint Templates

Examples of PowerPoint templates are shown below. Please refer to Section 1.3 for proper Gotham font usage and Pantone/CMYK color references. Staff will have the opportunity to select from multiple templates. Consideration for presentation purpose should be given when selecting templates. Each template also provides formatting tips that should be followed in order to effectively communicate information to the public. Templates will be available on a shared drive. Contact the PR & Communications office.

The Gotham family fonts are the preferred choice for all layouts for readability based on the amount of content and layout space. Headlines are 30 pt Gotham Bold and subheads 30 pt Gotham Book. Body copy subheads are 11 pt Gotham Bold and body copy is 11 pt Gotham Book. should be Gotham Bold or Gotham Narrow Bold. Inset Icon art callout copy has 9 pt Gotham XNarrow Bold for the subhead 9 pt Gotham XNarrow Medium for the copy.
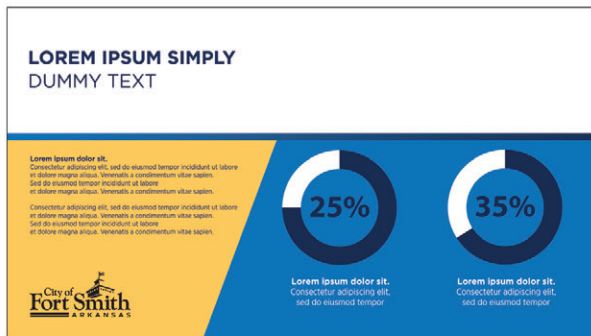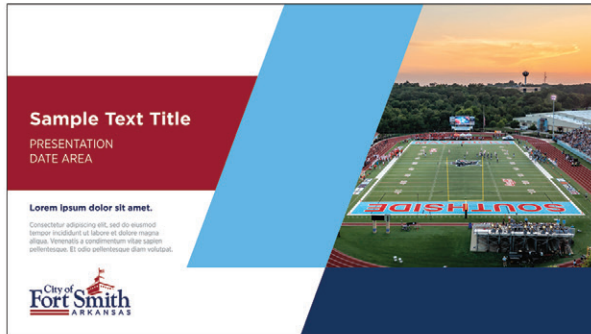
4.2 Email Signatures

Email is an acceptable form of communication in the city. However, it is important to remember that the tone and format of the email represents the city as an organization, and must always be professional.

A consistent email signature that follows these standards adds a professional touch and an immediate connection to the city brand. All city employees should use the email signature block provided below.

PLEASE NOTE: Personal quotes, graphics, backgrounds should not be used in the email signature or embedded as a background email template. Images and logos (outside of what is shown below) should not be included in an email signature.

City of
Fort Smith
ARKANSAS

NAME | Title
City of Fort Smith **|** 623 Garrison Avenue, Fort Smith AR 72901
T: (479) 784-2201 **| C:** (479) 123-4567
name@fortsmithar.gov | fortsmithar.gov

Connect With Us On Social Media:
Facebook **|** Twitter **|** Instagram

4.3 Report Covers

Examples of report cover templates are shown below and are available on a shared drive. Contact the City Communications office.

All template customizations should be coordinated with the Communications Office. Copy and logos are left justified .5" from the margin. All large Headlines are set in 36 pt Gotham Narrow Medium. Subheads are set in 16 pt Gotham Book and 16 pt Gotham Medium depending on the emphasis required. All body copy is 11 pt Gotham Narrow Book. The URL on the Title page is set in 16 pt Gotham Book. The address info on the bottom of interior pages is 11 pt Gotham XNarrow Book and 11pt Gotham XNarrow Bold Italic for the page number.

The Title page Logo is 4.5" wide by 2.37" tall and set in .5" down and .5" from the left side. The smaller interior pages logo is 2.6" wide by 1.2" tall and set in .25" up from the bottom of the page and .5" from the left side.
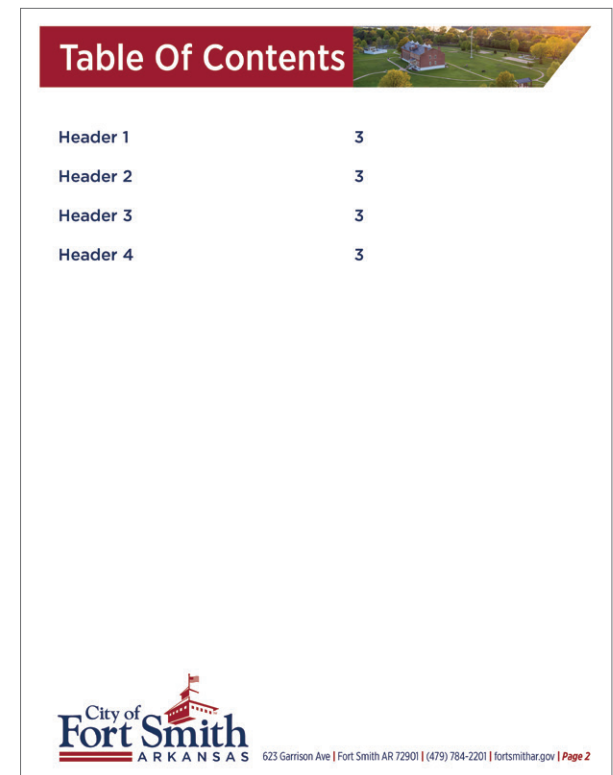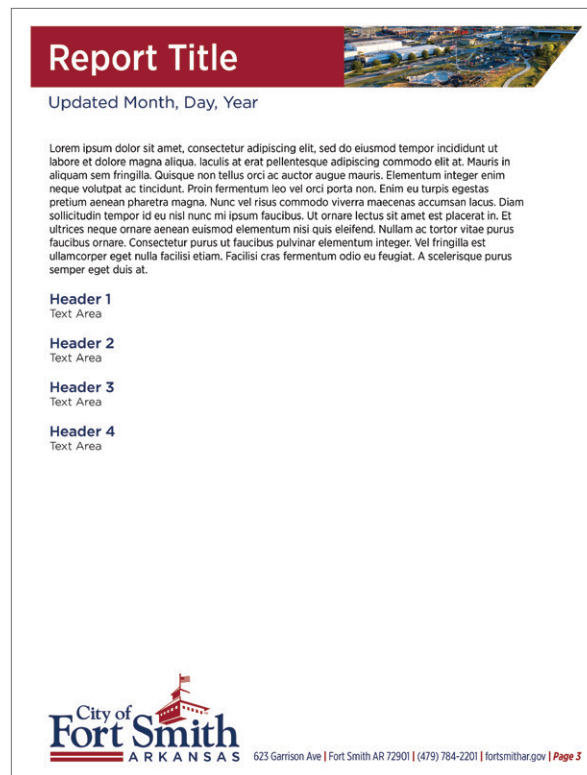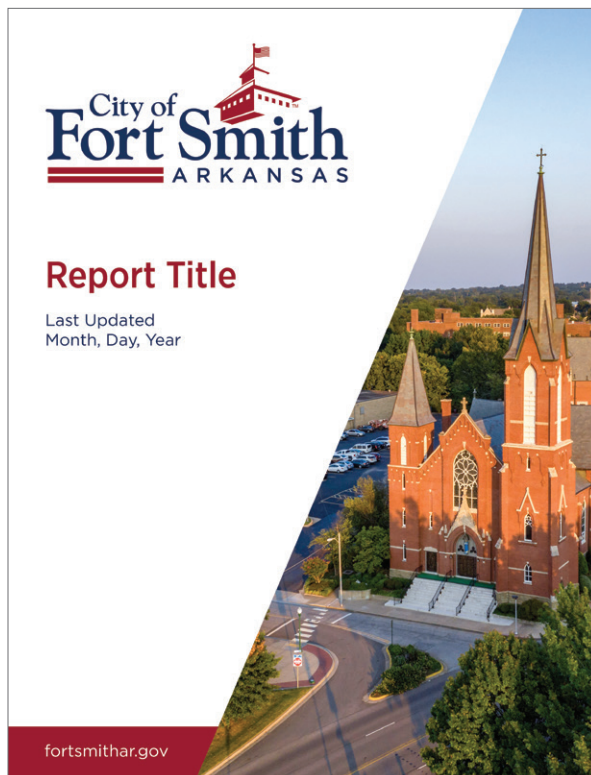
4.4 City Vehicles

The city logo should be used to identify all official city vehicles. For white and light colored vehicles, the black logo should be used. For darker colored vehicles, the white logo should be used.

Examples of best practice guidelines are shown.

4.5 Social Media

Social media provides an opportunity for information sharing and engagement. Social media also offers an enhanced citizen and customer experience and allows for all our audiences to share in the City of Fort Smith experience.

Today, social media best practices recommend organizations use one main account to strengthen the brand, increase activity, optimize marketing and analytics. However, the City of Fort Smith has several department facebook pages that lack the same level of following and post distribution of the City's primary account. It is recommended to use one main account on each social media channel. This strategy will ensure users can easily find the City's accounts.This focus will give the City better insight into the content that engages residents. Having one account will make social media management more efficient and responsive to its citizens and presents unity to the community.

Currently, The City of Fort Smith's branded social media platforms are Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube.

Brand Consistency in Social Media

Consistency is key in social media marketing. For your audience to recognize the City of Fort Smith brand, you must be consistent. Being brand consistent allows you to grow audience engagement and reach and will help build a loyal audience following on social media platforms. From the tone of voice used in messages to the graphics posted, you need to be recognizable to gain traction among your intended audience. Keep the City mission, vision, and values in mind when creating the content for your posts.

The following pages will provide some best practices and guidance for your social media content creation. Adherence to these guidelines will help improve awareness and create a dialog with the citizens of Fort Smith.

Contact the City Communications Office before creating a new social media account on any platform.

Facebook
@FTSmithAR

Instagram
@fortsmithar

TikTok
@fortsmithgov

Twitter
@FtSmithARK

LinkedIn
@cityoffortsmith

YouTube
City of Fort Smith

4.5 Social Media (cont.)

Profile Photos

Consistency is a key part of recognition. Use the city's primary logo or a variation of its design for each of the social profile pictures to maintain online brand recognition. Keep in mind, most social platforms crop the profile image to a circle.

Because there are several departments within the City of Fort Smith who have a social presence, it's important for these profiles to remain consistent with the city brand but are given some creative freedoms to maintain agency identity.

4.5 Social Media (cont.)

Hashtag Usage

When creating hashtags, think about the intent behind them and the channels you're using. Your basic branded hashtag should be used on an ongoing basis to build familiarity with your audience.

Branded Examples: #FortSmith #FortSmithAR #FortSmithArkansas #CityOfFortSmith #FortSmithParksandRec #FortSmithPolice

Other uses for hashtags can be more creative. They can connect followers with causes or fundraisers. They can help give voice to and generate momentum for the City. Specific creative hashtags allow citizens to interact directly with the City brand.

Creative examples: #FunInTheFort #FortSmithProud #TrailblazingFortSmith

Image Usage

Imagery is vital to producing quality content on a page. According to HootSuite, studies show posts with visuals receive 94% more engagements than those without.

High Quality Photo - Use high quality images that strongly represent the brand. Of course, these aren't always available but that doesn't mean they're out of your reach. Cell phone cameras are now taking quality pictures that work perfectly for social media.

Video - On average, videos receive a 20% higher engagement rate than content with a photo according to HootSuite. Videos require more time to create but using some of the latest phone apps and simplistic video editing software can make it much easier. Examples: Canva Pro, Adobe Spark, Ripl

HINT: Make sure any images you use don't defy copyright laws. If you don't have original imagery, try to find high-quality stock photos.

Social Media Sizes

Social media image sizes seem to change constantly. Below is a current guide to social media image sizes in pixel on the most important social media platforms.

	Facebook	Twitter	Instagram	LinkedIn	TikTok	YouTube
Profile photo	170 x 170	400 x 400	320 x 320	400 x 400	200 x 200	800 x 800
Landscape	1200 x 630	1024 x 512	1080 x 566	1200 x 627	N/A	N/A
Portrait	630 x 1200	N/A	1080 x 1350	627 x 1200	N/A	N/A
Square	1200 x 1200	N/A	1080 x 1080	N/A	N/A	N/A
Stories	1080 x 1920	N/A	1080 x 1920	N/A	N/A	N/A
Cover photo	851 x 315	1500 x 500	N/A	1128 x 191	N/A	2048 x 1152
Thumbnail	N/A	N/A	N/A	N/A	1080 x 1920	1280 x 720

GovDelivery Specs

The GoveDelivery image width for email is 1140 x 470 pixels. To use GovDelivery to push social media posts, the recommended image size is 600 x 314 pixels.

4.5 Social Media (cont.)

Facebook Event Header Examples

Square Graphic Examples For Facebook & Instagram

4.6 Brand Alignment Checklist

The City of Fort Smith brand identity should be applied across all city channels consistently to ensure a recognizable city brand. Use this Brand Checklist to ensure the City of Fort Smith brand is used accurately and completely.

Brand Alignment Checklist

☐ Does content utilize one of the approved City of Fort Smith logos? Please use the 2-color, black, or white version of the official City of Fort Smith logo. If required, department logos can be used. Project-specific logos should be avoided.

☐ Does the design color scheme align with current color palettes? The primary color scheme consists of branding colors, utilizing other colors as accents when needed.

☐ Are approved branding fonts used as often as possible?

☐ Are approved templates for letterhead, reports and other communications being used?

☐ Are the recommended social media brand guidelines and best practices being used?