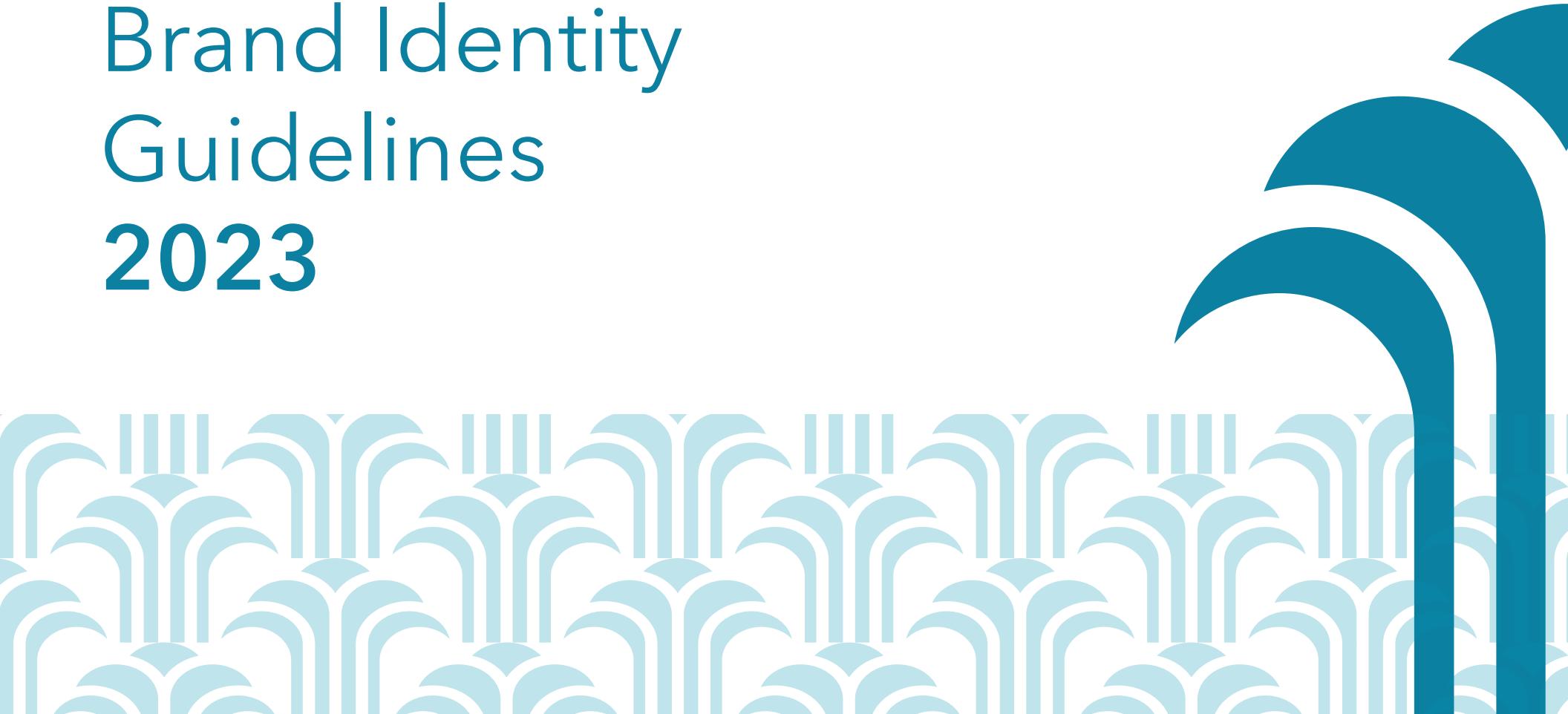




**FOUNTAIN
VALLEY**

**Brand Identity
Guidelines
2023**



Introduction	3	Social Media Covers	18
FV Big Story	4	Website Branding Applications	19
Official Logo	5	Branding Hierarchy System	20
Official City Seal	6	Iconic Graphics	21
Logo Use & Applications	8	Information Graphics	22
Do's & Don'ts	10	Business Stationery System	23
Color Palette	12	Apparel	25
Typography	14	Transportation: Stickers and Labels for City-Owned Vehicles	26
Imagery	15	Signage: Outdoor & Indoor	27
Social Media Logos	17	Brand Tone & Voice	29

Our brand identity is the face and personality we present to the Fountain Valley community. It's as important as the programs and services we provide to our residents, constituents, stakeholders, and businesses. Our identity is the total effect of our logo, services, programs, brand names, official seal, website, social media,

presentations, events, and touch points: everything that represents us.

Because our City of Fountain Valley brand cannot and should not be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines in this document are not meant to inhibit but to improve the creative process. In fact, when used correctly, they help to energize and invigorate the brand. By following these guidelines, the materials you create will represent the City of Fountain Valley to the Greater Orange County Region and Southern California.

Please refer to this document every time you need information on how to implement and design your new materials, whether digital or print.

If you have any questions, please contact the Public Information Department.



Welcome to the Fountain Valley Brand Style Guide, where you'll discover the essence of our city's identity. Nestled amid picturesque landscapes, minutes away from vibrant destinations, our brand embodies warmth, diversity, and limitless possibilities.

Our motto **"A Nice Place to Live"** has been cherished by residents

for ages. With well-maintained streets, enchanting parks, and healthy recreational programs, Fountain Valley offers a cherished life for its residents and a thriving environment for businesses.

At our core, we embrace values such as **Fiscal Stability, Honesty, Integrity, Teamwork, Innovation, Quality of Life, and Excellent Customer Service.**

This style guide reveals Fountain Valley's evolution from a water and agriculture-connected community to a carefully planned growth hub. We aim to be Orange County's best-planned community, combining stability with a forward-looking vision.

"Live Your Best Life in Fountain Valley" isn't just a tagline; it's a call to action.

Fountain Valley is a safe, inclusive, and desirable community where you can truly live your best life.

Embrace the possibilities, discover the magic, and create your unique story here.

LIVE YOUR BEST LIFE IN FOUNTAIN VALLEY!



Fountain Valley was incorporated on June 13, 1957. The city has a vibrant and diverse history. Its name derives from the abundance of artesian wells and the ample water supply.

Please welcome the new Fountain Valley logo, a modern and fresh take on the City's seal. The Fountain Valley logo is the cornerstone of our visual brand identity. The form consists of an iconic blue/green fountain with upper rounded corners to suggest a celebration of a great place to live, work and play. Under the form, we included a strong and contemporary font that features a modern and bold style to the type and color.



FOUNTAIN VALLEY

This is the City of Fountain Valley's official seal and should be used sparingly. The City's seal can be found on the website, and in other official places.



Both the City Seal and the new logo can work together harmoniously by strategically placing them in a way that doesn't overwhelm the visual composition. Consider using the city's seal as a subtle background element in a footer, or watermark behind the new modern logo, ensuring the modern logo remains the focal point. This approach maintains the city's historical identity while embracing a contemporary look.



FOUNTAIN VALLEY

The following logo applications are acceptable uses of the approved brand.

Full Color Logo



Grey scale Logo



Full Color Logo w/ Tagline



(Black)One Color Logo



Reversed Out Logo

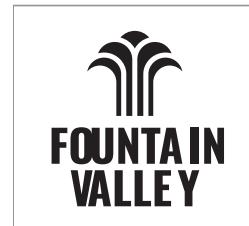
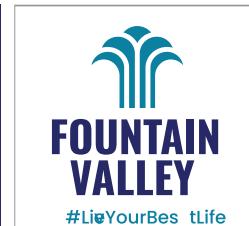


One Color (Branded Blue Colors Only) Logo w/ Tagline



Alternate Usage

Stacked logos should be used to accommodate various spaces. Limited use



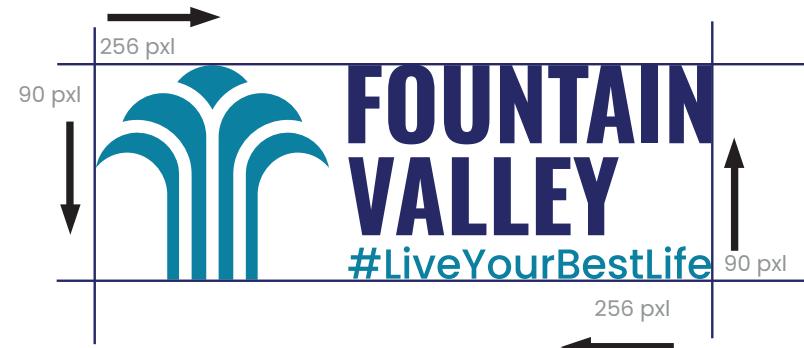
Social Media Profile

Identity Clear Space

The Fountain Valley logo must be surrounded by clear space. No graphics of any kind should invade this space.



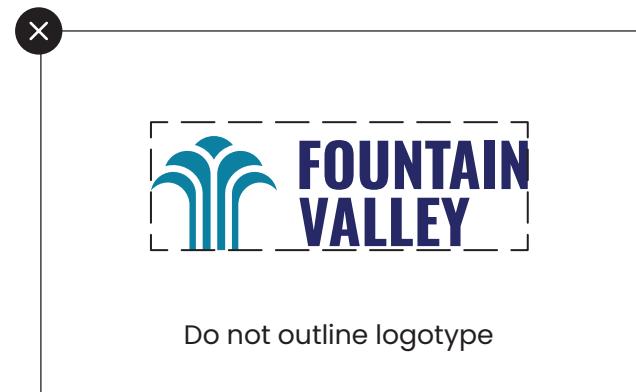
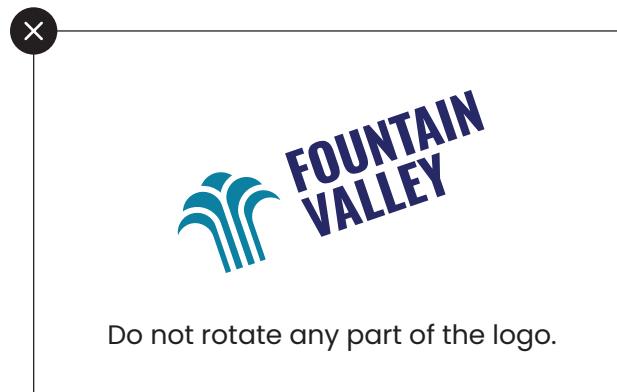
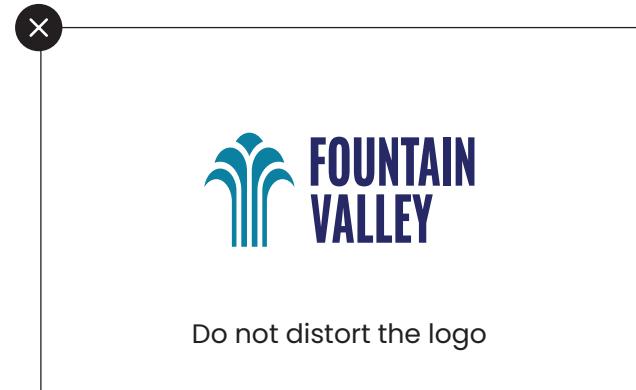
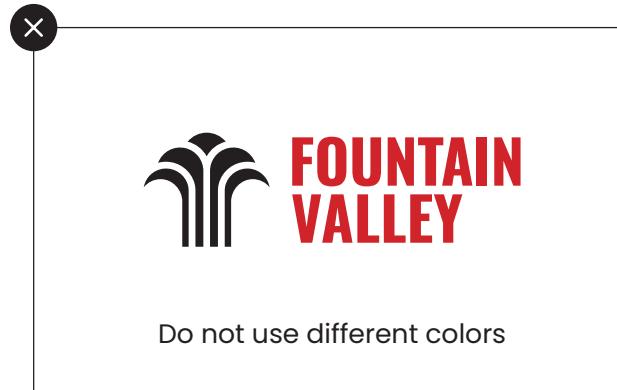
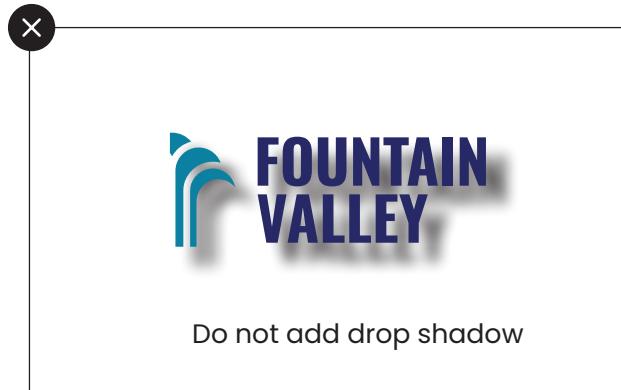
The height and the width of the Fountain Valley logo should not be less than 90 pixels long by 256 pixels. There will be instances in which you will utilize the stacked logo.



The following four examples showcase best-practice logo applications, ensuring the consistent representation of Fountain Valley's brand and visual aesthetics.



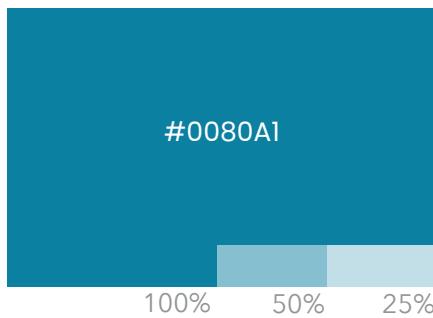
The following are examples of what not to do with the Fountain Valley brand. It's important to the livelihood of the logo that it's not distorted, or used in an inappropriate manner. For clarity use the following six examples of what not to do.



Recommended color palettes play an important role in the Fountain Valley Brand Identity Guide, as they lay the foundation for a uniform and easily identifiable appearance of the brand. These colors were thoughtfully chosen to not only design the logo but also to forge a powerful connection in people's perception, thereby enhancing brand recognition. It's important to note that the specific colors, namely fountain blue and the complementary dark purple shade used in the typeface, should remain unchanged to maintain the brand's visual integrity.

Primary colors with RGB and opacity

Fountain Blue

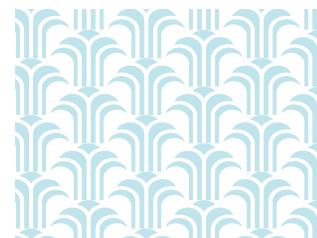


Dark Purple



The colors displayed at lighter opacities, set at 50% and 25%, serve as design guidelines illustrating how the core brand colors can be effectively incorporated into various graphic design elements.

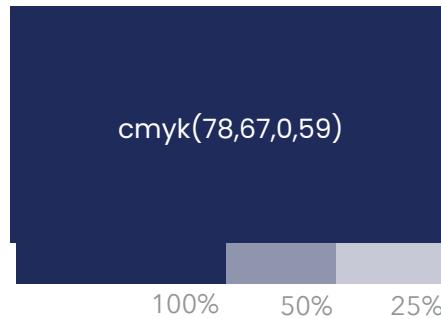
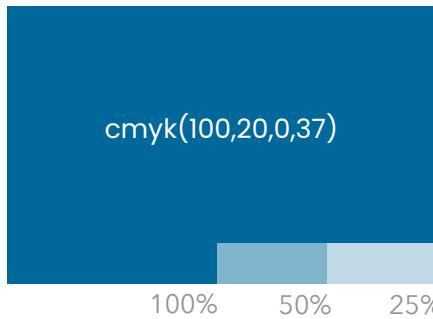
25%



50%

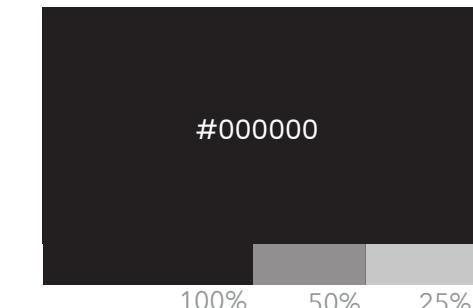
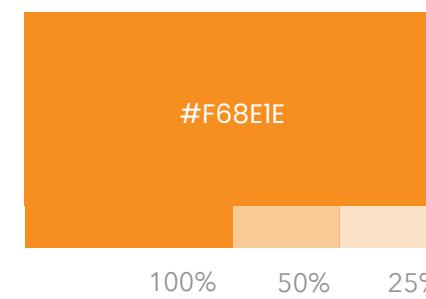
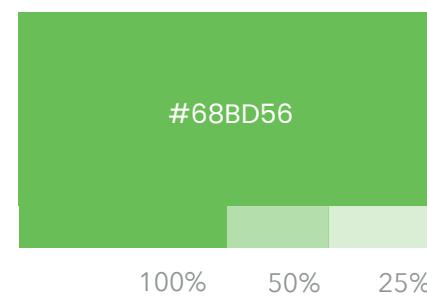
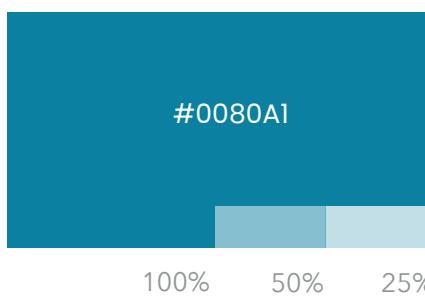
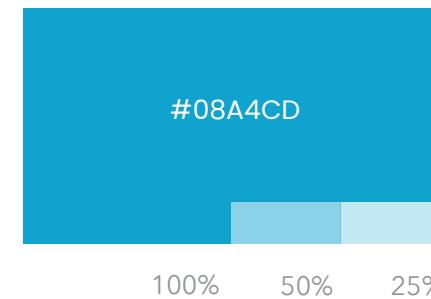


Primary colors with CMYK and opacity



The secondary color palette will allow for creative versatility, accommodates varied emotional messages, and establishes visual hierarchies. Secondary colors should be used in Fountain Valley's media to highlight key elements and prevent the overuse of primary colors. These colors were chosen to enhance brand recognition, offer differentiation from competitors, and contribute to a well-rounded and adaptable visual identity.

Secondary Colors





LOGO FONT USED IN
“FOUNTAIN VALLEY” IS POPPINS

Primary Font

Avenir typeface is exceptionally legible and easy to read, making it highly versatile for use in headers and body text. Avenir is recommended for Fountain Valley's media and can be used across all formats from print to digital. Its round and geometric letter forms are approachable and modern.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*+=\<>(){}[]

Heading - Avenir - Semi Bold 18 pts

Subtitle - Avenir- Medium 14 pts

Body - Avenir - Regular 12pts

Secondary Font

Arial typeface is widely used and recommended as a secondary font for Fountain Valley's media.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*+=\<>(){}[]

Heading - Arial- Bold 18 pts

Subtitle - Arial- Regular 14 pts

Body - Arial - Regular 12pts

Iconic Photography

Fountain Valley will use iconic images judiciously, reserving them for covers and high-profile media. Iconic photos narrate a brand's voice, set it apart in the market, and guarantee unforgettable branding. These images are versatile and enduring, encapsulating a brand's core values while fostering a more profound connection with the audience.



Everyday Photography

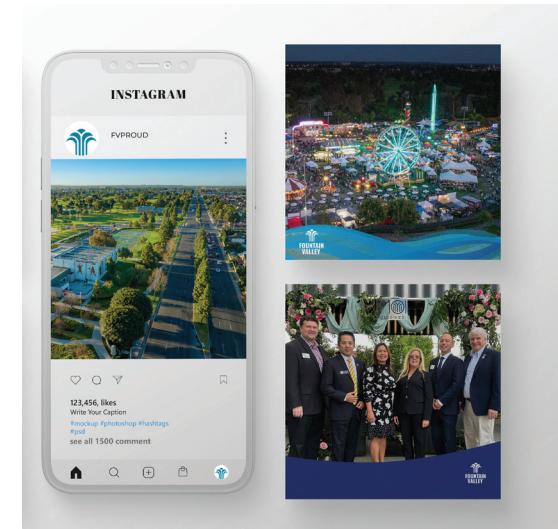
Everyday images used on social media hold significance as relatable snapshots of real life. They foster authenticity, connect with audiences on a personal level and provide examples of how to #LiveYourBestLife in Fountain Valley. Such images reflect brand identity in genuine ways, building trust and engagement. These images also humanize brands, promoting relatability and emotional connection.



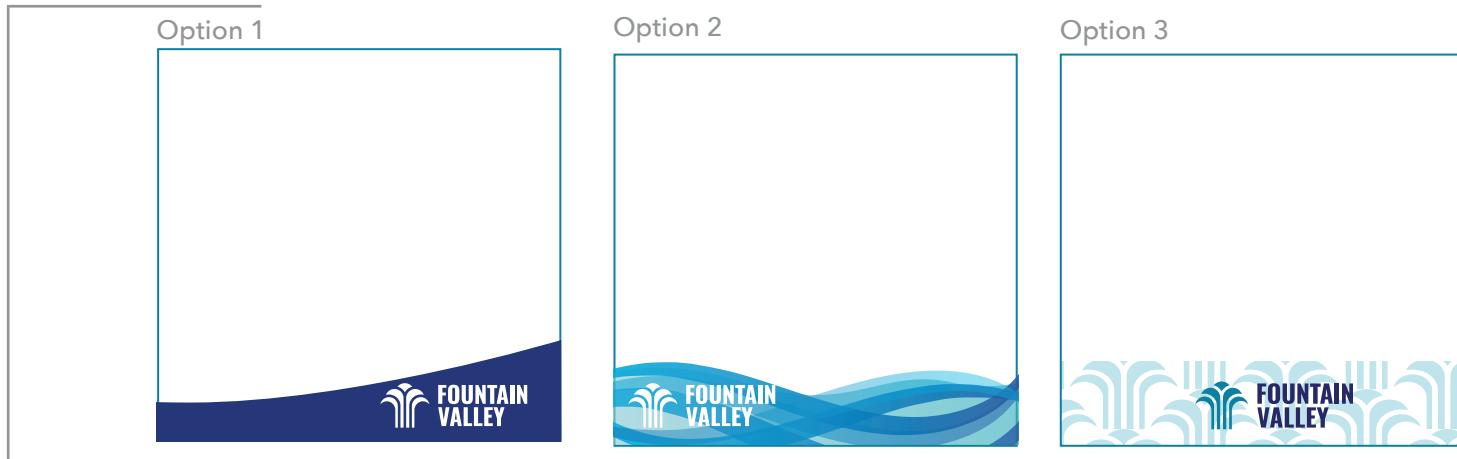
Social Media Cover:
Instagram



Social Media Cover:
Facebook



Social Media Templates



Social Media Cover:
YouTube



City of Fountain Valley
The Official YouTube channel of the City of Fountain Valley

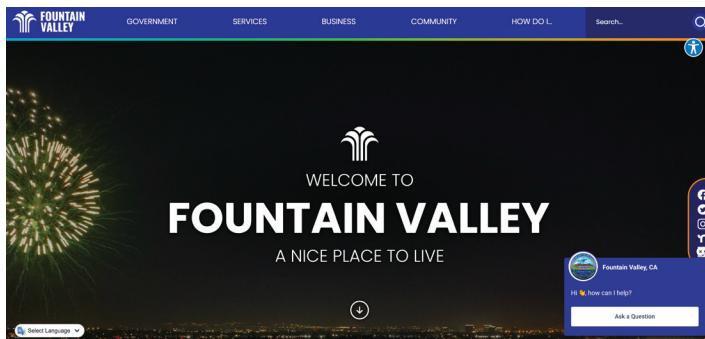
Subscribe

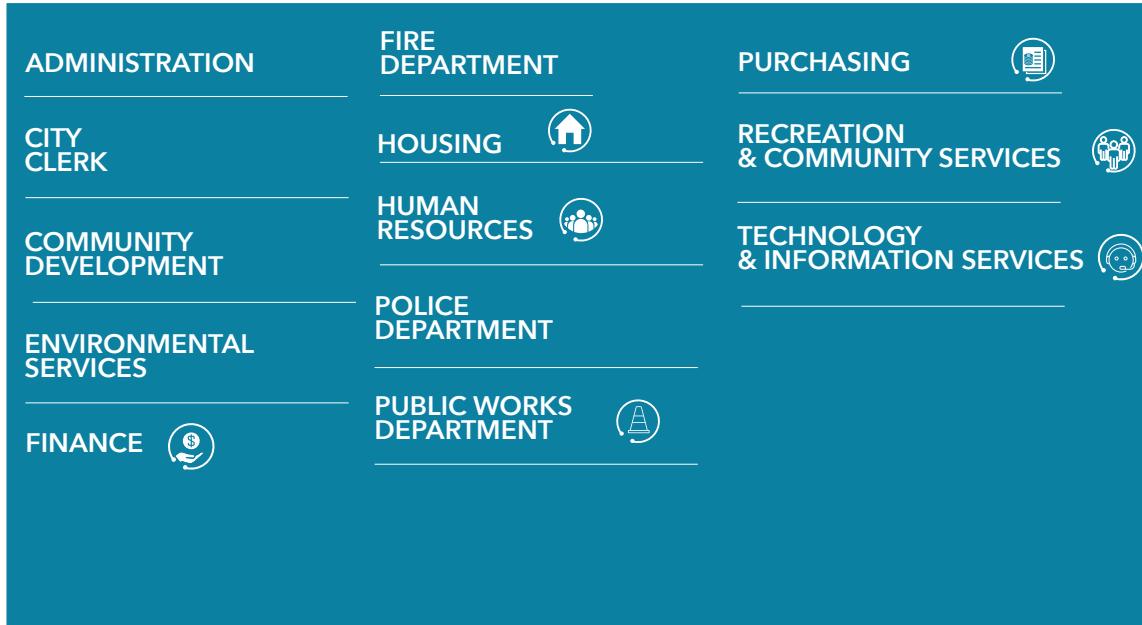
Social Media Cover:
Twitter



City of Fountain Valley
@fv_cityhall

Desktop





Fountain Valley Graphics and Other Graphic Elements



Retail Services



Medical Services



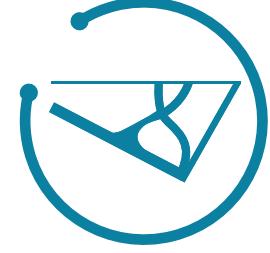
Customer Service



Housing



Food & Beverage



Specific Plan



Police Department



Economic Development



Hotel Services



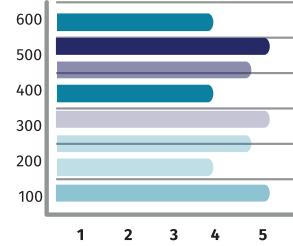
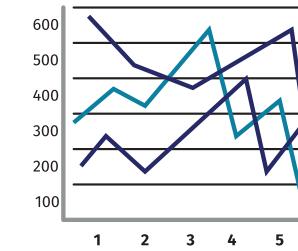
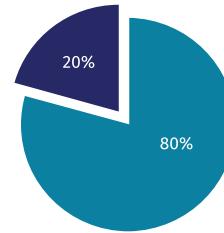
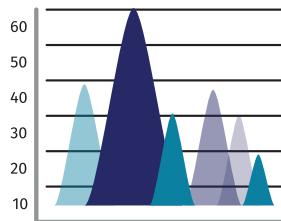
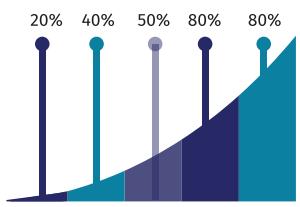
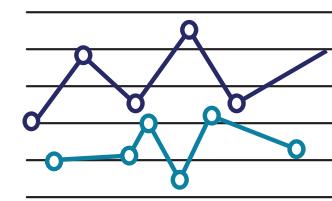
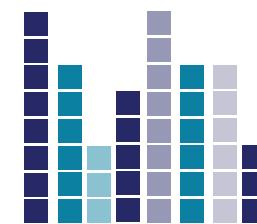
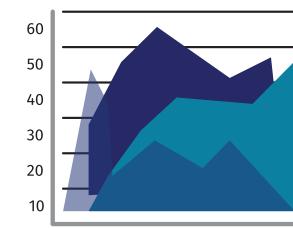
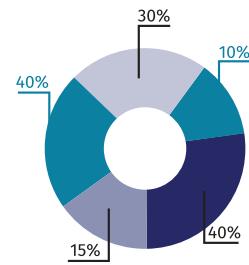
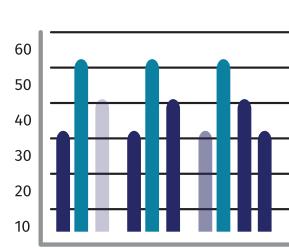
Recreation



Municipal



Health & Fitness



Business Letterhead



FOR IMMEDIATE RELEASE

Contact: John Smith, Director of Marketing
Fountain Valley, CA
Phone: (555) 123-4567
Email: john.smith@fountainvalley.com
Website: www.fountainvalley.com

FOUNTAIN VALLEY UNVEILS REFRESHED BRAND IDENTITY, REFLECTING MODERN SPIRIT AND COMMUNITY VALUES

Fountain Valley, [Date] - Fountain Valley, a premier destination located in Orange County, CA, proudly announces the launch of its updated brand identity, ushering in a new chapter in the city's evolution. This rebranding effort signifies a strategic alignment of our visual identity with our forward-thinking approach and steadfast commitment to community engagement.

The new brand identity features a dynamic logo that encapsulates the essence of Fountain Valley's progressive spirit, paying homage to the city's historic seal with its reflective fountain—a tribute to our water-centric heritage. The logo's modern design embodies innovation and growth, while its clean lines reflect the city's dedication to clarity and transparency. The refreshed color palette, encompassing soothing blue and a deep rich purple hue, echoes our commitment to inclusivity and diversity.

"Today's launch of our new brand identity is a significant milestone for Fountain Valley," remarked Maggie Le, City Manager of Fountain Valley. "We've evolved as a city; our visual identity must mirror that evolution. This rebrand signifies our unwavering commitment to serving our community with modernity, integrity, and excellence."

Beyond visual elements, Fountain Valley has revitalized its website, offering an enhanced user experience and seamless access to information for clients and partners. The redesigned website showcases our latest projects, community initiatives, and thought leadership content. The rebranding process was a collaborative effort involving input from stakeholders, customers, and employees, ensuring that our new identity resonates with everyone engaged with Fountain Valley.

About Fountain Valley:
Situated in the heart of Orange County, Fountain Valley is minutes away from key attractions north of Huntington Beach, Costa Mesa, and Newport Beach and south of Santa Ana and Anaheim. Since its incorporation in 1957, the city has maintained a reputation as an ideal place to live, work, and do business. As Fountain Valley forges ahead, we believe individuals can truly #livetheirbestlife in our vibrant community.

Header copy sized at 14 pts all caps encasement

Sub header copy sized at 12pts

Colors used for copy



Body copy 12pts

10200 Slater Avenue
Fountain Valley, CA 92708
Phone: (714) 593-4412
Fax: 714-593-4494
Fountainvalley.gov

#10 Business Envelope



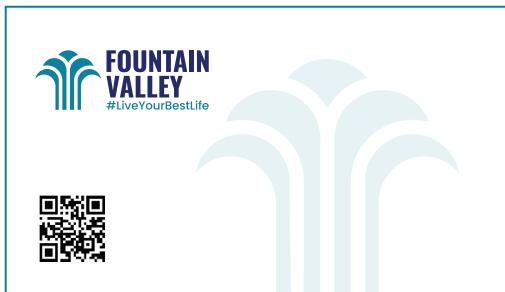
Email Signature



Pocket Folder

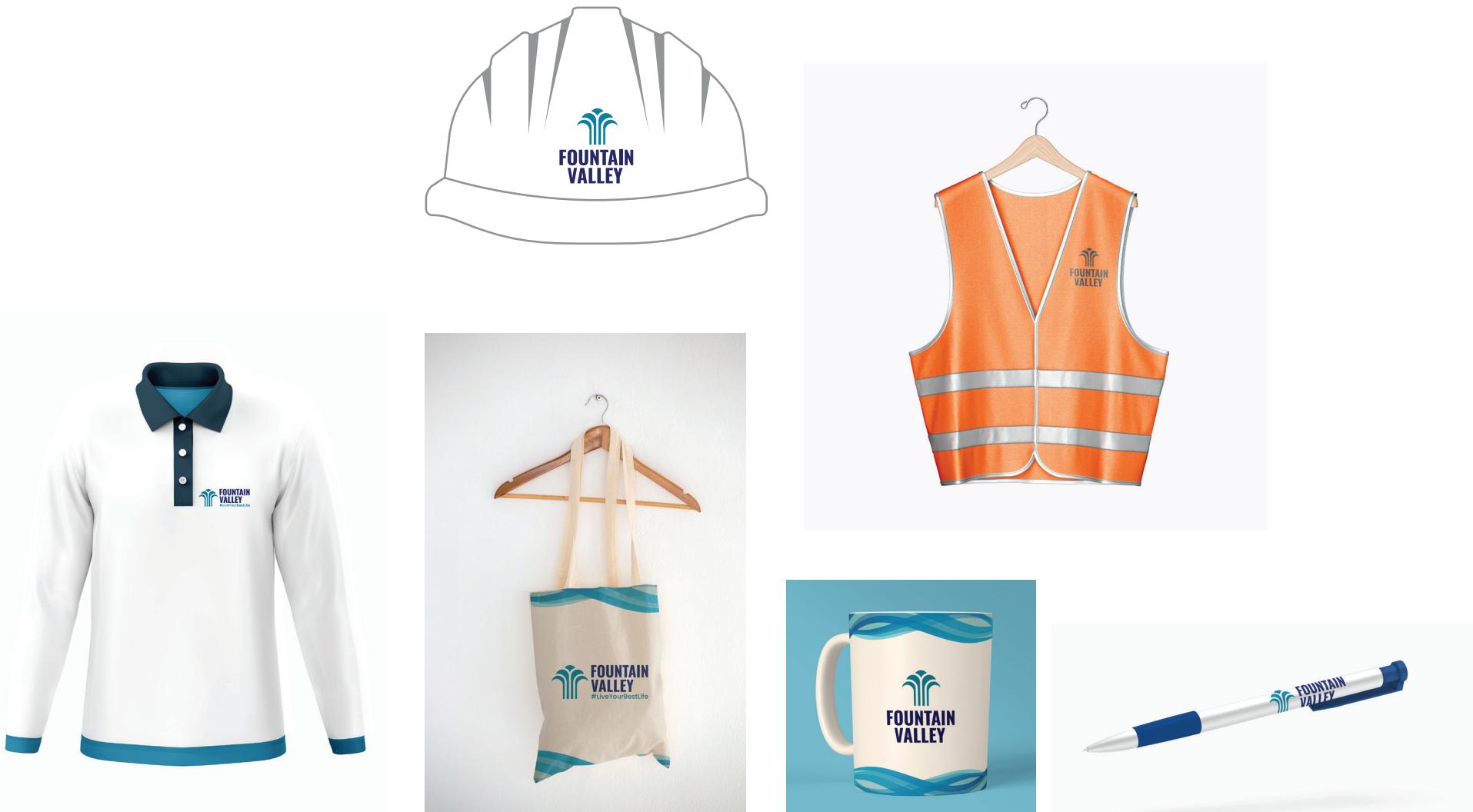


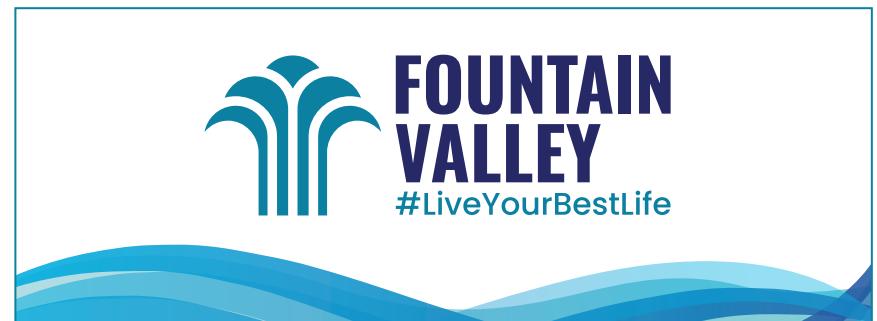
Business Cards - Front



Business Cards - Back







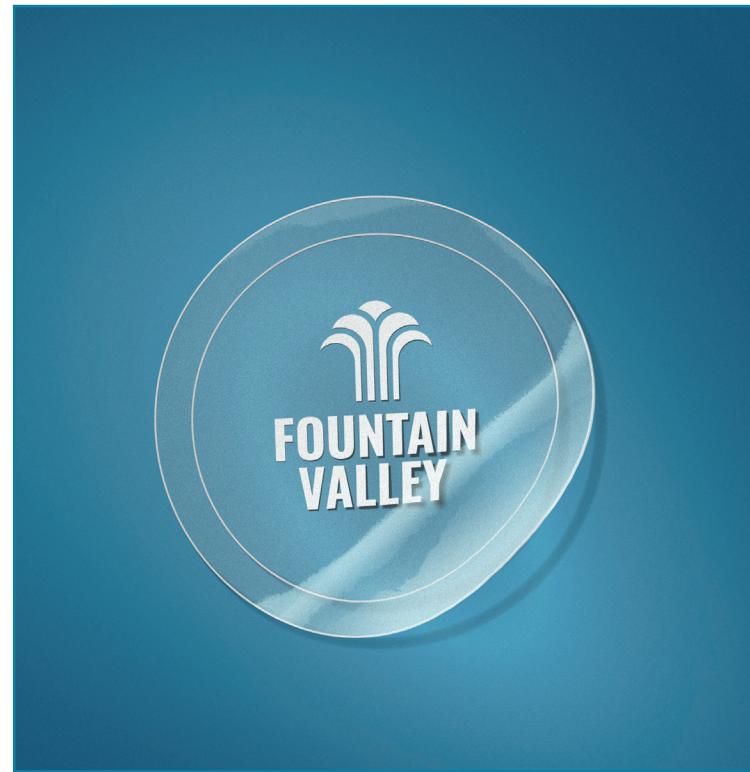
Bumper Sticker
7" x 3" Rectangular



Outdoor



Indoor/Glass Door Signage



Live Your Best Life in Fountain Valley: Embrace Our Warm and Inviting Brand Voice

The Fountain Valley Brand's voice is a symphony of warmth, invitation, and positivity, welcoming all to be part of our close-knit community. We take pride in fostering inclusivity and showcasing the city's offerings with genuine enthusiasm.

In our language, we aim to be friendly, approachable, and engaging, creating an atmosphere where constituents, stakeholders, residents, businesses, and City staff all feel a heartfelt welcome to the Fountain Valley experience.

"Live Your Best Life in Fountain Valley" is more than just a tagline; it's a reflection of our commitment to authenticity. We celebrate the city's unique attributes, emphasizing our dedication to providing an exceptional quality of life for everyone.

As "A Nice Place to Live" and "A Nice Place to Do Business," we want to evoke a sense of comfort and contentment in all who become part of our community.

Our tone is one of enthusiasm and optimism, inspiring everyone to explore the boundless opportunities and possibilities Fountain Valley has to offer. We take immense pride in our history, carefully planned growth, and our role as a thriving and well-balanced community within the vibrant tapestry of Orange County.

In summary, the Fountain Valley Brand's voice and tone are:

1. Warm and inviting, like a friendly embrace.
2. Positive and enthusiastic, radiating boundless energy.
3. Friendly and approachable, making everyone feel at home.
4. Genuine and authentic, reflecting our core values and beliefs.
5. Proud of our heritage and accomplishments, cherishing our journey.
6. Inclusive and community-focused, valuing every member.
7. Optimistic about the future, embracing endless possibilities for growth and success in Fountain Valley.

Together, let's embark on a journey that celebrates the essence of Fountain Valley and creates lasting connections. Embrace our brand voice, live your best life, and experience the vibrant spirit of our extraordinary community. Welcome to Fountain Valley, where dreams flourish, and life is truly lived to the fullest.

Keywords

Keywords play a role in shaping the brand's identity and messaging. The following keywords should be used in press releases, community bulletins, social media, and marketing the city in general.

1. Community: Emphasizing the strong sense of community and togetherness within Fountain Valley.
2. Welcoming: Reflecting the city's friendly and inviting atmosphere.
3. Charming: Describing the city's appealing and delightful qualities.
4. Vibrant: Capturing the energy and liveliness of Fountain Valley.
5. Diverse: Highlighting the variety of experiences and opportunities available.
6. Prosperous: Indicating the city's economic growth and prosperity for residents and businesses.
7. Serene: Conveying a sense of calmness and tranquility within the city.

Hashtags

When selecting keywords and hashtags for social media related to Fountain Valley, it's essential to focus on terms that capture the essence of the city and resonate with the target audience. Here are the top keywords and hashtags:

1. #FountainValley: The primary hashtag that associates all posts with the city.
2. #Community: Emphasizing the strong sense of togetherness and unity.
3. #Inclusive: Highlighting the city's welcoming and accepting nature.
4. #LiveYourBestLife: Aligning with the brand's tagline, promoting a positive lifestyle.
5. #ExploreFV: Encouraging people to discover the city's offerings and attractions.
6. #ParksandRecreation: Showcasing Fountain Valley's abundant parks and recreation programs.
7. #SmallBusiness: Supporting and promoting local businesses in the community.
8. #FamilyFriendly: Indicating a safe and enjoyable environment for families.
9. #VibrantCity: Capturing the dynamic and lively spirit of Fountain Valley.
10. #OrangeCounty: Connecting Fountain Valley to the larger regional context.

Hashtags for Specific Events and Activities:

1. #FVEvents: Covering various community events and gatherings.
2. #FountainValleyBusiness: Focusing on local businesses and their achievements.
3. #FVHistory: Showcasing the rich historical aspects of the city.
4. #FVCommunitySpirit: Highlighting community involvement and volunteerism.
5. #FVFoodie: Featuring delicious dining experiences in Fountain Valley.
6. #FVSports: For posts related to sports events and activities in the city.
7. #FountainValleyArt: Celebrating local art and creativity within the community.
8. #FVOutdoors: For posts showcasing outdoor adventures and natural beauty.
9. #LoveFountainValley: Encouraging residents to express their affection for the city.

Remember to combine general and event-specific hashtags in social media posts to reach a broader audience while also engaging with those interested in specific aspects of Fountain Valley. Always monitor the performance of the hashtags and adjust as needed to maximize reach and engagement.



