



The City of  
**MORGANTOWN**

The Journey Starts Here

Brand Packet

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# SECTION ONE

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## PURPOSE

PURPOSE  
WELCOME



## The Journey Starts Here!

That's the message we want to convey to everyone who comes to Morgantown –whether it be to live, shop, dine, learn, work, or play.

Our new city brand, including our new logo and tagline, is an important part of our ongoing commitment to show the world what we have to offer in our community.

Whether you're beginning your exploration of the city's rich history, setting foot on the WVU campus, or starting a new chapter with your family, Morgantown is the perfect place to start your journey toward a fulfilling and prosperous future.

Embrace the spirit of adventure, embrace the boundless opportunities, and embrace the vibrant community of Morgantown, West Virginia. The journey starts here!

City of Morgantown Marketing & Communications Department

PURPOSE  
WHAT WE STAND FOR



A city's image impacts many things—tourism, economic development, property values, employee and resident satisfaction, and more. It's important for many reasons that we communicate our strengths to the world.

Through extensive research, including interviews, focus groups, and surveys of hundreds of people (elected officials, city employees, residents of Morgantown and neighboring cities, students, business owners, community leaders, etc.), we found that the most important qualities of Morgantown are its friendly people, outdoor recreational opportunities, and interest in education and progress.

A brand is much more than a logo—it is the heart of the Morgantown message. It encompasses the words, colors, fonts, phrases, and mood of every item in our communications. It captures the essence of who we are.

This brand packet will be the foundation for implementing the new brand. It will unify our communications and keep everyone working toward the same goal. It will also simplify the design process and make future communications easier to develop. Following this style guide will strengthen the power of Morgantown's brand and maximize its potential to benefit the community.

## MISSION

DELIVER EXCELLENT SERVICES THAT ENCOURAGE THE COMMUNITY TO THRIVE.

## VISION

WE ENVISION THE CITY OF MORGANTOWN AS DYNAMIC, INCLUSIVE, AND INNOVATIVE – MAKING IT THE COMMUNITY OF CHOICE TO LIVE, WORK, AND PLAY.

## VALUES

- ACT WITH RESPECT AND EMPATHY
- DRIVE POSITIVE CHANGE AND GROWTH
- BE OPEN, HONEST, AND TRANSPARENT
- CREATE AN ENVIRONMENT OF DIVERSITY AND INCLUSION
- COMMUNICATE, COLLABORATE, AND LEAD WITH PURPOSE

## PURPOSE TAGLINE

Every person has a story of what brought them to Morgantown, and these stories are what shape us as a community.

Long before Morgantown became the vibrant city it is today, it was a place where dreams took root. The early settlers who arrived here embarked on their own journeys of discovery and exploration. They braved the unknown, seeking opportunities and a better life for themselves and their families. Their resilience and determination laid the foundation for the thriving community that exists today.

Whether it's the early pioneers venturing into the unknown, the students who begin their academic journeys at WVU, or the families seeking a community to call their own, Morgantown has always been a place where new journeys begin.

So, to all those who arrive in Morgantown, ready to embark on their own journeys, know that you are stepping into a city that holds the promise of a brighter future. Morgantown welcomes you with open arms, providing the foundation upon which your dreams can take flight. Here, the possibilities are endless, the opportunities are abundant, and the support of a thriving community surrounds you.

*Any special promotional extension not listed here must be approved by the Director of Marketing and Communications to ensure that the extension fits with the branding requirements.*

## THE JOURNEY STARTS HERE

EDUCATION STARTS HERE

OPPORTUNITY STARTS HERE

INNOVATION STARTS HERE

FAMILY STARTS HERE

COMMUNITY STARTS HERE

PROGRESS STARTS HERE

ADVENTURE STARTS HERE

DISCOVERY STARTS HERE

HAPPINESS STARTS HERE

## SECTION TWO

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### BRAND & IDENTITY



## Brand Packet Usage and Purpose

The purpose of this Brand Packet is to provide examples and guidelines for using and implementing the City of Morgantown's brand.

Usage of the city logo and all materials must be first approved by the Marketing and Communications Department. Therefore any example, image, or item listed in this packet will not be available for direct usage. If you or your department require any of the materials, please contact the current Director of Marketing and Communications for access.

Please see the City's Copyrights, Marks, and Acceptable Use document for further details regarding the usage of brand materials.

City of Morgantown Marketing & Communications Department

# BRANDING & IDENTITY

## BRAND COLORS

### PRIMARY

These colors are used in the logo, but can also be used for other departments and branding elements.

### SECONDARY

These colors are supplemental to the primary brand colors and are used for asset brands and other branding elements.

### TERTIARY

These colors can be used with the brand, but are not essential colors to the brand.

### PRIMARY



Hex #579fd6

RGB = (87, 159, 214)

Cyan color (C): 59  
Magenta color (M): 26  
Yellow color (Y): 0  
Black color (K): 16



Hex #5a9f3a

RGB = (90, 159, 58)

Cyan color (C): 43  
Magenta color (M): 0  
Yellow color (Y): 64  
Black color (K): 38



Hex #ffc538

RGB = (255, 197, 56)

Cyan color (C): 0  
Magenta color (M): 23  
Yellow color (Y): 78  
Black color (K): 0

### SECONDARY



Hex #f5f5ef

RGB = (245, 245, 239)

Cyan color (C): 0  
Magenta color (M): 0  
Yellow color (Y): 2  
Black color (K): 4



Hex #737373

RGB = (115, 115, 115)

Cyan color (C): 0  
Magenta color (M): 0  
Yellow color (Y): 0  
Black color (K): 55



Hex #545454

RGB = (84, 84, 84)

Cyan color (C): 0  
Magenta color (M): 0  
Yellow color (Y): 0  
Black color (K): 67

### TERTIARY



Hex #000000

RGB = (0, 0, 0)

Cyan color (C): 0  
Magenta color (M): 0  
Yellow color (Y): 0  
Black color (K): 100



Hex #ffffff

RGB = (255, 255, 255)

Cyan color (C): 0  
Magenta color (M): 0  
Yellow color (Y): 0  
Black color (K): 0

BRANDING & IDENTITY  
MAIN LOGO



BRANDING & IDENTITY  
MAIN LOGO VARIATIONS



BRANDING & IDENTITY  
SECONDARY LOGO



The City of  
**MORGANTOWN**



The City of  
**MORGANTOWN**

BRANDING & IDENTITY  
SECONDARY LOGO WITH TAGLINE



The City of  
**MORGANTOWN**

The Journey Starts Here



The City of  
**MORGANTOWN**

The Journey Starts Here

BRANDING & IDENTITY  
CITY SEAL



BRANDING & IDENTITY  
DEPARTMENT NAMES

Other city entities, some listed below, may use the main Morgantown logo with the department and/or division name listed below. These will be referred to as "department names."

Arts and Cultural Development

City Attorney

City Clerk

City Manager

Communications

Development Services

Engineering & Public Works

Finance

Human Resources

Recreation

Urban Landscapes



**MORGANTOWN**

Code Enforcement



The City of  
**MORGANTOWN**  
Communications



**MORGANTOWN**

Code Enforcement

## BRANDING & IDENTITY TYPOGRAPHY

Typography is one of the base building blocks of an effective identity program. Strong brands are largely recognizable because of a consistent use of fonts throughout hundreds of different applications. A strong and cohesive company image is not possible without a defined and unique font that helps to define its personality and is easy to read.

### BRAND FONTS

The fonts on this page are the main brand fonts. These fonts should be used as often as possible. They must be used for promotional materials and advertising.

### PRIMARY FONT

Gilroy will be used for body text and display text. Use different weights to differentiate between them in use.

### SECONDARY FONTS

Used on the city website and in cases where Gilroy can not be accessed or used.

When designing a banner, flyer, or poster, the title or name of a performance, special event, or limited-time campaign can be in a non-style guide font if it is required. See brand management with examples and any questions regarding this.

*If neither styles are available, contact the Director of Marketing and Communications for other approved options.*

## Primary Font

GILROY

## Secondary Fonts

ROBOTO

CALIBRI

ARIAL

SECTION THREE CORPORATE

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MATERIALS

# MATERIALS

## DEPARTMENT STATIONARY

For updates and access to these materials please contact the Director of Marketing and Communications.

### Drew A. Bailey

*Director of Marketing  
& Communications*

Office: 304-284-7426  
dbailey@morgantownwv.gov



The City of  
**MORGANTOWN**  
The Journey Starts Here



The City of  
**MORGANTOWN**

// FINANCE DEPARTMENT  
389 SPRUCE STREET  
MORGANTOWN, WV 26505



**MORGANTOWN**  
ENGINEERING

123-456-7890  
morgantownwv.gov  
430 Spruce St.  
Morgantown, WV 26505

To  
**Drew A. Bailey**  
Director

123 Anywhere St., Any City, ST 12345  
123-456-7890

Date : June 25, 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet dolor ultricies, varius odio vel, eleifend diam. Sed ultrices quis justo in ornare. Maecenas venenatis pharetra nisl, ac sodales risus vehicula vitae. Donec luctus, felis non dictum placerat, elit leo congue sem, eu imperdiet dui metus quis felis.

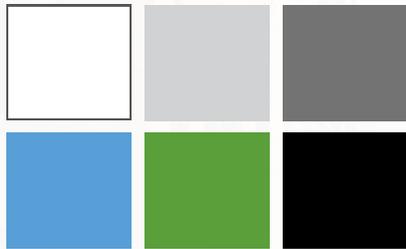
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orem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet dolor ultricies, varius odio vel, eleifend diam. Sed ultrices quis justo in ornare. Maecenas venenatis pharetra nisl, ac sodales risus vehicula vitae. Donec luctus, felis non dictum placerat, elit leo congue sem, eu imperdiet dui metus quis felis.

**A. Kim Haws**  
City Manager

# MATERIALS CLOTHING

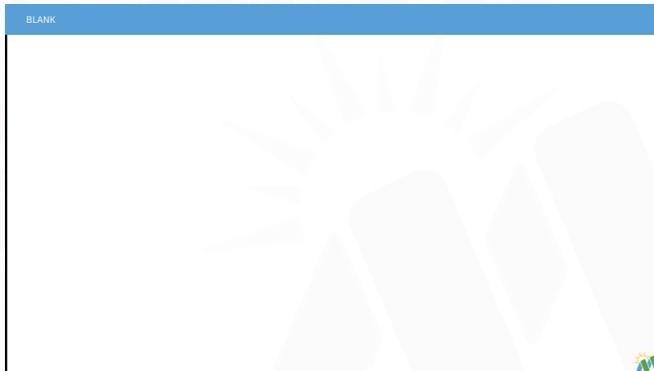
For updates and access to these materials please contact the Director of Marketing and Communications.



## MATERIALS

### PRESENTATION TEMPLATE & EMAIL SIGNATURE

For updates and access to these materials please contact the Director of Marketing and Communications.



**Drew A. Bailey**

*Director of Marketing & Communications*

Phone: 304-284-7426

Address: 430 Spruce St. Morgantown, WV 26505

Office Hours: Monday - Thursday, 7 am - 5 pm

[morgantownwv.gov](http://morgantownwv.gov)

[LinkedIn](#)



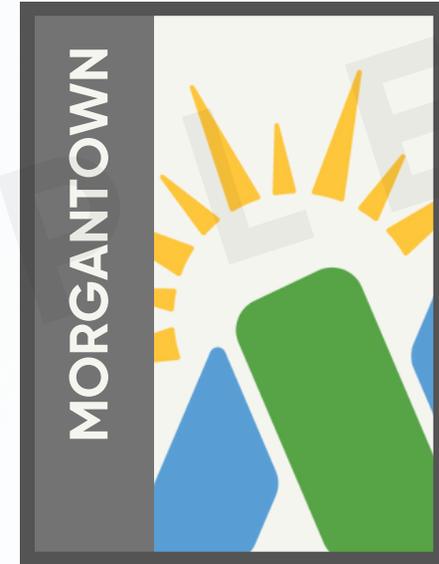
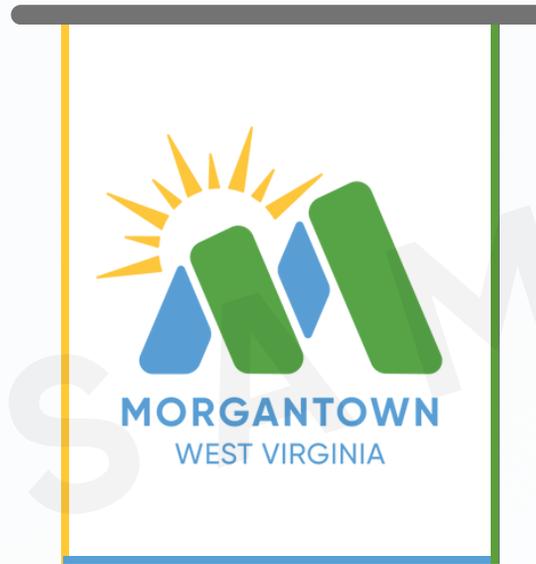
## MATERIALS VEHICLES

For updates and access to these materials please contact the Director of Marketing and Communications.



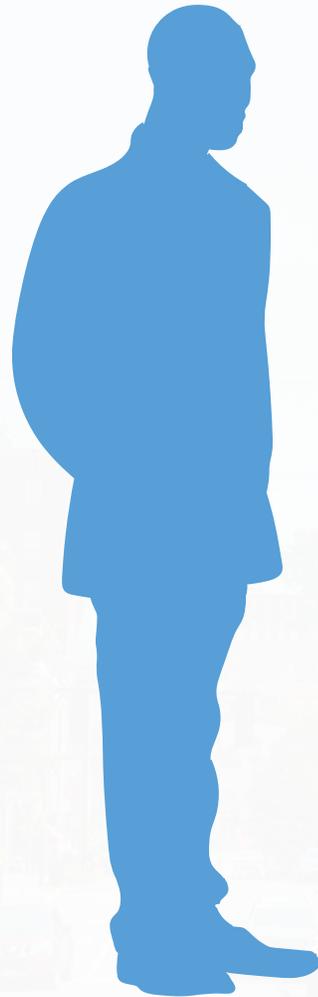
MATERIALS  
FLAGS & BANNERS

For updates and access to these materials please contact the Director of Marketing and Communications.



## MATERIALS BUILDING ENTRANCES

For updates and access to these materials please contact the Director of Marketing and Communications.



The style guide will be updated with further applications of the brand as they become necessary or available. If you were unable to find the application you needed, check with the Director of Marketing and Communications to see if it is forthcoming.