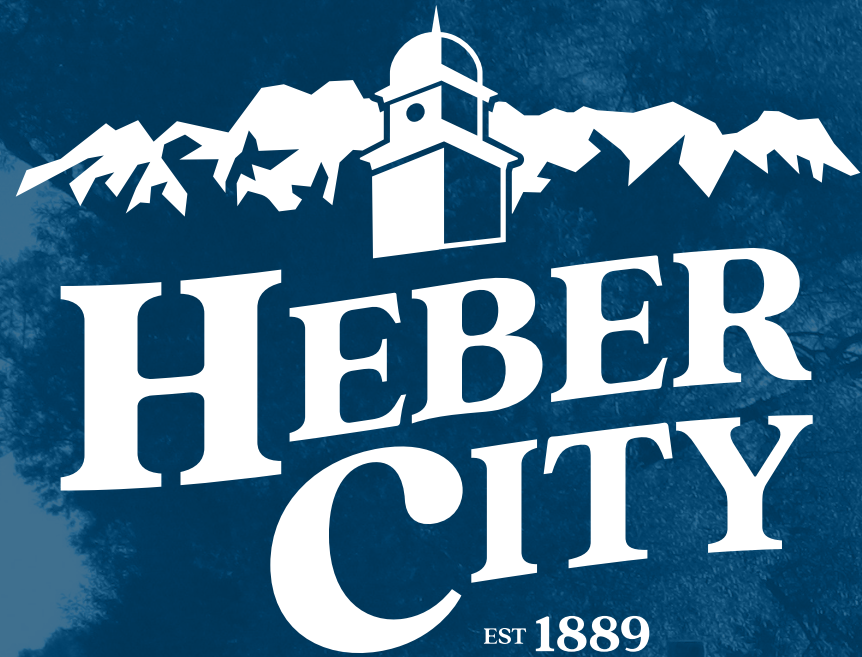


HEART OF THE WASATCH BACK



Brand Guidelines

September 2023

Slogan

External Facing

Our existence and what we represent to the community and beyond.

The **heart** is associated with emotions and feelings like love, kindness, and compassion. It can also represent hope and joy—the feeling that comes when we remember our history and celebrate our future. The heart is the economic center, driving growth, vitality, and connection much like how a thriving downtown serves as the pulse of a city's prosperity and community life.

The **Wasatch Back** defines our immediate sphere of influence, our proximity to our neighbors on the west-side or back of the Wasatch Mountains, and what sets us apart.



Heart of the Wasatch Back

IDENTITY

Vision Statement

Internal Facing

What we do. Heber City is responsible for building and maintaining our community. We guide future progress and protect the past.

How we do it. Every interaction is the opportunity to make a positive impression. We strive to make each day remarkable.

Whom we serve. Our sole purpose is to serve our community. Heber City is our focus. The residents are our passion.

Build a
Remarkable
Community.

IDENTITY

Mission Statement

Internal Facing

Our guiding principals govern each and every decision that we make as a municipality. Our dedication to keeping these fundamentals at the forefront of our efforts will ensure that we are providing the best possible leadership and services as we continue to build and maintain our exceptiona community.

As stewards of Heber City,
we are dedicated to being
fiscally responsible and providing
exceptional services that protects the
quality of life for our community
while honoring the past and
planning for the future.

VISUAL IDENTITY

Logo

Overview

The logo is made up of three pieces: the slogan, the icon, and the logotype.

The Slogan is a declaration. Heber City is uniquely located at the center of the Wasatch Back. It is the economic hub of Wasatch County and the county seat. Heber City is the largest population of year-round residents and provides the social, political and economic pulse of the Wasatch Back.

The Icon is made of our two most iconic symbols of Heber City; The historic tabernacle and the towering Mount Timpanogos.

The logotype is a serif font with small embellishments that communicate warmth, welcome, and personality.



VISUAL IDENTITY

Logo

Variations

The full-color logo is the preferred version of the logo. It should be used whenever possible to convey brand consistency.

The greyscale logo is used for black and white communications.

The one-color logo is used for applications that require minimal color variation and for instances when the logo is applied to merch or one-color printing.

The mark with the slogan and incorporate date should be used primarily. For instances when the logo is reduced to a size where the text would be illegible, use the simplified mark.

FULL COLOR



GREYSCALE



ONE COLOR



VISUAL IDENTITY

Logo

Variations

Icons and badges are symbols to represent the Heber City brand but do not replace the full logo mark.

The icon can be used as a secondary representation when the full mark has been presented. For example: social media icon, website avatar, or button.

The badge can be utilized for promotion or merchandising placement such as: patches, stickers, buttons, or screen printing. It should never replace the full color mark for formal applications.

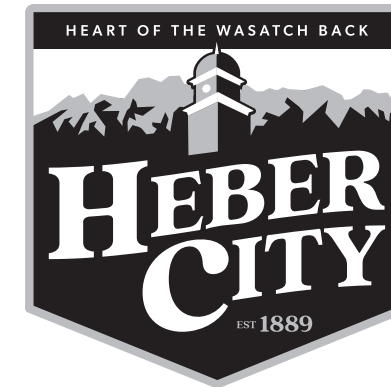
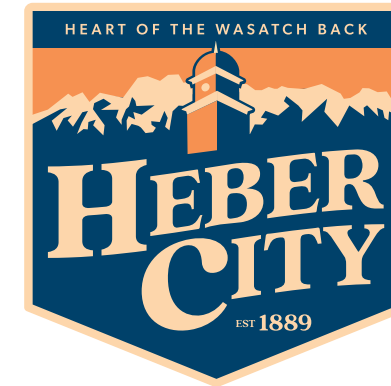
FULL COLOR



GREYSCALE



ONE COLOR



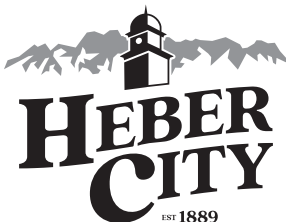
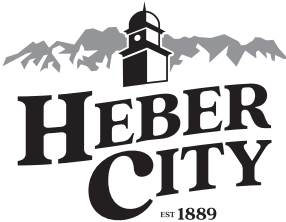
VISUAL IDENTITY

Logo

Department

To differentiate departments within the Heber City organization, these marks will be utilized both internally and externally as needed to highlight communications from respective departments.

The Gibson Medium font will be utilized instead of the Slogan in the primary logo. And located directly below the logotype with a centered justification. Font kearning will be set at 150pts.



VISUAL IDENTITY

Logo

Clear Space

Area clear of all text, logos, or marks must be maintained around the logo to protect legibility.

The clear space is determined by an equal space determined by the height of the square box. Calculated from the height of the font letter "Y."



VISUAL IDENTITY

Logo

The Do Nots

When representing the Heber City logo do not use treatments or alterations to the core mark or any other variations. These are some visual examples of what NOT to do.



Do not alter the color



Do not alter the orientation of the logo



Do not distort or skew the logo



Do not apply after effects to the logo



VISUAL IDENTITY

Color

PANTONE 111-16
CMYK 100/35/0/60
RGB 0/65/107
HEX 00416b

PANTONE 112-6
CMYK 77/14/0/0
RGB 0/167/226
HEX 00a7e2

PANTONE 10-6
CMYK 0/19/72/0
RGB 255/207/98
HEX ffcf62

PANTONE 30-6
CMYK 0/52/75/0
RGB 247/145/81
HEX f79151

PANTONE 133-6
CMYK 75/0/51/0
RGB 11/184/155
HEX 0bb89b

PANTONE 20-1
CMYK 0/17/34/0
RGB 254/215/171
HEX fed7ab

VISUAL IDENTITY

Typography

Hierarchy

Heber City's brand fonts are Quincy CF Medium and Gibson regular.

Quincy DF font is a warm letterform with medium contrast. Small variations and natural touches add charm and personality.

Gibson font is a study contemporary humanist sans serif family that fits any application. It is one of the 21st century's most widely used fonts for UX and corporate design.

Aa Aa

Headlines

Use Quincy CF for headlines. Do not set in all caps or all lowercase.

H1 Welcome to Heber City, Utah

-Quincy CF Bold

H2 The Heart of the Wasatch Back

-Quincy CF Regular

H3 Historic Small Town Charm Meets Cutting Edge

-Quincy CF Light

Content

Use Gibson for most other text, including paragraphs. Use sentence case. Reserve all-caps treatment for eyebrows and buttons.

Body copy Heber City is one of America's fastest growing small towns.

-Gibson Regular

HEART OF THE WASATCH BACK



Brand Guidelines | September 2023

PREPARED BY

IGNITION