CITY OF

EST. 1869

MUSKEGON

THE SHORELINE CITY

2024 | V 1.3

City of Muskegon Brand Guidelines

PURPOSE OF THE GUIDE

The City of Muskegon identity is the cornerstone of our visual language. Operating the brand with a mutual respect will help maintain the brand's clarity and professionalism. It's up to all of us to ensure that every impression is consistent, positive, sophisticated, easy to understand, and enjoyable.

This guide has been carefully developed to ensure that our visual identity is presented in a uniform and consistent way. It should be shared with graphic designers, advertising agencies, web developers, printers or anyone else working with the City of Muskegon brand.

Thank you.

01.

Table of Contents

SECTIONS

02.

Brand Story & Voice

BRAND STORY

We're Muskegon — the Shoreline City.

Throughout our neighborhoods, along the waterfront, and into downtown, you can feel an undercurrent of energy – and a vibe that's unapologetically Muskegon.

Things are different now. If your view of Muskegon is decades, years, or even months old, we're sure it's outdated— because we aren't the same place today as we were yesterday. We have new and flourishing business districts and a growing population of people who call this place home. Some things have stayed the same, like our sense of community pride and natural resources that invite new adventures every day.

There's a vibrancy you can feel when you walk through our neighborhoods. We've made sacrifices, overcome challenges, revitalized our city, and turned the old into something new. We are resilient.

Whether you work here, live here, or explore here, you'll see something that runs deeper.

You'll discover that in Muskegon, hard work is rewarded...

That our people are diverse, inclusive, and real as they come.

That relationships are valued, and a smile and a wave are contagious...

We won't always agree, but that's okay—diverse life experiences create balance.

Our story has come a long way, and the city is committed to making the next chapter our best one yet.

ELEVATOR PITCH

There's an undercurrent of energy in Muskegon. Our resiliency got us here, and our optimism carries us forward. Between our people, our businesses, our natural wonders, and gritty work ethic, we're building a city that's overcoming outsider assumptions and building a reputation for the future.

Whether you work here, live here, or explore here, we think you'll discover something that's irresistibly, unapologetically **Muskegon.**

GOLDEN CIRCLE

What

We are Muskegon, a community full of adventure and opportunity. Our story has shaped us. And now, we're taking control and shaping the next chapter.

How

We've made sacrifices, overcome challenges, revitalized our city, and turned the old into something new. It wasn't easy, but the best things never are.

Why

Not just any shoreline city. Our pride and purpose run deeper. Our hard work is paying off. Every stretch of sand and every neighborly wave will show you—it's different here.

CITY OF MUSKEGON FORMATTING

PROPER FORMATTING OF 'CITY'

When writing out "City of Muskegon" throughout all communications, capitalize the "C" in "City" and "M" in "Muskegon". Do not capitalize the "of". Do not write it in all capital letters or all lowercase letters.

When written correctly it should look like this:

City of Muskegon

When referencing "the city" in written materials, it's important to follow these capitalization rules to maintain consistency and align with our branding standard. Use lowercase for "the city" when it is a general reference and not part of the official name.

When written out it should look like this:

Our mission is to improve the quality of life in **the city** through innovative programs.

CITY OF MUSKEGON & WATCH MUSKEGON LOGOS

The city logo does not replace the Watch Muskegon logo. The Watch Muskegon logo is a county–wide brand that will remain in use throughout the community and city. When using the Watch Muskegon logo with the City of Muskegon logo, the same rules like appropriate clear space apply with a possible separation line or larger distance according to the designer's preference to make it clear that it is not part of the city's logo.

The Logo

PRIMARY LOGO

Our logo is an important asset to our organization and should serve as a foundation for all visual communications.

The brand identity can create a meaningful and positive impact only when it is applied consistently and accurately across all forms of brand communication.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its color, position and size are all important to consider when using the City of Muskegon logo and all of its variants.

Each logo has a Stacked, Horizontal, Emblem, Small Stacked, and Small Horizontal versions.

There are also division variants of the logos.

Use the Stacked, full-color version of the City of Muskegon logo on light colored backgrounds as often as possible. The Stacked Logo should be prioritized for use but, use the Horizontal Logo in cases where the space does not allow or flatter the stacked format.

Please contact communications@shorelinecity.com to get access to the Logo Library for all file and asset needs.

Stacked Logo

Horizontal Logo

EMBLEM LOGO

The emblem logo is meant to be used in cases where the logo has the flexibility to show more information, the Est. Year and the city's supporting line, "The Shoreline City".

This version of the logo can be used on large signage, billboards, and other large format scenarios. Use discretion in placing the emblem logo as it must be large enough for the supporting content to be legible.

CITY OF

EST.

1869

MUSKEGON

THE SHORELINE CITY

Emblem Logo

SMALL LOGOS

Although the tile illustrations are a key part of the storytelling of the City of Muskegon branding, the illustrated mosaic tiles need to be switched out for solid fill tiles at small sizes in order to protect the integrity and detail of the illustrations in the tiles.

Please ensure the "Small logo" variants are used with a maximum width of 2.5" for the stacked version and 5" wide for the horizontal version.

MINIMUM LOGO SIZE

Only the "Small Logos" should be used at small sizes. Never use illustrated tiles at small sizes. When you need to use the logo at a very small size, do not make the logos any smaller than these minimum sizes.

Small Stacked Logo

Small Horizontal Logo

Max width: 2.5"

Max width: 5"

Minimum width: 1.65"

Minimum width: 2.25"

WHITE LOGO

The white versions of the logos are to be used on dark backgrounds. The tiles are outlined differently in the white logo to ensure the illustrations maintain the intentional use of the negative space as seen in the primary logo on light backgrounds.

NOTE:
Do not invert the primary versions of a logo to white. Users must only use the "White" logo version in order to maintain the quality of the tile illustrations.

CITY OF

EST. 1869

MUSKEGON

THE SHORELINE CITY

CITY OF

MUSKEGON

CITY OF MUSKEGON

CITY OF MUSKEGON

CITY OF MUSKEGON

DIVISION LOGOS

Each City of Muskegon divisions has it's own logo variant utilizing the mosaic color palette to differentiate each department.

CITY OF
MUSKEGON

Development Services

CITY OF
MUSKEGON

Public Works

CITY OF
MUSKEGON

Big Red

CITY OF
MUSKEGON

Public Safety

CITY OF
MUSKEGON

Finance + Administration

DIVISION LOGO DESCRIPTOR

When applying the division or departmental descriptor line to the division logos, use these mockups as a guide.

When editing or typing out a division or departmental name in the designated space below the logo, use the following font formatting:

Font: Overpass, Extra Bold
Styling: All caps, 100 pt Tracking
Color: Hex #36233e

To set tracking in Microsoft Office products, highlight your word(s) and right click the highlighted text, then select "Font..." from the menu. Select the "Advanced" tab at the top of the dialog box. Select "Expanded" from the drop down menu for "Spacing:".

Example:

PUBLIC WORKS

CITY OF
MUSKEGON
FINANCE & ADMINISTRATION

CITY OF
MUSKEGON
PUBLIC WORKS

CLEAR SPACE

Follow these clear space guidelines to allow logos to visually breath and maintain and adequate amount of white space for clarity and best design practices.

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications.

Use the width of the 1:1 tile shape as a safe zone measurement at all scales. This rule can be applied to all logo versions and lockups.

Stacked Logo

Horizontal Logo

LOGO MISUSE

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do nots" for our logo. Please use your discretion and refrain from any alterations to the logo that may not be included in this guide.

Do not alter the logo's colors in any way.

Do not lock-up text to the logo.

Do not add elements or shadows to the logo.

Do not rotate the logo.

Do not place the logo in a holding shape.

Do not alter the logo's shape in any way.

Do not outline the logo.

Do not change the relationship of the logo's components.

Typography

TYPOGRAPHY

HEADLINE + SUBHEAD

Overpass is an open source font from Google Fonts. Use Overpass for short to medium length headlines in All-Caps format. This headline style can be used in both Bold and Semibold weights. Refrain from using Overpass in Sentence or Title case as the lower case characters are not meant to be used in the City of Muskegon branding.

Overpass Font Family on Google Fonts

01   Overpass Bold – All Caps
02   Overpass Semibold – All Caps

01   ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()+

02   ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()+

OVERPASS

TYPOGRAPHY

BODY COPY

Fustat is an open source font from Google Fonts. Use Fustat for all body copy and long form copy. Default to using the "Regular" weight for body copy. It can also be used as Subheading in Title Case, All-Caps, Sentence Case. There are several weights to choose from for differentiating information and content hierarchy in your layouts.

Fustat Font Family on Google Fonts

01   Fustat Bold
02   Fustat Semibold
03   Fustat Regular
04   Fustat Light

Fustat

01
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

02
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

03
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

04
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

05.

Color

CORE PALETTE

The Core Colors should be used as the foundational brand colors. The Deep Plum should be used in place of 100% Black throughout brand touchpoints. A Rich Black is also included in the core colors for when the Deep Plum is not dark enough in the composition or when a black color is necessary. Use restraint with the use of the Rich Black.

The Primary Dark and Medium Teals are the core colors used in the Primary Logo alongside the Deep Plum. The foundation of layout designs for all brand touchpoints should strive to use those three colors combined with the Light Gray 01 and 02, and the dark and medium Warm Grays.

All logo color pairs used in the logo variants come with an additional "Light" version of that color pair to help extend the range of the values in our color palette for contrast and accessibility within design layouts.

Primary Dark Teal

CMYK   86 / 38 / 56 / 30
RGB   23 / 94 / 92
HEX   #175e5c
Pantone 4165C

Primary Medium Teal

CMYK   78 / 24 / 43 / 6
RGB   43 / 140 / 140
HEX   #2c8d8d
Pantone 2461C

Primary Light Teal

CMYK   46 / 0 / 19 / 0
RGB   143 / 207 / 209
HEX   #8fcfd1

Deep Plum

CMYK   80 / 93 / 42 / 51
RGB   54 / 34 / 61
HEX   #36233e
Pantone 2695C

Plum
(only to be used in mosasic in print)

CMYK   86 / 100 / 24 / 17
RGB   53 / 26 / 88
HEX   #472669
Pantone 3566C

Rich Black

CMYK   82 / 77 / 70 / 94
RGB   10 / 2 / 2
HEX   #0a0202

Dark Warm Gray

CMYK   62 / 58 / 60 / 56
RGB   68 / 62 / 59
HEX   #443e3b
Pantone Black 7C

Medium Warm Gray

CMYK   46 / 43 / 46 / 20
RGB   129 / 119 / 113
HEX   #827771
Pantone Warm Gray 9C

Light Gray 02

CMYK   21 / 15 / 22 / 0
RGB   208 / 206 / 195
HEX   #d0cec3

Light Gray 01

CMYK   8 / 5 / 8 / 0
RGB   238 / 237 / 232
HEX   #eeede8

SECONDARY COLOR PALETTE

While the Core Palette Colors help anchor the brand color identity, our Secondary Colors are used to supplement, accent, emphasize, and expand the value range of the brand color palette. These colors were selected to represent some of the City of Muskegon divisions and build upon the vibrant mosaic of the color palette.

Please contact communications@shorelinecity.com to get access to .ase Color Palette import file for Adobe Creative Cloud design programs.

2024 | V 1.3

Dark Blue

CMYK	100 / 0 / 57 / 50
RGB	0 / 58 / 109
HEX	#003a6d
Pantone	541C

Dark Green

CMYK	76 / 44 / 84 / 45
RGB	51 / 79 / 51
HEX	#334f33
Pantone	350C

Dark Orange

CMYK	15 / 85 / 100 / 5
RGB	195 / 63 / 28
HEX	#c33f1c
Pantone	7598C

Dark Red

CMYK	26 / 98 / 98 / 24
RGB	150 / 33 / 27
HEX	#96211b
Pantone	7628C

Medium Blue

CMYK	84 / 35 / 19 / 0
RGB	17 / 125 / 163
HEX	#117da3
Pantone	2203C

Medium Green

CMYK	68 / 29 / 75 / 12
RGB	87 / 131 / 87
HEX	#578457
Pantone	2265C

Medium Orange

CMYK	0 / 45 / 85 / 5
RGB	226 / 129 / 40
HEX	#e18127
Pantone	4009C

Medium Red

CMYK	0 / 85 / 71 / 0
RGB	235 / 68 / 65
HEX	#eb4441
Pantone	2348C

Light Blue

CMYK	54 / 18 / 21 / 0
RGB	119 / 175 / 190
HEX	#77afbe

Light Green

CMYK	39 / 10 / 40 / 0
RGB	167 / 197 / 167
HEX	#a7c5a7

Light Orange

CMYK	9 / 31 / 53 / 0
RGB	233 / 182 / 128
HEX	#e9b680

Light Red

CMYK	11 / 46 / 27 / 0
RGB	223 / 157 / 157
HEX	#df9d9d

Tile Illustrations

TILE ILLUSTRATION SYMBOLISM

The City of Muskegon logo's "M" shape is built from a mosaic tile inspired design system. Each tile created for the brand represents different iconic landmarks or characteristics of the city, community and culture in Muskegon.

This mosaic design system can be broken out away from the "M" shape to create patterns and other design compositions but, tiles should never be altered, rotated, or more than a single color. This branded design treatment works best on light backgrounds so that the white version of the tiles don't need to be used.

While the top row of tile illustrations anchor the logomark "M" with each representing one of the four Wards, the bottom row is interchangeable with a library of city-approved tile illustrations. This library may grow and change over time pending proper approval of new tile illustrations through the appropriate city channels.

The top row of tiles represents the four Wards of the city.

The bottom row contains interchangeable tiles that represent history, culture, activities, and the four seasons.

TILE LIBRARY

Ward 1 – Education/College

Ward 2 – Together Rising Sculpture

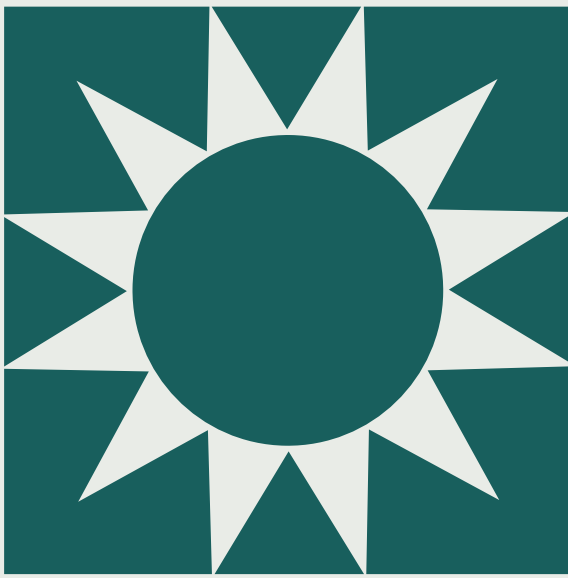Ward 3 – Neighborhood

Ward 4 – Lighthouses

Cycling

Parks and Playgrounds

Seasons – Spring

Seasons – Summer

Seasons – Fall

Seasons – Winter

The Art Community

Restaurants and Cafés

Please contact communications@shorelinecity.com to get access to Tile Illustration Asset Library.

TILE LIBRARY
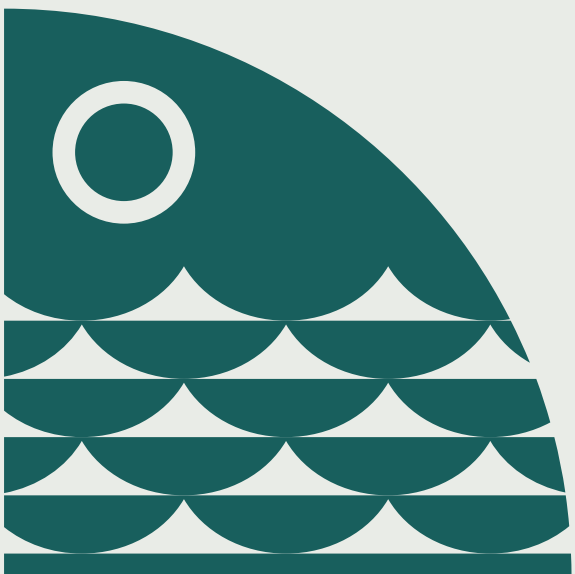
The Fine Arts

Hackley Clock Tower

Sailing, Beach and Lake

Lumber History and Natural Resources

Music and Entertainment

Shoreline and Lake

Natural Landscape

Please contact communications@shorelinecity.com to get access to Tile Illustration Asset Library.

Application

APPLICATION EXAMPLES

Other Logos

POLICE DEPARTMENT EMBLEMS

Along with the new city logo, the Police Department has updated its emblem. This unique version reflects and pays tribute to the original shape and messaging of the previous version while complementing and embracing the new direction by incorporating the four ward icons into the focal point and utilizing a shared color palette.

Similar logo standards apply to proper treatment and usage.

Full Color Emblem

Grey Scale Emblem

POLICE DEPARTMENT EMBLEM HORIZONTAL

The horizontal Police Department emblem should be used in instances where a horizontal logo placement is needed. (i.e. emails).

Similar logo standards apply to proper treatment and usage.

Police Emblem – Horizontal Option

FIRE DEPARTMENT EMBLEMS

The following is a comprehensive collection of past and present Fire Department emblems. There are slight variations to be used when needed and applicable.

Similar logo standards apply to proper treatment and usage.

Patch Emblem – Option 1

Patch Emblem – Option 2

FIRE DEPARTMENT EMBLEMS HORIZONTAL

The horizontal Fire Department emblem should be used in instances where a horizontal logo placement is needed. (i.e. emails).

Similar logo standards apply to proper treatment and usage.

Fire Emblem – Horizontal Option

FIRE DEPARTMENT ALTERNATIVE EMBLEMS

Alternative Logo – Option 1 – Full Color

Alternative Logo – Option 1 – Black & White

Alternative Logo – Option 1 – One Color

Alternative Logo – Option 2 – Full Color

Alternative Logo – Option 2 – Black & White

Alternative Logo – Option 2 – One Color

FIRE DEPARTMENT ALTERNATIVE EMBLEMS

MFD Letter Scroll – Gold & Black

MFD Letter Scroll – Red & Gold

MFD Letter Scroll – Navy & White

MFD Letter Scroll – One Color

MFD Scroll – Black & Gold

FIRE DEPARTMENT
ENGINE HOUSE BADGES

Downtown Barons

Beach Dogs

The Nut House

FIRE DEPARTMENT OTHER EXAMPLES & COMPONENTS

Traditional Block Lettering Example

Truck Numbering Example

Shirt Lettering Example

TYPEFACES

These are the typefaces use in the Fire Department logos.

• Goudy Bold
• Helvetica

COLOR PALETTE

These are the colors used in the Fire Department logos.

Red	Yellow	Gold	Black	Navy
CMYK 14 / 100 / 100 / 4	CMYK 0 / 15 / 100 / 0	CMYK 13 / 53 / 100 / 5	CMYK 0 / 0 / 0 / 100	CMYK 100 / 100 / 0 / 50
RGB 184 / 7 / 29	RGB 255 / 203 / 0	RGB 193 / 109 / 22	RGB 0 / 0 / 0	RGB 15 / 6 / 71
HEX #b8071d	HEX #ffcb00	HEX #c16d16	HEX #000000	HEX #0f0647

Questions, Comments - Please contact the City Communications team.

Email   communications@shorelinecity.com
Office   231-724-6774

shorelinecity.com