JC
JOHNSON CITY
TENNESSEE

ABOUT THIS GUIDE

These graphic standards were developed as a method for protecting the graphic brand of Johnson City. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

If you need any additional information or guidance, please contact:

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FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.
To ensure the best quality reproduction, the following file format uses are suggested:

Word	PowerPoint	Web(HTML)	InDesign
.EPS	.PNG	.JPG	.EPS
.JPG	.JPG	.PNG	.TIF
.TIF			.JPG

SEAL GUIDELINES

The following guidelines illustrate the proper use of the City Seal, adopted by the Board of Commissioners March 4, 2022 via Ordinance 4801-22. The City Seal is reserved for authentication of City documents and other legal, formal and ceremonial purposes as deemed appropriate by the City Manager or his/her designee. Any use of the seal outside of official use by the City Manager and City Recorder should be approved by the City of Johnson City Communications and Marketing Office.

Primary Color Seal

The seal may be represented in full color using either spot color or 4 color process printing techniques.

Primary One Color Seal

A one-color black or white version should be used in black and white applications or when background colors closely resemble those within the full-color version. Palette colors may be used in one-color applications with permission and approval from City Communications and Marketing Staff.

Alternate Seal Option

A secondary version of the City Seal may be used without the words "City of Johnson City, Tennessee" and "Established 1869" in the outer green band ONLY with approval from the City of Johnson City Communications and Marketing Office and NEVER to authenticate City documents. This version may be used only when application necessitates it; for example, when the font becomes too small to be legible.

Seal Clear Space

No other object should be placed within the safe area around the seal. The safe area is an area identified by the height of the letter "J" in Johnson City.

UNACCEPTABLE SEAL USAGE

The following are examples of improper modifications of the Johnson City seal that may violate the integrity of the Johnson City brand.

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.

DO NOT add unofficial copy or graphics covering any part of the seal.

DO NOT print the seal on a background or image that makes it difficult to read.

DO NOT alter the seal for any other unapproved entity.

DO NOT change the proportions of the seal.

LOGO GUIDELINES

The following guidelines illustrate the proper use of the Johnson City logo, which is registered in the U.S. Patent and Trademark Office. Any use of the logo should be approved by the City of Johnson City Communications and Marketing Office. The logo is the official mark of the City of Johnson City and should be used in all instances requiring a graphic representation of the organization.

Primary Color Logo
The logo may be represented in full color using either spot color or 4 color process printing techniques.

Primary One Color Logo
A one-color black or white version should be used in black and white applications or when background colors closely resemble those within the full-color version. Palette colors may be used in one-color applications with permission and approval from City Communications and Marketing Staff.

Non-Gradient Logo
A non-gradient version should be used for all screenprinting and embroidery purposes.

Logo Clear Space
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the letter "J" in Johnson City.

UNACCEPTABLE LOGO USAGE

The following are examples of improper modifications of the Johnson City logo that may violate the integrity of the Johnson City brand.

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT print the logo on a background or image that makes it difficult to read.

DO NOT alter the logo for any other unapproved entity.

DO NOT change the proportions of the logo.

JCDA LOGO GUIDELINES

In order to present a unified and cohesive brand, the City of Johnson City maintains logos for its strategic marketing partner, the Johnson City Development Authority. The following guidelines illustrate the proper use of the JCDA logo.

Primary Color Logo
The JCDA logo may be represented in full color using either spot color or 4 color process printing techniques.

Primary Color Logo
Primary One Color Logo
A one-color black or white version should be used in black and white applications or when background colors closely resemble those within the full-color version. Palette colors may be used in one-color applications with permission and approval from City Communications and Marketing Staff.

Non-Gradient Logo
A non-gradient version should be used for all screenprinting and embroidery purposes.

Logo Clear Space
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the letter "J" in Johnson City.

UNACCEPTABLE JCDA LOGO USAGE

The following are examples of improper modifications of the Johnson City Development Authority logo that may violate the integrity of the Johnson City brand.

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT print the logo on a background or image that makes it difficult to read.

DO NOT alter the logo for any other unapproved entity.

DO NOT change the proportions of the logo.

DOWNTOWN LOGO GUIDELINES

In order to present a unified and cohesive brand, the City of Johnson City maintains logos for its strategic marketing partner, the Johnson City Development Authority (Downtown Johnson City). The Downtown logo is registered with the U.S. Patent and Trademark Office and therefore any use of the logo should be approved by the City of Johnson City Communications and Marketing Office. The following guidelines illustrate the proper use of the Downtown logo.

Primary Color Logo
The Downtown logo may be represented in full color using either spot color or 4 color process printing techniques.

Primary One Color Logo
A one-color black or white version should be used in black and white applications or when background colors closely resemble those within the full-color version. Palette colors may be used in one-color applications with permission and approval from City Communications and Marketing Staff.

Logo Clear Space
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the letter "D" in Downtown.

UNACCEPTABLE DOWNTOWN LOGO USAGE

The following are examples of improper modifications of the Johnson City Downtown logo that may violate the integrity of the Johnson City brand.

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT print the logo on a background or image that makes it difficult to read.

DO NOT alter the logo for any other unapproved entity.

DO NOT change the proportions of the logo.

CVB LOGO GUIDELINES

In order to present a unified and cohesive brand, the City of Johnson City maintains logos for its strategic marketing partner, the Johnson City Convention and Visitors Bureau (Visit Johnson City). The following guidelines illustrate the proper use of the CVB logo.

Primary Color Logo
The CVB logo may be represented in full color using either spot color or 4 color process printing techniques.

Primary One Color Logo
A one-color black or white version should be used in black and white applications or when background colors closely resemble those within the full-color version. Palette colors may be used in one-color applications with permission and approval from City Communications and Marketing Staff.

Non-Gradient Logo
A non-gradient version should be used for all screenprinting and embroidery purposes.

Logo Clear Space
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the letter "J" in Johnson City.

Horizontal Logo
The horizontal CVB logo may be represented in full color using either spot color or 4 color process printing techniques.

UNACCEPTABLE CVB LOGO USAGE

The following are examples of improper modifications of the CVB logo that may violate the integrity of the Johnson City brand.

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT print the logo on a background or image that makes it difficult to read.

DO NOT alter the logo for any other unapproved entity.

DO NOT change the proportions of the logo.

GO. ALL. OUT.

GO.
ALL.
OUT.

Go.All. Out.
Go. All. Out is the official tagline for the City of Johnson City and is registered in the U.S. Patent and Trademark Office. Any use of the tagline should be approved by the City of Johnson City Communications and Marketing Office.

Signature Mountains
The signature mountain element featured in the seal and all logos should not be modified in scale, shape or color without express permission from the City of Johnson City Communications and Marketing Office.

TYPEFACES

Files have been provided in a variety of formats that allow use of the Johnson City logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface.

Gotham
HTF Black
Logo Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham
HTF Book
Logo Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Alwyn
Medium
Heading Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Alwyn
Body Copy Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
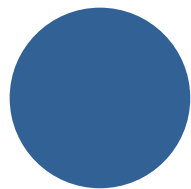a b c d e f g h i j k l m n o p q r s t u v w x y z

Billy Ohio
Accent Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.
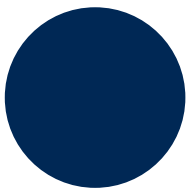
Pantone 653 C
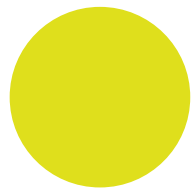RGB 49/96/148
CMYK 88/64/18/3
HEX #316094
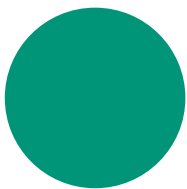
Pantone 334 C
RGB 0/149/121
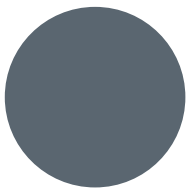CMYK 100/11/68/2
HEX #009579

Pantone 172 C
RGB 255/71/19
CMYK 0/86/99/0
HEX #FF4713

Pantone 295 C
RGB 0/40/86
CMYK 100/84/36/39
HEX #002856

Pantone 396 C
RGB 224/223/0
CMYK 17/1/100/0
HEX #E0DF00

Pantone 431 C
RGB 91/102/112
CMYK 67/52/44/17
HEX # 5B6670

Pantone 367 C
RGB 162/212/94
CMYK 41/0/82/0
HEX #A2D45E