City of Boulder
Brand Guidelines

Contents

I.
Introduction

How to use this document

The resources and information contained in this document help to align with the City of Boulder brand any official communications from the city organization or city staff intended to promote, inform or engage.

Departments programs, projects, or services that had well-established branding prior to the 2021 citywide branding initiative and are recognized by the community may currently maintain their aesthetic. Even with this exception, all communications must still follow the core ideas, elements, and best practices found in official City of Boulder brand guidelines.

Communication staff may provide guidance to support successful brand-appropriate communications. If outside vendors are used, this document will serve as a comprehensive brand resource, and ensure creatives have the correct knowledge and assets to align deliverables with City of Boulder branding.

Brand alignment

Our identity is the way we convey our brand strategy to the public using visuals, messaging and experiences.

Our brand strategy informs our identity. These are aligned to ensure the most effective impact based on best practices, established assets and expert guidance. Elements of the City of Boulder brand identity should be applied across all city channels consistently to ensure a recognizable city brand.

Use the Brand Alignment Checklist on the following page to ensure that deliverables represent the City of Boulder brand accurately and completely.

Guidance for styles outside of citywide brand guidelines

Deliverables must:

- Use approved City of Boulder logo
- And/or use approved department logo
- Avoid use of project-specific logos
- Follow dos/don'ts as closely as possible

- Effectively utilize negative space
- Use city colors as much as possible
- Use city fonts as much as possible
- Use high-resolution photos

Brand alignment checklist

☐ **Communication follows guidelines for brand voice.** AP style is utilized with a few city-specific exceptions. Content follows the City Writing Style Guide and other guiding principles. Plain and simple language is used, and the One Boulder approach is emphasized.

☐ **Communication is accessible.** Accessibility standards for different content types have been followed as closely as possible.

☐ **Content utilizes one of the approved Boulder logos.** The black, white or transparent version of the official Boulder logo is used. Department logos are used sparingly and project-specific logos are avoided.

☐ **Design color scheme aligns with current color palettes.** The primary color scheme consists of branding colors, utilizing other colors only as accents when needed.

☐ **Official branding fonts are used as often as possible.** Adobe font Adelle is used as the main font in the design. When Adelle is not available, Assistant or a comparable sans serif font is selected.

☐ **High quality Boulder-owned photography is used as often as possible.** Photography showcases the best qualities of Boulder as outlined in this document. If photos of people are used, imagery represents the diversity of Boulder's community as much as possible. Images are high resolution and do not appear blurry or pixelated. If stock imagery is used, it portrays Boulder or places visually similar.

☐ **Special considerations for communication medium have been made.** Content is designed for optimal viewing on applicable device screens and in its final format.

Our story

The City of Boulder is a local government that strives to provide service excellence for an inspired future. We offer services to the community and govern so that all residents and businesses can access and benefit from a healthy and sustainable economy that is innovative, diverse and collaborative.

City vision:

Service excellence for an inspired future.

City values:

Customer Service
We are dedicated to exceeding the expectations of our community and our coworkers by demonstrating consistent and professional service with a solution-oriented approach.

Respect
We champion diversity and welcome individual perspectives, backgrounds and opinions. We are open-minded and treat all individuals with respect and dignity.

Integrity
We are stewards of the public's trust and are committed to service that is transparent and consistent with city regulations and policies. We are honorable, follow through on our commitments and accept responsibility.

Collaboration
We are committed to organizational success and celebrate our shared dedication to public service. We believe community collaboration and the sum of our individual contributions leads to great results.

Innovation
We promote a forward-thinking environment that supports creativity, calculated risks and continuous improvement. We embrace change and learn from others in order to deliver leading edge service.

Our audience

The City of Boulder audience includes all people who live, work, play and visit in Boulder. Each of these groups contribute to Boulder's culture, economy and quality of life. As a local government, we serve them all. As an organization that serves the public, we do our best to consider the needs of everyone.

Local government audience members generally aren't as familiar with the internal organization and processes. To help avoid confusion, we emphasize a One Boulder approach when describing programs and projects. Use the City of Boulder as the subject as often as possible. If you need to be specific, use a complete department name, rather than referring to specific city workgroups (e.g. City of Boulder Communication and Engagement Department).

Some of our audience groups include:

• Those who live in Boulder: renters, homeowners, students and people experiencing homelessness
• People who work in Boulder
• City employees
• City leadership
• City Council
• Boards and commissions
• Businesses
• Visitors
• Prospective residents
• Volunteers
• Peer cities and partner institutions, such as the University of Colorado Boulder
• Nonprofits and community organizations
• Downtown Boulder Partnership
• Boulder Chamber

II.
Brand voice

Brand voice

A brand voice is how we evoke our unique personality as an organization. The City of Boulder brand voice is inspired by the city's vision, values and objectives.

We are:

- creative

  We are always exploring new and innovative ways to tell stories and keep audiences engaged.

- helpful

  We work to identify relevant, timely stories to tell in a clear, concise manner.

- welcoming

  Inclusivity is a strong foundational element of everything we do.

- knowledgeable

  We strive to be an accurate and reliable source of information for our community and one another.

- accessible

  We are approachable and responsive to community members, striving to meet people where they are.

The One Boulder approach

We take the One Boulder approach. Our first goal as a city organization is to provide the public with excellent service. When balancing internal and external customer needs, remember that the community member comes first.

⬇ **Writing Style Guide Cheat Sheet >**
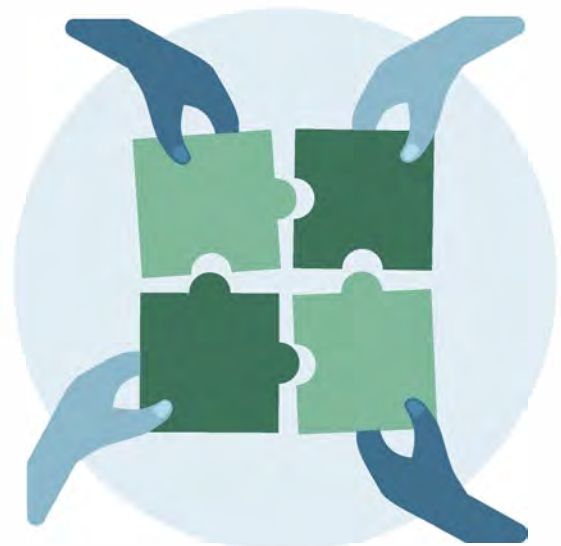
Voice of the City of Boulder
Guiding principles

These guiding principles were informed by the city's mission and values, best practices, various assets and strategies developed by expert staff, and the sustainability and resilience framework. Follow these principles to help support a consistent citywide brand voice.

To help support a consistent brand, all city communications should be:

Recognizable
• Community members can distinguish us from other Boulder entities.

Clear
• Everyone understands.
• Communications are efficient and concise.

Equitable
• Basic, pertinent information is available through multiple channels.
• Communications:
    - Are inclusive, welcoming, compassionate and understanding.
    - Support the city's racial equity work.
    - Are accessible and trauma-informed.
    - Support the physical and mental well-being of community members.

Consistent
• All communications support the City of Boulder Brand Strategy and adhere to the City of Boulder Brand Identity.

Accurate
• We check for accuracy and share information that is evidence-based, transparent, correct and truthful.

Engaging
• Content is compelling, interesting and holds attention.
• Communications support informed decision-making for community members.

Innovative
• Communication tactics and strategies are based on the latest information and best, most effective practices.
• We continually learn to help improve service to the community.

Sustainable
• We are mindful of natural resources and use them in a manner that does not deplete them over time.

Informative
• We provide background context.
• We point to resources for more information.

Advancing racial equity

Boulder adopted its first-ever racial equity plan in 2021.

The Communication and Engagement Department actively supports this work to help create a thriving community for all.

Dos and Don'ts

Follow these tips to ensure community members can easily understand city communications.

Do:
• Follow the city brand standards and style guides.
• Uphold city values for all city communications, internal and external.
• Follow the city writing style for all external and internal communications.
• Use AP Style with some city-specific exceptions.
• Use visual elements to help make messages noticeable and accessible.
• Use terms from the **Inclusive Language Guide**.
• Use clear, simple language. Use acronyms sparingly.
• Be conversational yet professional.
• Be concise.
• Write, design and share based on the needs of community members.
• Link to resources for more details and information.

Don't:
• Withhold information unless it is critical for public safety.
• Use government jargon.
• Use acronyms without defining them.
• Use the passive voice.
• Refer to the names of internal city workgroups in communications. Use "City of Boulder" or department names instead.

Be concise

Paragraphs should have two to three sentences max. Sentences should be less than ten words with one complete idea. Longer sentences should be broken down into shorter ones.

Use plain and simple language.

Try to use common words instead of complex ones. A sample list of plain language words versus complex words is shown here. For a full list, visit: **plainlanguage.gov**

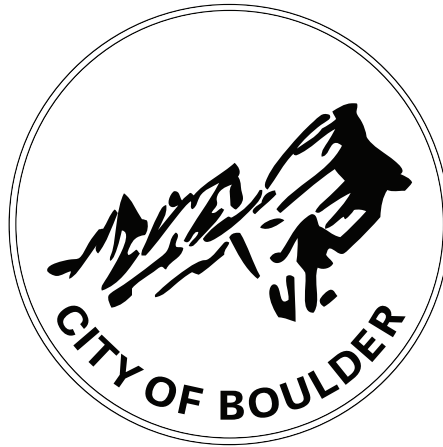| Use this:	Not that:
Local government	Municipality
Community member	Resident, citizen
Engagement opportunity	Event, open house
Crash	Accident
Carry out, do	Accomplish
Meet	Convene
Instead	In lieu of
Many	Numerous
Before	Prior to

III.

Visual branding elements

Primary logo

Logo color guidance.
The primary logo can be displayed in black or white. The black version is recommended for use as often as possible to maintain consistency with current website branding. Transparent versions are also available for use. Avoid using the transparent logo over solid color backgrounds. Stick to photographic backgrounds for this logo version instead.
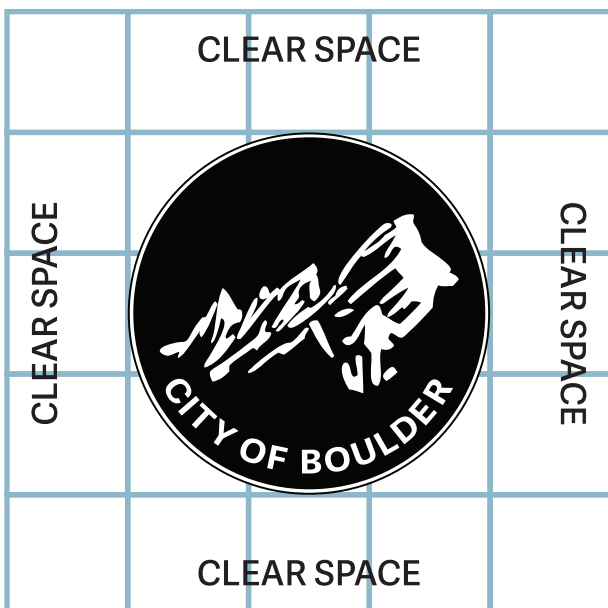
Take the One Boulder approach.
Use the citywide logo as often as possible, as opposed to department or project-specific logos. This helps the community recognize official communications more easily.

⬇ **Official Logo Files >**

⬇ **Which Logo Format Should I Use? >**

Size and spacing

Clear space.
Ensure there is adequate space around the logo at all times. Remember to effectively utilize negative space when possible.

Required minimum size for usage.
When scaled down too far, the logo can lose legibility. Try to use dimensions of at least 100 pixels in width for digital logo usage on web and in social media graphic design. For print, dimensions larger than one-half inch are preferred.

CLEAR SPACE

CLEAR SPACE

CLEAR SPACE

CLEAR SPACE

Dos and don'ts for logo usage

Do:
• Use updated, official city logos only.
• Use the logo for all external city communications and all citywide internal communications.
• Give adequate space between the logo and other elements such as text or icons.

Don't:
• Alter the logo in any way.
• Put the black logo on a black or dark background.
• Put the white logo on a white or light background.

Do not change
the logo colors.
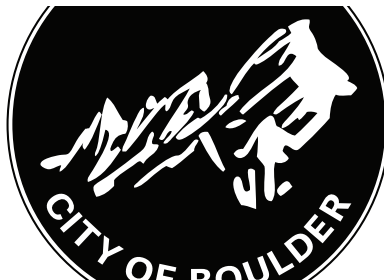
Do not crop the logo.

Do not add shadows
or effects to the logo.

Do not rotate the logo.

Do not cover the logo.

Do not use tint or
opacity on the logo.

Department logos

Primary department logo template.
Department logos follow this general template to create consistency across all official communications.
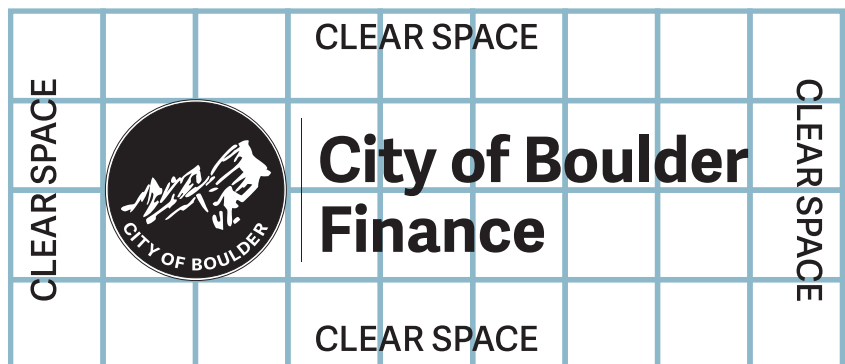
⬇ **Get this template >**

Horizontal department logo template.
The horizontal department logo is most useful for short, narrow spaces in layouts, such as headers.

⬇ **Get this template >**

Avoid use of project logos

Our logo is meant to help community members quickly recognize official, trustworthy information. Project logos make this more difficult.

CLEAR SPACE

CLEAR SPACE

CLEAR SPACE

City of Boulder Finance

CLEAR SPACE

Clear space.
Ensure there is adequate space around the logo at all times. Remember to effectively utilize negative space when possible.

Required minimum size for usage.
When scaled down, the logo loses legibility. Try to use dimensions of at least 400 pixels in width for digital usage on web and in social media graphic design. For print, dimensions larger than three quarters of an inch are preferred.
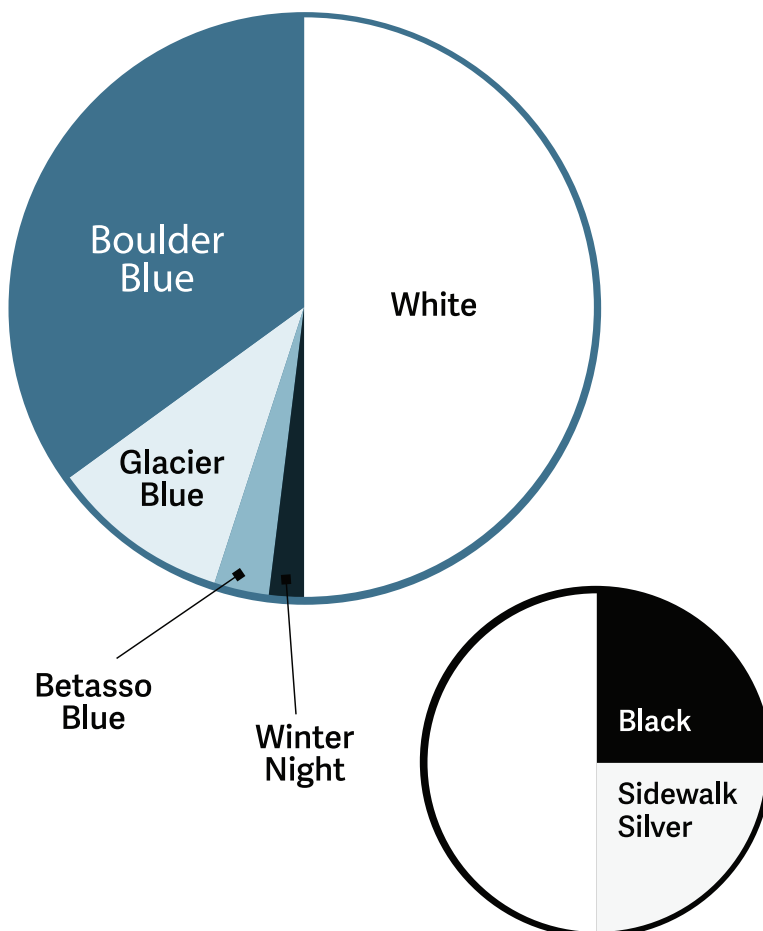
Color palette

Use the primary color palette as often as possible.
Our logo and official colors are the most important tools we use to help community members recognize our work.

Using other colors.
Our primary and secondary palettes allow for expansive combinations to fit your needs. Other colors may be used when absolutely necessary.

Primary brand colors

Boulder Blue
This is our hallmark color. The muted, earthy blue symbolizes reliability, professionalism and trust as a city organization and community. The earthy tone reflects our love of the natural places we call home. Use at least some Boulder Blue in all external communications.

Glacier Blue
Arapaho Glacier is the largest glacier in Colorado and helps provide water for Boulder.

Betasso Blue
The Betasso Water Treatment Plant, located in the foothills west of Boulder, treats water from North Boulder Creek and Barker Reservoir, which is fed by Middle Boulder Creek.

Winter Night

Grayscale

Secondary brand colors

The secondary palette should be used to accent the primary color palette.
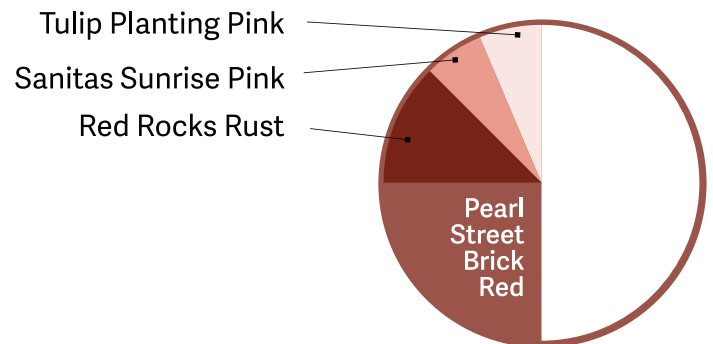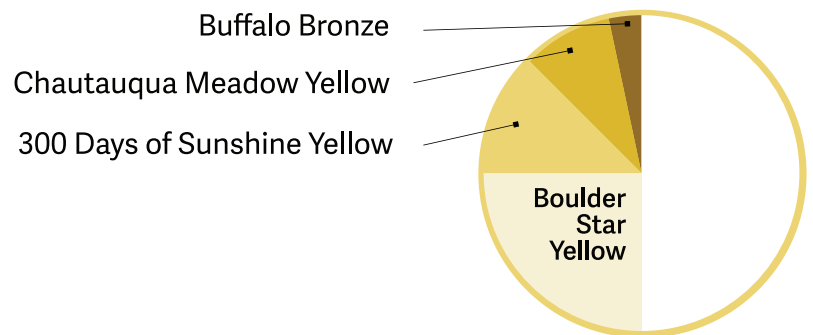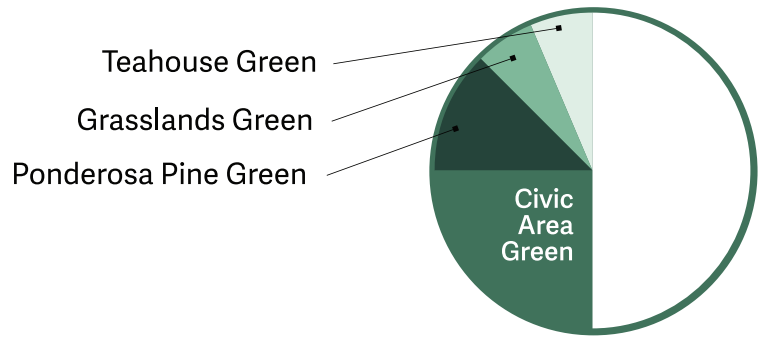
Tips for color usage:

• **Use white/negative space frequently.** Don't overfill the design space with text or graphics.

• **Use black text.** Black text is the most legible color of text to use with the lighter brand colors. White text can be used with the mid-tone colors when appropriate, but in some cases is not recommended for reasons of accessibility.

• **Use mid-tone colors most often.** Use medium tones for big pops of color, and lean on pastels for backgrounds and accent graphics.

• **Combine colors judiciously.** Avoid combining Boulder Blue with any of the darker colors or yellow tones. Try not to combine colors that are not complementary (e.g. dark yellow with light coral). Avoid layering colors that are too similar in tone on top of one another (e.g. light blue on light yellow).

Teahouse Green

Grasslands Green

Ponderosa Pine Green

Civic Area Green

Buffalo Bronze

Chautauqua Meadow Yellow

300 Days of Sunshine Yellow

Boulder Star Yellow

Tulip Planting Pink

Sanitas Sunrise Pink

Red Rocks Rust

Pearl Street Brick Red

Color codes

Boulder Blue
C: 80
M: 50
Y: 31
K: 7
R: 64
G: 111
B: 140
HEX: 406F8C

Winter Night
C: 86
M: 68
Y: 58
K: 66
R: 19
G: 37
B: 45
HEX: 13252D

Betasso Blue
C: 45
M: 16
Y: 15
K: 0
R: 140
G: 184
B: 202
HEX: 8CB8CA

Glacier Blue
C: 10
M: 2
Y: 3
K: 0
R: 226
G: 237
B: 242
HEX: E2EDF2

Ponderosa Pine Green
C: 80
M: 51
Y: 69
K: 49
R: 39
G: 68
B: 58
HEX: 27443A

Civic Area Green
C: 76
M: 36
Y: 69
K: 20
R: 64
G: 114
B: 91
HEX: 40725B

Grasslands Green
C: 52
M: 11
Y: 47
K: 0
R: 128
G: 183
B: 153
HEX: 80B799

Teahouse Green
C: 12
M: 1
Y: 10
K: 0
R: 223
G: 237
B: 239
HEX: DFEDE5

Red Rocks Rust
C: 31
M: 90
Y: 96
K: 41
R: 119
G: 38
B: 24
HEX: 772618

Pearl Street Brick Red
C: 244
M: 244
Y: 244
K: 000
R: 244
G: 244
B: 244
HEX: 9D554A

Sanitas Sunrise Pink
C: 6
M: 46
Y: 38
K: 0
R: 232
G: 155
B: 142
HEX: E89B8E

Tulip Planting Pink
C: 1
M: 10
Y: 7
K: 0
R: 249
G: 230
B: 227
HEX: F9E6E3

Buffalo Bronze
C: 37
M: 52
Y: 100
K: 18
R: 146
G: 109
B: 42
HEX: 926D2A

Chautauqua Meadow Yellow
C: 16
M: 25
Y: 97
K: 0
R: 218
G: 183
B: 46
HEX: DAB72E

300 Days of Sunshine Yellow
C: 8
M: 12
Y: 66
K: 0
R: 237
G: 213
B: 116
HEX: EDD574

Boulder Star Yellow
C: 3
M: 3
Y: 18
K: 0
R: 246
G: 239
B: 211
HEX: F6EFD3

Black
C: 75
M: 68
Y: 67
K: 100
R: 0
G 0
B: 0
HEX: 000000

Sidewalk Silver
C: 3
M: 2
Y: 2
K: 0
R: 244
G 244
B: 244
HEX: F4F4F4

White
C: 0
M: 0
Y: 0
K: 0
R: 255
G: 255
B: 255
HEX: FFFFFF

Fonts and typography

The city's primary branding font is Adelle Sans. This font is an Adobe font, available for use in all Adobe programs and activated on user devices via Adobe Creative Cloud.

Adelle Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Download / activation instructions for Adelle:

• Open the Creative Cloud desktop app. (Select the ⬡ icon in your Windows taskbar or the macOS menu bar.)
• Select the fonts icon in the upper right. Then select Browse Fonts.
• Browse or search for fonts. Use the filters on the left sidebar to narrow the results.
• When you find a font you like, select View Family to view its family page.
• Open the Activate Fonts menu. Then select the toggle to activate (or deactivate) a font family, individual font weights or styles.
• You can access the activated fonts in the Active fonts panel inside Creative Cloud desktop app and in the font list in your desktop apps. Some desktop applications, like Microsoft Word, may require a restart after a new font has been activated.

Adelle fonts are licensed according to Adobe Font licensing standards. For more information, visit: **helpx.adobe.com/fonts/using/font-licensing.html**

If you do not have Creative Cloud or other Adobe programs installed on your device, are having difficulties activating Adobe Fonts like Adelle or need access via a web application, contact the IT Help Desk at: **ithelpdesk@bouldercolorado.gov**

Alternative, non-Adobe font:

Assistant

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Download instructions for Assistant:

• Download the font folder and open. **https://fonts.google.com/specimen/Assistant**
• Double-click Assistant-VariableFont_wght
• A window will open showing font with an example sentence. Click Install.
• Click Next to see next weight of font (e.g. light, bold, etc.). Click install.
• Repeat for all font weights.

*"Assistant" fonts are licensed under the **Open Font License**. You can use them freely in your products and projects, whether print, digital, commercial or otherwise. However, you can't sell the fonts on their own.*

Sample character styles

While font weight, size, line height and more should be determined based on what is best for each individual layout, the following character styles have been pre-determined for suggested use.

Headings

Lorem ipsum dolor

Extra Large Heading. Size: 54 pt, Leading (line height): 60 pt, Weight: Extra Bold

Lorem ipsum dolor sit amet

Large Heading. Size: 44 pt, Leading (line height): 48 pt, Weight: Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing

Medium Heading. Size: 32 pt, Leading (line height): 36 pt, Weight: Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing

Small Heading. Size: 21 pt, Leading (line height): 26 pt, Weight: Semibold

Focus text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Size: 14 pt, Leading (Line Height): 18 pt, Weight: Bold

Body text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Size: 12 pt, Leading (Line Height): 14 pt, Weight: Regular

Font color usage

Our color palette includes a wide range of shades to accommodate a variety of projects and deliverables. When pairing colors, it is important to be mindul of accessibility standards. If there is not enough contrast between background and foreground shades, legibility decreases significantly. The samples below demonstrate color combinations that pass and fail when tested against contrast standards for accessibility. Avoid using color combinations that fail contrast testing, no matter the audience or medium.

✓ **Pass**

✗ **Fail**

Test other color combinations

Test color combinations against contrast standards for accessibility, and see more accessibility resources at: **https://webaim.org/resources/**
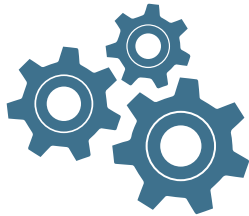
Iconography

The city's iconography library is an ever-expanding resource that provides users with cohesively styled Boulder-owned icons in various formats and color combinations. A sampling of the library's contents and style can be seen below.
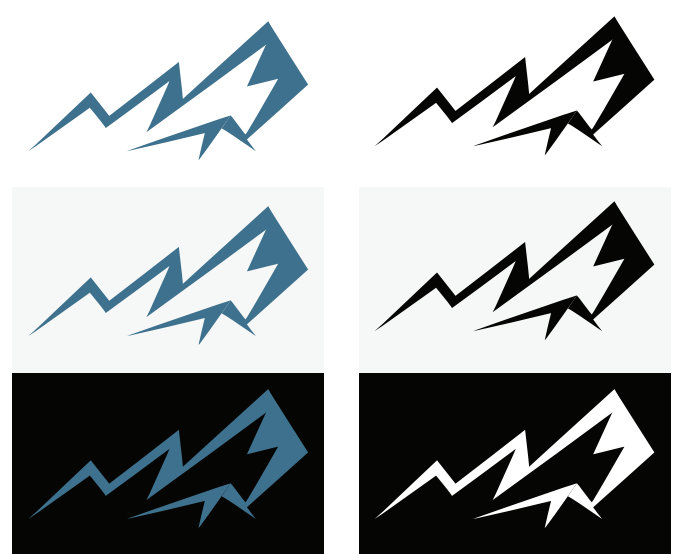
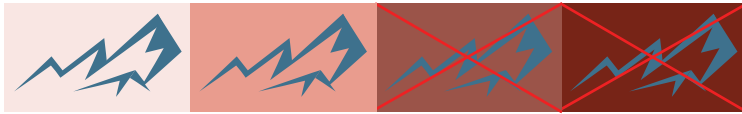**Don't see what you need in the library?**
It is encouraged to create new icons in a style that closely aligns with the rest of the iconography library. Consider stroke (line) weight, minimal and modern imagery and more when creating new icons.

Visit the Iconography Library >

Using color with icons

Photography

Photography is an important part of Boulder's brand. We use photography for visual storytelling and to showcase the beauty of Boulder. We strive to use photography that is:

• Visually engaging
• Clear and high-resolution
• Bright, colorful and taken with natural light
• Candid and not staged
• Taken locally and licensed by the city whenever possible, using stock imagery only when necessary
• Representative of the diversity of our city and the people in it

Photography resources. Boulder-owned and free use stock imagery are available via the following resources.

• **City Image Library**
• **Pixabay**
• **Unsplash**
• **Adobe Stock.** City departments maintain access to a limited number of image downloads per month from Adobe Stock. For more information about your department Adobe Stock enterprise account, contact the IT Helpdesk.

Explore the City Image Library >

Examples: Best imagery

More examples: Best imagery

Landscapes and nature.

Photos of beautiful Boulder nature and landscapes are always a good choice.

More examples: Best imagery

Professional and personable staff.

Select imagery depicting our diverse, knowledgeable staff on the job or in collaboration. Avoid using images of staff who are no longer with our organization.

More examples: Best imagery

Diverse and welcoming community.

Provide a glimpse into the diversity and acceptance promoted by Boulder's community and culture.

More examples: Best imagery

Fun and relaxing lifestyle.

Utilize photos that portray Boulder's many opportunities for recreation and personal enjoyment.

IV.
Branding in action

Brand collaborations

Occasionally, we collaborate with other businesses and brands on projects that require promotional material or other designed deliverables. Strive to maintain a strong sense of the Boulder brand identity when creating material for collaborations by following these tips.

Logo sizing for collaborations.
When creating material for collaborations with other brands, ensure that our branding is at least as visible as the collaborator's. In other words, the Boulder logo should be displayed at the same scale as the collaborator logo(s) or larger.

The footer above demonstrates acceptable logo sizing for collaborations. The footer below is an example of inappropriate sizing. When the logo is emphasized, it is clear that the communications are coming from Boulder and not the collaborators.
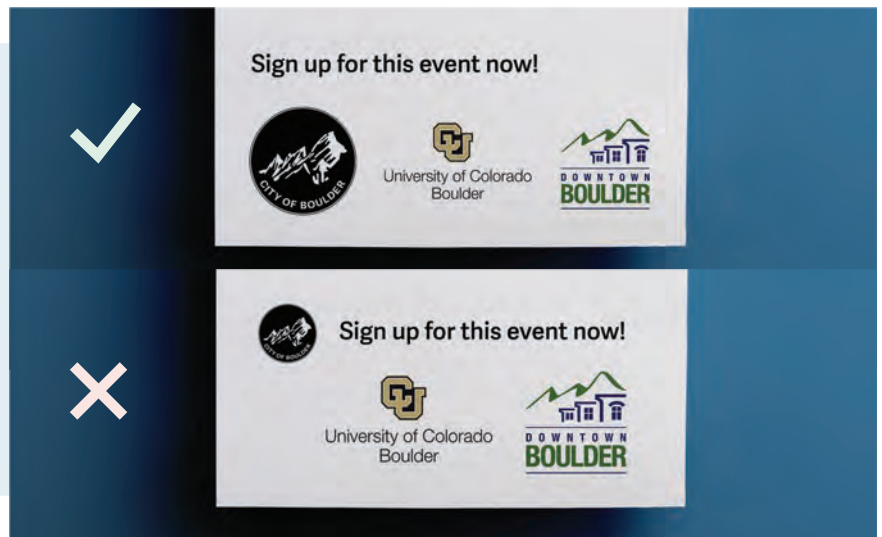
Focus on brand colors.
Boulder branding colors should be the main color scheme of most deliverables. When accent colors are used, they should play a supporting role in the design, rather than drawing too much attention. When collaborating with other brands, it might be appropriate to use their brand colors as accents; Be careful not to use colors from collaborating brands excessively or as the main color scheme for a design.

While this graphic brings in CU gold, it is used as an accent for the primary color scheme of Boulder Blue and white.

Website

The City of Boulder has developed **guidelines for creating content for bouldercolorado.gov**, including **web content writing guidelines**. The following guiding principles shape the city's approach to web content:

1. User needs are No. 1
Understand your audience and what they want to do. Always write for your audience. You will have organizational goals in writing your text, but these should map onto some feasible need or interest of your audience.

2. Less is more
Our website is not a filing cabinet – so do not publish everything you can online. While we seek to be transparent, we strive to only publish information that is concise, meets a user need and can be realistically maintained so it doesn't become outdated.

3. Keep it simple
Write in plain language using short words and sentences. Avoid jargon and acronyms. People read differently on the web, so be sure to put the most important information up front and make the rest of the content easy to scan.

View content creation guidelines>

View web writing guidelines >

Email signatures

First Last
Title
She/Her/Hers - *What's This?*

City of Boulder
Communication & Engagement

C: 333-333-3333
janes@bouldercolorado.gov

Communication & Engagement Department
BoulderColorado.gov

Department email signatures reflect city branding and values while providing useful contact information. The email signature template, along with instructions for use, can be found on the Communications and Engagement SharePoint site.

Get this template >

Digital services

It is our goal to brand all third-party digital services as consistently as possible with guidelines. While some platforms allow for more customization than others, try to use city colors, fonts and logos as often as possible.

For questions regarding branding third-party digital services, contact the IT Help Desk at: **ithelpdesk@bouldercolorado.gov**

Social media

The City of Boulder uses social media to connect, engage and inform the community in an effort to raise awareness about city news, programs and services. Although social media contributors span departments and play a variety of roles, the Communication Department is responsible for social media. The city's use of social media is intended to support objectives and outcomes outlined in the department's five-year strategic plan, including promotion of the city's values: customer service, respect, integrity, collaboration and innovation.

Learn more about social media guidelines, including style guidance for graphics, by visiting the City Social Media Strategy and Guide.

▸ **View Social Media Strategy and Guide >**

PowerPoint presentations

Branded PowerPoint presentation templates are available on the **Brand Standards Hub**, with variations designed to accommodate a range of subject matter and content. Each template utilizes the custom City of Boulder branded PowerPoint theme, which allows users to easily stay on brand when applying colors and fonts to presentations.
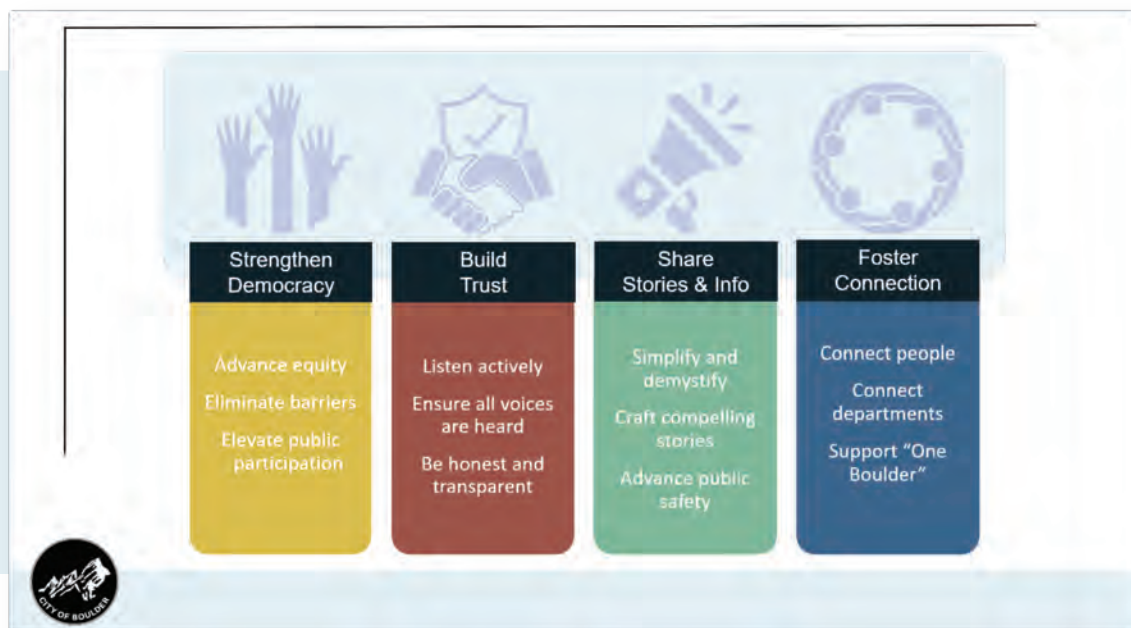
⬇ PowerPoint templates >

If you have questions about how to use or access PowerPoint presentation templates, reach out to the Communication and Engagement department.

Templates utilize brand colors, fonts, showcase examples of best imagery, and more.

Add visual appeal to presentations by using multiple brand colors and custom icons.

Design by device

Graphics and text should be developed based on the medium it will be shared, with different considerations for print, desktop devices and mobile devices. Creators should consider the following when identifying the best design by medium and device:

Image resolution. For digital deliverables, high resolution photos (**at least** 1920 x 1080 pixels) are recommended for best clarity. For print deliverables, optimum image resolution can be determined by the size at which each image is displayed in the document. For example, in magazine-quality printing, an image of 640 pixels in width and 480 pixels in height will only allow for a decent print of about 3.2 x 1.6 inches.

These two images are both displayed at about 2.5 inches in width, but as you can see, the high resolution image (originally 4032 x 3024 pixels) appears much clearer and sharper than the low resolution image on the right (originally 75 x 56 pixels).

Amount of text. Graphics developed for the city website should contain a minimal amount of text, both for accessibility reasons and so larger fonts can be utilized for legibility on mobile devices. Graphics always include alternate text for purposes of accessibility and, for complex information, should be accompanied by supporting written text on the webpage. Social media graphics should effectively utilize a minimal amount of text, with detailed information contained in post captions. A more liberal use of text can be included in graphics designed for print materials.
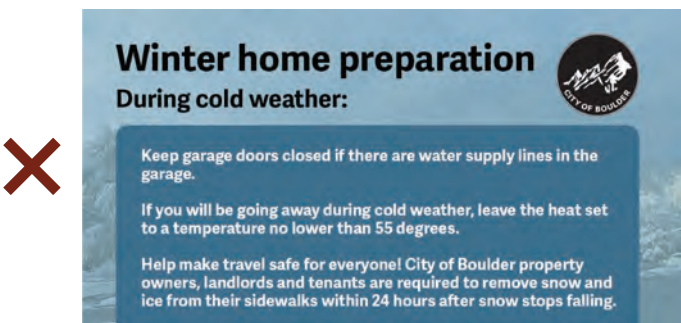
Content setup and specifications. For online content, consider backend tasks for accessibility like alternate text for images. More than half of the traffic to the city website is now from mobile devices, so all web content needs to be developed to display correctly on both small and large screens. For materials developed in print, give special consideration to document layout (trim, bleed, template specifications, etc.) and the final product's size / dimensions.

Design by device

Color models. If you've ever tried to print a graphic that is bright and colorful on screen and noticed it's quite dull in comparison, what you've seen is a discrepancy based on **color models**.

RGB Color: Digital
The RGB color model is used when displaying media on a digital screen. Screens combine different colors of light to create a range of colors. This model is known as the additive color model, because the screen is adding light together to create colors. A more vivid color range can be displayed in this color model.
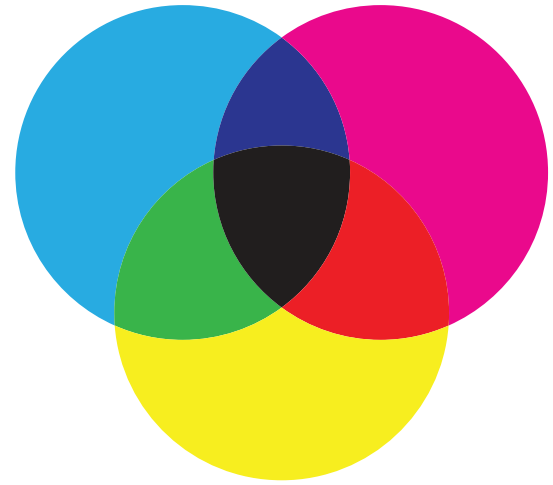
CMYK Color: Print
The CMYK color model is used for all print media. Printers apply layers of ink colors on top of one another to create varying shades. This model is known as the subtractive color model, because the printer is subtracting light from the page by covering it up with ink. Colors displayed with this color model are darker and more dull than RGB colors.

Why this matters:

Keep in mind that your design should incorporate colors that work in both RGB and CMYK color models. This means you should avoid using bright or neon colors in designs intended for print. Also remember to send CMYK files to printers to avoid unnecessary printing fees.

ON SCREEN   IN PRINT
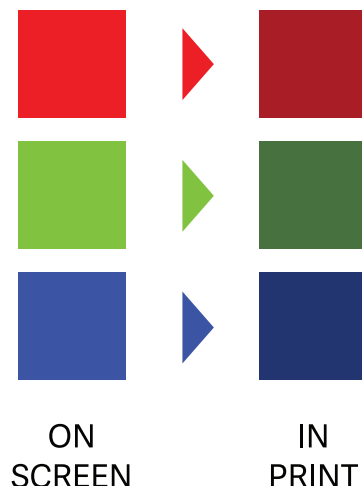
V.
Resources

Templates

A library of templates aligned with current brand standards is available for use across the city. Templates available currently include:

- Animoto explainer video
- Bilingual postcard (.AI and .INDD)
- Business card (.AI)
- Canva explainer video
- Document basic page (.AI and .INDD)
- Document cover page (.AI and .INDD)
- Document table of contents (.AI and .INDD)
- E-newsletter (Emma)
- Form header and style guidance (.AI , .INDD)
- General social media graphics (Canva)
- Heads Up (.DOCX)
- Informational trifold (.AI)
- Instagram story (Canva)
- Letterhead (.AI , .INDD , .DOCX)
- PowerPoint presentation
- Project or event flyer (.AI and .INDD)
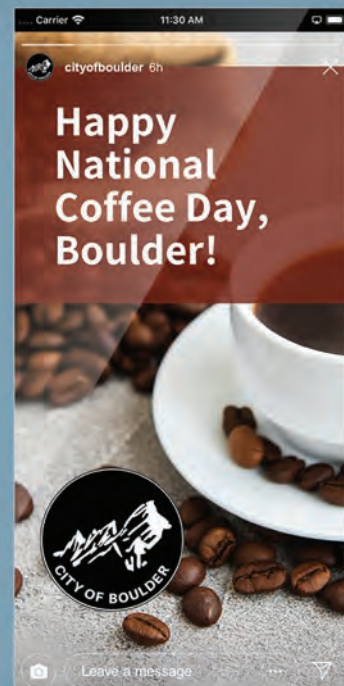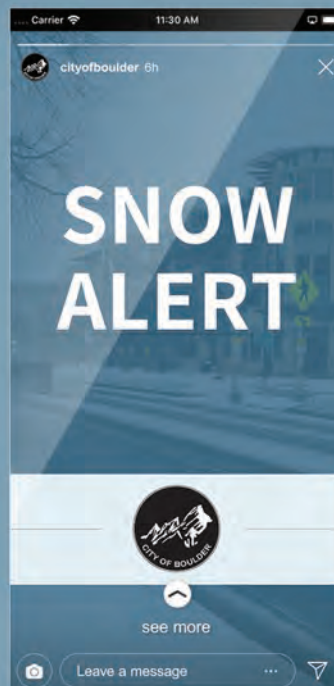- Social media header (.PSD)
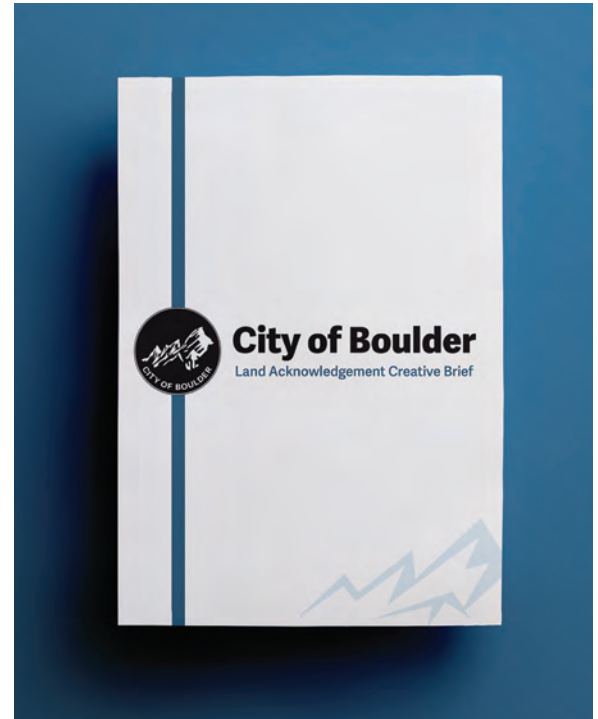
The above templates and more are available for download on the **Communication and Engagement Brand Standards Hub.**

> ▶ **Template Library >**

Templates

Creative Cloud branding library

The City of Boulder Creative Cloud branding library is a collection of official logos, brand color swatches, character styles and icons for use in Adobe programs. This library allows you to keep the Boulder brand at your fingertips when creating content.

To import a Creative Cloud library file for use in Adobe programs:

• Open the Libraries panel inside any Creative Cloud app.
• Click the **More Options** menu in the upper-right corner of the Libraries panel.
• Select **Import Library.**
• Click **Select Library**, and select the .cclibs file that you want to import.
• Click **Import**.

⬇ **Get CC library file >**

Resources

• **Official City of Boulder Branding Adobe CC Library File**
• **Brand Standards Hub: Template Library**
• **Brand Standards Hub: Iconography Library**
• **City Image Library**
• **City Writing Style Guide**
• **Adobe Stock Images**
• **Unsplash** (Free use high resolution stock images)
• **Pixabay** (Free use stock images)
• **Canva**
• **Animoto**

Contact for more information:

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• Deanna Kamhi at **kamhid@bouldercolorado.gov**
• Sarah Huntley at **huntleys@bouldercolorado.gov**