

A Style Guide for Using the Broken Arrow Logo



BROKEN ARROW

Where opportunity lives

The logo features a stylized arrow with multiple shafts, all pointing towards the top right. The arrow is set against a circular background with a grid pattern. The entire logo is rendered in a light orange color.

WHAT IS A BRAND?

A brand is a promise. It's an expression of an organization's personality and core values – its “essence.” Our logo and our name are very important elements in how the Broken Arrow essence is conveyed.

It's critical to remember that people are bombarded with hundreds of marketing messages each day. Consistency is imperative in getting people to notice our brand and connect with it on an emotional level. Being true to established brand guidelines will make every communications effort work harder. Each sign, uniform, brochure or other exposure will serve to reinforce the brand, increasing awareness and relevance over time.

Broken Arrow has many diverse audiences, including residents, potential residents, visitors and the business community. Because of this diversity, it is essential to have continuity in the expression of our brand. Doing so will help us portray a community that works together, sharing similar values and aspirations

From annual reports to visitors' guides to signage, having a consistent look and feel will lay the foundation for a strong Broken Arrow brand – one that positions us as a city that is steeped in rich history and poised for promising new opportunities.

Our Logo: An Expression of Our Brand Essence

The sun in our logo symbolizes the opportunity for success that can be found in Broken Arrow.

The arrow itself reflects our heritage, while its upward movement represents the upward mobility of our city and our residents.

The white lines on either side of the arrow express the motion and energy that are so much a part of life in our city.

The typeface used for the name Broken Arrow projects the feeling of being connected to the past, grounded in the present, and confident about the future.

All of these elements, taken together, do more than create an appealing, distinctive visual image — they make a meaningful statement about our city.

Broken Arrow is where opportunity lives.



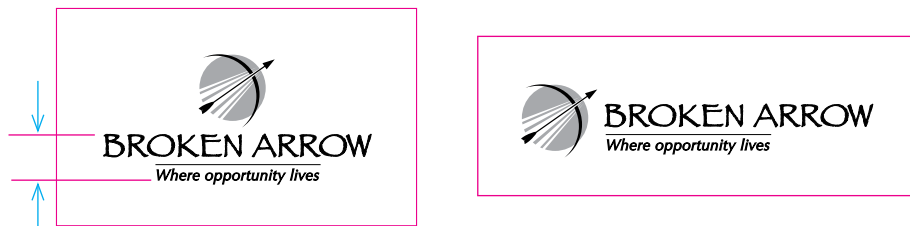
- ▶ **The preferred Broken Arrow logo** is the version with the centered type underneath the sun/arrow icon. In most instances, it should be reproduced in black, white or pms # 2747 (C: 100 M: 85 Y: 0 K: 13) and #1375 (C: 0 M: 40 Y: 90 K: 0). For electronic use: RGB: R: 19 G: 61 B: 141 and RGB: R: 250 G: 166 B: 52.
- ▶ **The logo typeface** for BROKEN ARROW is Papyrus. The typeface for the tagline is Univers.
- ▶ **When printing on a colored background**, use the black version to overprint light colors, and the white logo to be knocked out of stronger colors. Make sure there is enough contrast to ensure logo readability.
- ▶ **If using the logo without the tagline**, the rule should also be deleted.



- **The horizontal version** of the logo should be used only when vertical space is limited and the primary version is impractical.

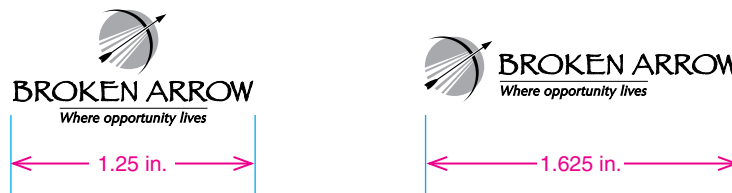


- **A minimum clear space** must be maintained around the logo. This space is equivalent to the distance from the top of the type **BROKEN ARROW** to the base of the tagline below it.



Space surrounding logo should be equal to this.

- **Recommended minimum size** for readability



- The sun/arrow icon may be used as a 1-color graphic element without the type. When used in this manner, it may be a solid or screened color.

