Brand Identity Style Guide

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CONTENTS

OUR BRAND

Introduction

The City of Nixa's brand conveys the identity of both our community and the municipal government as an organization. Our brand is an expression of our organizational purpose, our dedication to public service, and commitment to the city's mission, vision, and values. This brand standards document is intended to serve as a toolkit to help staff better serve the public through clear, consistent and compelling written and visual communication.

This guide is also meant to help you understand our strategy and decisions, and provide a foundation to build upon. Please follow these guidelines carefully. Consistency is key. Our brand standards and this guide document may grow and evolve over time, so please be sure you are reviewing the latest version. Nixa.com will feature a brand standards section which will reflect the latest version of this document.

Please provide this guide to our partner agencies and any vendors hired to produce materials on behalf of the city. Whether creating an internal document, ordering staff uniforms, ordering swag items to give away to the public, or developing marketing or communications materials, these guidelines should be followed. The Communications Department may assist you in the development of such designs and should be consulted when developing any communications and marketing materials which will be seen by external audiences.

The Communications Department is responsible for maintaining and updating this brand style guide. If you have questions or suggestions regarding the brand tool kit, please consult with the Director of Communications.

History & Community Identity

Welcome to the only Nixa in the world! Nixa's name is unique, and its origin has been traced by local historians back to 1881, when our small community post office was known as Faught. Located at a crossroads, the north-south route runs between Springfield, MO and Harrison, AR (now Main St.), while the east-west route runs between Ozark and Mt. Vernon (now Mt. Vernon St.). The US Postal Service informed the residents of this crossroads that there was a preexisting post office named Faught elsewhere in Missouri, and so they would need to select a new name to designate the place. The founders of the community met at the post office to invent a new name. They settled on Nixa either because "Nix" was German slang for nothing, as in "Nothing but a crossroads", or because they drew upon the initials of Nicholas A. Inman (a locally respected Union veteran of the Civil War) and inserted an X to symbolize the crossroads.

Given our unique name and its history anchored to the town's status as an important crossroads of the Ozarks, we have traditionally used the X as the primary symbol of the community.

The X has also grown in its significance over time. X marks the spot where you may find that which you treasure most. X signifies a multiplier of opportunity. The people of Nixa are the intangible X factor of our community. They are our town's greatest asset. Our potential for forward progress comes from their vision and determination.

OUR BRAND

Community Brand:

Nixa is a place people love to come home to. Whoever you are, you can find your place in Nixa.

Organizational Brand:

Our municipal government is committed to enhancing quality of life for all our neighbors by providing exceptional, reliable, and innovative public services which facilitate forward progress.

Brand Voice

Our brand character is built on openness, engagement, vibrancy, optimism, a collaborative spirit, family friendliness, and authenticity.
Nixa is welcoming to everyone, and we are always seeking to serve.

Our voice should always be sincere, helpful, kind, encouraging, inclusive, and cooperative. We should always convey our willingness to go out of our way to provide the highest quality of public service, and follow through on that promise even when inconvenient. In this way, our hospitality, honesty, and persistent optimism will win the trust and confidence of even the most cynical skeptic of local government.

Whenever possible, we should provide evidence that our local government is improving our neighbors' lives through responsibility, transparency, and public engagement. Whatever we do, we seek to do it the right way.

Brand Pillars

The city's brand pillars serve as inspirational themes for communications and visual designs. Our marketing materials should always be written to touch on at least one of these pillars. When using images for communications or marketing materials, please select unique, high-quality professional photography which reflects one or more of these pillars:

- Public Service
- Collaboration & Engagement
- Home Town Spirit
- Open Spaces
- Family Friendly

WRITING STYLE

Written Communications

Nixa's communications should be written with the intent of providing excellent customer service. This means that accuracy is paramount, while relevant context and sufficient detail should always be provided. Try to anticipate the most common questions someone may ask, and proactively provide an answer within the written materials.

Think about your target audience. What is the best way to communicate everything you want them to know, feel, and do?

Communications Ethics:

We believe that every honest question deserves an honest answer.

- Be transparent.
- Be truthful.
- Be timely.

Writing Tips:

- Use our subject matter experts.
- Tell compelling stories.
- Use strong verbs and short sentences.
- Explain why we do what we do so that both your grandma and children can understand our mission and purpose.
- Describe with precision.

Embracing Diversity

WE write for all of US about OUR shared community. We serve all people who come into contact with the Nixa community, so throughout our communications and customer service experiences, we treat everyone with dignity, respect, and kindness.

Our writings should always set a positive example of welcoming, positivity, optimism, and eagerness to collaborate. We encourage all citizens to be neighborly with one another. We celebrate all we have in common as well as our unique traits. We believe in building meaningful and constructive relationships with anyone who is willing to help us edify this community.

Whenever possible, we aim to write marketing and communications materials to a 5th grade reading level or lower. We want a broad audience to quickly and easily understand our communications. This is especially true for website and social media content.

We avoid unnecessary gendering of job roles. For example, we use "Council Member" or "Line Worker" rather than "Council woman" or "Lineman". We also avoid labeling people by single characteristics or dimensions. We understand that every individual has a complex identity composed of multiple dimensions, so we refer to individuals by their names, not their labels. This does not prevent us from crafting specific communications intended for defined demographic groups. For example, we may want to design a marketing plan to reach adults over 50 regarding our Silver Sneakers program.

LOGO USAGE

Logo Mark

The converging arrows in Nixa Red point to the X in the negative space.

Word Mark

Nixa is rendered in a customized, bold version of the Semplicita font. The X and A have been joined into a single shape to reduce the gap created between them.

Local Combination Mark

When an audience is limited to the southwest Missouri region, the simpler Local Combination mark may be used.

Global Combination Mark

Although we are the only Nixa in the world, many people around the globe may not yet be familiar with where Nixa is on the map. Therefore, our global combination mark is preferred for most use cases. It introduces a "Nixa Red" bar with Missouri in a modified Semplicita Pro font in white.

Minimum Clear Space

All Nixa combination marks require a minimum Clear Space as defined by the width of one of the Logo Mark arrows.

LOGO USAGE

Co-Branding

When the City of Nixa lends co-sponsorship to an event or program, or serves as an agency partner, and your organization is designing a way to recognize the city, we prefer that our global combination mark be used.

Please contact the Communications Department for assistance.

When placing any of the city of Nixa's logos in close proximity to co-sponsor logos, we ask that all co-sponsors at the same level as the city of Nixa be displayed in such a way where either the logos are arranged horizontally with similar heights, or arranged vertically with similar widths. Please also leave sufficient white space around the logos so they are not crowded together or overlapping.

Horizontal Co-Sponsors

This example shows co-sponsors displayed horizontally with similar logo heights. Co-sponsor logos may also be displayed with vertical separators.

Vertical Co-Sponsors

This example shows co-sponsors displayed vertically with similar logo widths.

LOGO USAGE

What Not To Do

The next page shows examples of prohibited uses of our global combination mark, however, these examples of improper use also apply to all other logos in our brand kit. These are examples to illustrate that you should not create any variation of any of our logos. Don't add elements to the logo. Don't change fonts or words within the logo. Below each example is a description of other prohibited uses.

If you find yourself in a situation where the existing logo files will not work, please contact the Communications Department for advice on how to proceed.

For guidance on which version of the logo to use when dealing with various background colors, please refer to the following sections on Logo Usage for each logo version.

Placing Logos Over Background Images

Logos may be placed over negative space in a background image so long as the logo maintains high contrast, will remain legible and all logo elements will remain distinct and clearly recognizable.

Acceptable contrast over an image

Unacceptable contrast over an image

Never reposition any piece of the logo.

Never stretch, squeeze, or italicize the logo.

Never rotate, tilt, or change the perspective of the logo.

Never fade, dissolve, or make the logo appear partially transparent.

Never resize any element of the logo.

Never change the colors of the logo.

Never place the logo over a busy or distracting background in which the logo gets lost.

Never add visual effects such as drop shadow, gradients, or lighting effects to the logo.

Never place the logo over a low-contrast background where elements are hard to see.

LOGO USAGE

Global Two Color

The global combination mark should be used in most instances.

Primary

This is the primary two-color combination logo mark lockup preferred for all applications on white or light tone backgrounds. Note that the Nixa word mark is in "Innovation Blue" while the logo mark and bar are in "Nixa Red."

Secondary

When "Innovation Blue" or very similar dark navy blue is not available, the Nixa word mark may be rendered in black while the logo mark and bar should be in "Nixa Red" or as similar as possible with available thread colors when embroidering.

Grey and Dark Backgrounds

When printing, embroidery, or other applications will be on a medium grey, neutral or dark tone background, the Nixa word mark and "Missouri" text should be rendered in white while preserving the logo mark and bar in "Nixa Red."

Red or Blue Backgrounds

When printing, embroidery, or other applications will be on any blue or red background, this all white version of the global mark is preferred with "Missouri" not printed (cut out) so as to match the background.

NOTE: Other bright colored backgrounds such as yellow, orange, purple, or green should be avoided when applying the city's core brand logos. An acceptable exception would be for high-visibility yellow uniform and safety equipment, in which case the global all-black logo is preferred.

LOGO USAGE

Local Two Color

The local combination mark may be used when the audience is limited to the 417-land region.

Primary

This is the primary two-color combination logo lockup preferred for all applications on white or light tone backgrounds. Note that the Nixa word mark is in "Innovation Blue" while the logo mark is in "Nixa Red."

Secondary

When "Innovation Blue" or very similar dark navy blue is not available, the Nixa word mark may be rendered in black while the logo mark should be in "Nixa Red" or as similar as possible with available thread colors when embroidering.

Grey and Dark Backgrounds

When printing, embroidery, or other applications will be on a medium grey or dark tone background, the Nixa word mark should be rendered in white while preserving the logo mark in "Nixa Red."

Red or Blue Backgrounds

When printing, embroidery, or other applications will be on any blue or red background, the local mark should be presented in all white.

NOTE: Other bright colored backgrounds such as yellow, orange, purple, or green should be avoided when applying the city's core brand logos. An acceptable exception would be for high-visibility yellow uniform and safety equipment, in which case the global all-black logo is preferred.

LOGO USAGE

Single Color Versions

Primary Global Single Color

When printing, embroidery, or other applications only allow single color on a white or light grey or neutral tone background, this all red version of the global combination mark is preferred.

Global Monochrome

When printing, embroidery, or other applications only allow monochrome (black and white or greyscale), this all black version of the global combination mark is preferred on a white background or high-visibility reflective backgrounds for safety.

Global Color Backgrounds

When printing, embroidery, or other applications only allow single color on any color background, this all white version of the global combination mark is preferred with "Missouri" not printed so as to match the background color.

Primary Local Single Color

When printing, embroidery, or other applications only allow single color on a white or light grey or neutral tone background, this all red version of the local combination mark is preferred.

Local Monochrome

When printing, embroidery, or other applications only allow monochrome (black and white or greyscale), this all black version of the local combination mark is preferred on a white background.

Local Color Backgrounds

When printing, embroidery, or other applications only allow single color on any color background, this all white version of the local combination mark is preferred.

NOTE: Other bright colored backgrounds such as yellow, orange, purple, or green should be avoided when applying the city's core brand logos. An acceptable exception would be for high-visibility uniform and safety equipment, in which case the global monochrome all-black logo is preferred on a high-visibility yellow background.

LOGO USAGE

Departments

The following departments and sub-departments may use their specific branding as outlined below due to their specific missions, specialized teams, and public visibility.

A vehicle reserved for only Recycle purposes may display a "Nixa Recycle" sub-department logo. However, if the vehicle may also be used by streets, the logo to display would be "Nixa Public Works", and if the vehicle may also be used by other departments, the logo to display would be the local Nixa combination mark.

Internal support departments such as Finance, Human Resources, Legal, Communications, IT, City Clerk's Office, etc. should always use the city's core branding as they represent the entire city at all times.

Development

Combination mark for the Development Department.

Public Works

Combination mark for the Public Works Department. Additional combination marks are in the tool kit for each sub-department of public works including Recycle, Maintenance, Streets, and Stormwater.

Nixa.com Word Mark

This is the primary word mark for the Nixa.com online brand. This wordmark may be used in black, white, Nixa Red, or Innovation Blue depending on background and design brief.

NIXA.COM

NIXA.COM

NIXA.COM

NIXA.COM

LOGO USAGE

Police

Primary Logo

This is the primary logo for the Nixa Police Department, and will be worn by all non-commissioned staff. Only sworn officers will use the Nixa Police Patch on their uniforms, so this logo may apply to the entire department.

Word Marks

These wordmarks may also be used in official markings for uniforms, vehicles, facilities, etc. when use of the converging arrows logo would not be appropriate. However, these should always be used as a supplemental marking in addition to presence of either the department's primary logo or police patch.

Animal Control

The Nixa Animal Control combination mark may be used in official markings for uniforms, vehicles, facilities, or documents specific to the Animal Control division.

Police Patch

The Nixa Police patch incorporates multiple elements of the city's branding into a shield shape. Our Police department serves and defends the Nixa community with courage, integrity, pride, and professionalism.

LOGO USAGE

Nixa Utilities

Primary Logo

Nixa Utilities uses a variation of the core Nixa brand mark. This variation features a black check mark at top, with the left arrow in blue (representing the water utility), bottom arrow in green (representing the wastewater utility), and right arrow in red (representing the electric utility.) The word mark "Nixa Utilities" is stacked in a black font with a black bar below featuring the sub-brand's tagline "Count on us" in white.

Word Mark

The wordmark may also stand on its own when printing the 4-color logo is not possible.

"Count on us." Word Mark

When using the Nixa Utilities slogan as a stand alone graphical element, this version with the check mark should be used, but not in close proximity to the primary logo.

Nixa Utilities Departments

Water Logo

The Water Department may use this blue and black logo for department specific uses such as uniforms, vehicles, and documents.

Sewer Logo

The Sewer (Wastewater) Department may use this green and black logo for department specific uses such as uniforms, vehicles, and documents.

Electric Logo

The Electric Department may use this red and black logo for department specific uses such as uniforms, vehicles, and documents.

LOGO USAGE

Parks & Recreation Combination Marks

Primary Logo

This is the primary combination mark for Nixa Parks & Recreation department. The Parks 4-color kite symbol is to the left of the wordmark in black.

Secondary Logo Single Color

Either the all black or all white single color Nixa Parks & Recreation combination mark should be used when the primary 5-color combination mark will not be printed in full color.

The X Center Logo

The X Center logo features the Nixa Parks X from the negative space in their kite symbol. The entire logo may be rendered in either all black or white (depending on background).

Parks & Recreation
Logo Marks

Kite Symbol

Nixa Parks uses their kite as a
standalone logo to represent family
activities and passive parks.

X symbol

Nixa Parks uses the X from the
negative space in the center of their
kite logo as a symbol of recreational
activities such as sports.

LOGO USAGE

Parks & Recreation Department Program Logos

Each program and parks event may have its own combination logo created in the following style, according to the parks color palette.

Park Facility Logos

Each park facility may have its own combination logo, using the kite and the name of the park.

LOGO USAGE

City Seal

The Nixa City Seal is a symbol of the Nixa City Council and the administration of the municipal government. The city seal should only be used by city staff when creating official city documents to communicate the official business of (or decisions by) the council and/or administration. No member of the public, no other organization, and no political candidate nor campaign should use the city seal at any time.

The City of Nixa was incorporated as a village in 1902. We are a relatively young city, and yet we have rapidly grown into one of the most desirable suburban communities in the state of Missouri.

"Nixa Red" reminds the viewer of red Azaleas, our official city flower, and represents both our passionate commitment to an exceptional quality of life and our dedication to public service. The four converging arrows represent the place which attracts people from all around to make Nixa their home. An X in the negative space between those converging arrows marks the spot where you may find that which you treasure most. Historically, the X in the name of our city has symbolized a crossroads, it has also come to signify a multiplier of opportunity. The people of Nixa are the intangible X factor of our community. They are our town's greatest asset. Our potential for forward progress comes from their vision and determination.

The circles and city skyline silhouette in "Innovation Blue" represent strength, peace, responsibility, wisdom, truth, and trustworthiness. The white background represents the opportunity anyone has in Nixa to pursue life, liberty, and happiness. It also represents their opportunity to shape our community's future.

The silhouette of the Nixa skyline communicates our status as a suburban community. The structures symbolize comfortable homes in the foreground, places which nurture the growth of individuals and families. In the middle ground, modern looking places of business and social life are depicted, with a depiction of City Hall in the background, representing the municipal government's role in supporting residents and businesses. This symbol reminds council and staff of our commitment to facilitate an exceptional quality of life for all our neighbors through public service.

CITY FLAG

Meaning & Interpretation

The city flag is a symbol of community pride which can be flown by anyone.

First, you will notice this design is in red, white and blue, harkening to the colors of our national flag. Red and blue also have unique meaning for Nixa.

"Nixa Red" reminds the viewer of red Azaleas, our official city flower, and represents our passionate commitment to an exceptional quality of life and public service.

"Innovation Blue" represents strength, peace, responsibility, wisdom, truth and trustworthiness.

The two parallel bars in "Innovation Blue" represent the James and Finley rivers, between which Nixa is located.

The four converging arrows in "Nixa Red" represent the place which attracts people from all around to make their home. An X in the negative space between those converging arrows marks the spot where you may find that which you treasure most. Historically, the X in the name of our city has symbolized a crossroads, it has also come to signify a multiplier of opportunity. The people of Nixa are the intangible X factor of our community. They are our town's greatest asset. Our potential for forward progress comes from their vision and determination.

The white background represents the opportunity anyone has in Nixa to pursue life, liberty, and happiness. It also represents their opportunity to shape our community's future, a proverbial "blank slate".

COLOR PALETTE

Nixa Color Palette

**Primary
Nixa Red**

Pantone: 206 C

Hex Code: #CE0037

CMYK: 0/100/73/19

RGB: 206/0/55

**Light Neutral
White**

Hex Code: #FFFFFF

CMYK: 0/0/0/0

RGB: 255/255/255

**Secondary
Innovation Blue**

Pantone: 655 C

Hex Code: #002554

CMYK: 100/56/0/67

RGB: 0/37/84

**Tertiary
Two Rivers Blue**

Pantone: 647 C

Hex Code: #236192

CMYK: 66/34/0/42
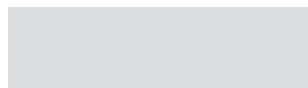
RGB: 35/97/146

**Accent
Focus Yellow**

Pantone: 7548 C

Hex Code: #FFC600

CMYK: 0/24/100/0

RGB: 255/198/0

**Dark Neutral
Black**

Pantone: 6 C

Hex Code: #000000

CMYK: 0/0/0/100

RGB: 0/0/0

Additional Accent Colors

Light Grey
Hex Code: #d9d9d9
CMYK: 0/0/0/15
RGB: 220/221/222

Medium Grey
Hex Code: #97999C
CMYK: 0/0/0/48
RGB: 151/153/156

Dark Grey
Hex Code: #717375
CMYK: 0/0/0/68
RGB: 113/115/117

Nixa Color Balance

Primary Color Relationship

Nixa.com Color Relationship

Alternative Color Relationship

COLOR PALETTE

Nixa Police Color Palette

**Primary
Nixa Red**

Pantone: 206 C

Hex Code: #CE0037

CMYK: 0/100/73/19

RGB: 206/0/55

**Light Neutral
White**

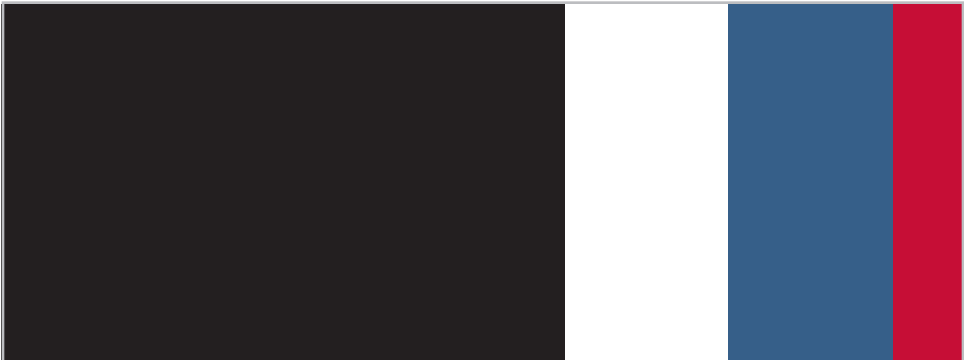Hex Code: #FFFFFF

CMYK: 0/0/0/0

RGB: 255/255/255

**Secondary
Two Rivers Blue**

Pantone: 647 C
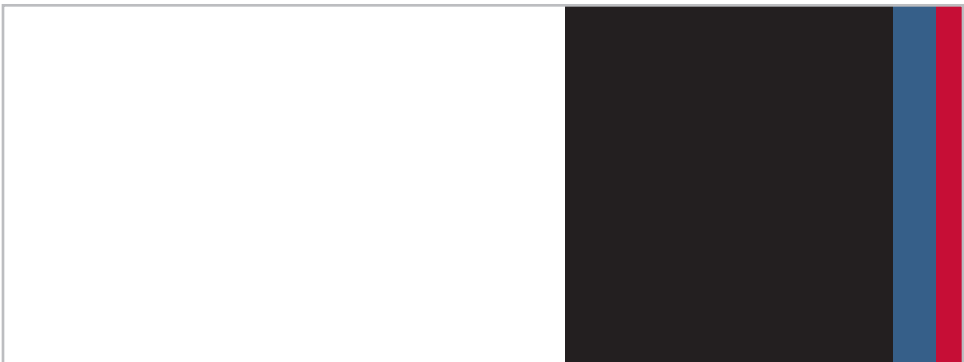
Hex Code: #236192

CMYK: 66/34/0/42

RGB: 35/97/146

**Dark Neutral
Black**

Pantone: 6 C

Hex Code: #000000

CMYK: 0/0/0/100

RGB: 0/0/0

Nixa Police Color Balance

Patch Color Relationship

NixaPolice.com Color Relationship

COLOR PALETTE

Nixa Utilities Color Palette

**Electric
Nixa Red**

Pantone: 206 C

Hex Code: #CE0037

CMYK: 0/100/73/19

RGB: 206/0/55

**Light Neutral
White**

Hex Code: #FFFFFF

CMYK: 0/0/0/0

RGB: 255/255/255

**Water
Two Rivers Blue**

Pantone: 647 C

Hex Code: #236192

CMYK: 66/34/0/42

RGB: 35/97/146

**Dark Neutral
Black**

Pantone: 6 C

Hex Code: #000000

CMYK: 0/0/0/100

RGB: 0/0/0

**Sewer
Growing Green**

Pantone: 2417 C

Hex Code: #249e6b

CMYK: 89/0/71/21

RGB: 36/158/107

Nixa Utilities Color Balance

Primary Color Relationship

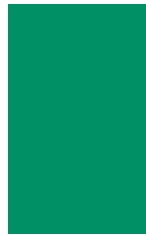### NixaUtilities.com Color Relationship

COLOR PALETTE

Nixa Parks & Recreation Color Palette

Fitness
Nixa Red
Pantone: 206 C
Hex Code: #CE0037
CMYK: 0/100/73/19
RGB: 206/0/55

Aquatics
Splashy Blue
Pantone: 2925 C
Hex Code: #009CDE
CMYK: 77/25/0/0
RGB: 0/156/222

Facilities & Events
Growing Green
Pantone: 2417 C
Hex Code: #249e6b
CMYK: 89/0/71/21
RGB: 36/158/107

Enrichment
Enrichment Purple
Pantone: 2090 C
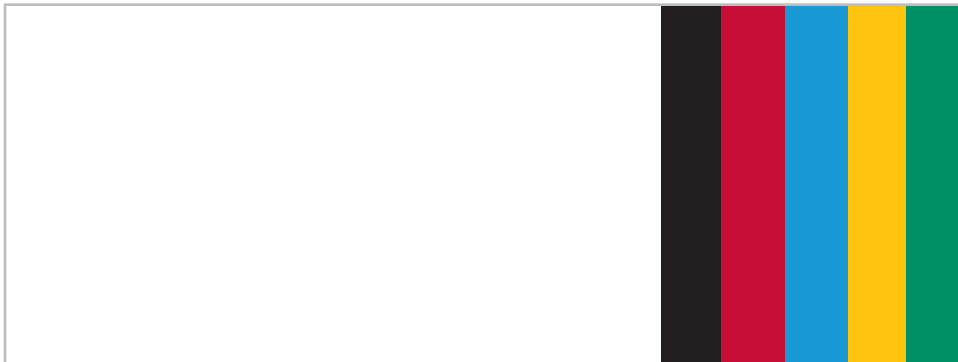Hex Code: #6638B6
CMYK: 68/94/0/0
RGB: 102/56/182

Sports
Focus Yellow
Pantone: 7548 C
Hex Code: #FFC600
CMYK: 0/24/100/0
RGB: 255/198/0

Kite Tail
Black

Hex Code: #000000
CMYK: 0/0/0/100
RGB: 0/0/0

Nixa Parks Color Balance

Nixa Parks Logo Color Relationship

NixaParks.com Color Relationship

TYPOGRAPHY

Primary Font Set

Fonts, like colors, affect the overall mood of communications. Fonts have personality characteristics which influence the perceived voice and tone as you imagine the intent of the person writing the text you are reading.

Our primary fonts can be downloaded for free from Google Fonts and have full license for the city's use. These fonts were selected because they also serve as web fonts to facilitate consistent use from websites to publications. These fonts must be used in all marketing and sales materials because we have open license to use them for commercial purposes through Google Fonts, whereas the city may not have license to use our alternate fonts for commercial purposes.

Our primary font families are Poppins and Roboto.

HEADINGS: POPPINS BOLD 21–30

Subheadings in Roboto Slab Regular 10-16

Roboto Light: Body text in 10-12pt. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

"Highlight quotes are a great way to add emphasis." - Roboto Light 14-20

Alternative Subheadings in Roboto Regular 10-16

The Alternative Subheading is to be used for aesthetic reasons when the Roboto Slab Regular Subheader does not create a good visual experience. Please contact Communications Department at cityhall@nixa.com or call City Hall at 417-725-3785 for clarification and review of this use.

Alternate Fonts

When primary fonts are not working properly for the situation at hand, please use the following designated alternate fonts. When creating marketing and sales materials, please consult the communications department or a professional designer who has the proper software to apply our primary, licensed fonts for commercial purposes.

Rockwell and Sanchez and are alternate slab fonts you may use in place of the Roboto Slab font family.

Century Gothic and Verdana are alternate sans fonts you may use in place of the Poppins and Roboto font family.

NOTE: Not all our alternate fonts are available in Google Fonts. Some can be licensed through Adobe, and others are standard system fonts for commonly-used softwares such as Microsoft Office.

Microsoft Office:

Use Century Gothic (sans font) and Rockwell (slab font) when you want other Microsoft Office software users to view documents in the same way on their machines as you intended when creating them in these softwares.

Web & Email:

When creating email content, our primary and alternate fonts may not display as intended for email recipients outside our organization. Therefore, recommended alternate fonts for email and web design include Verdana and Roboto.

Verdana is a widely used system font which we recommend for use in email as it was designed for consistent display on screens across systems. Roboto is a web font hosted online and usable for websites and emails as well.

IMAGERY

Our Visual Style

The photography, icons, and other images we select to represent our community in print or electronic communications should always be chosen with care. Here are some tips:

- Select high-resolution, professional-looking photography only.

- Images should be taken locally whenever possible, but stock photography may be needed when we don't have local stock photography which meets our standards for the situation at hand. Be sure we have license to use stock photography. DO NOT use images from the internet or any photographer without permission.

- The people and faces in our photography should portray diversity so that all people are represented when considering the entirety of photography on our website or within a document. This will help all audiences feel welcome and included in our community. As appropriate, tailor your project's photo selection for your target audience and key messages.

- The focus of our photography should be people and faces. However, some photography of open spaces, city facilities, or vehicles and other equipment without people in the frame may also be appropriate at times.

- Select photos which convey at least one of our visual themes:

    - Public Service

    - Collaboration & Engagement

    - Home Town Spirit

    - Open Spaces

    - Family Friendly

Photo Mood Board

See this mixture of local and stock photos for examples and inspiration of appropriate on-brand photography.

IMAGERY

Photo Treatment

Photos may be shifted to black and white, with a 30% color filter applied on top in order to create an appealing photo effect. In the example below you may use an Adobe Indesign color overlay with blending mode "Color" > Opacity 90%. Only use colors from our official color palette and integrate these effects to achieve an appropriate color balance. See the examples below.

Symbology

Official Fish

Golden Redhorse sucker fish (Moxostoma erythrurum of the family Catostomidae). This is the preferred sucker fish caught from the Finley and James rivers and other area streams and then filleted and fried in the annual Nixa Sucker Days summer festival.

Official Flower

The Azalea continues to be the official city flower as proclaimed by Mayor Steele on August 18, 2014. The red azalea also serves as an inspiration for the Nixa Red color used in our brand identity.
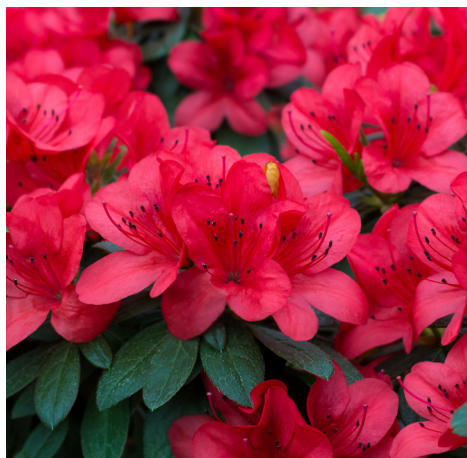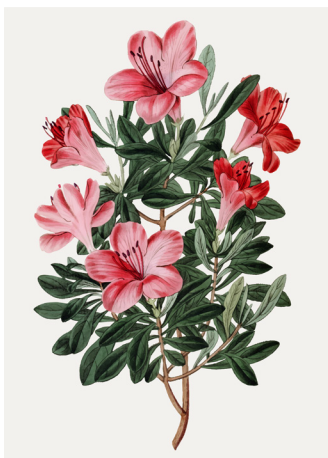
GRAPHIC ELEMENTS

Nixa Skyline Silhouette

The skyline silhouette conveys our status as a suburban community. The structures symbolize comfortable homes, places which nurture the growth of individuals and families, places of business and social life, and a City Hall supporting them all in the background.

Red and Innovation Blue

Primary single-color version. Innovation blue is also acceptable as a single color implementation of this graphic element.

3d

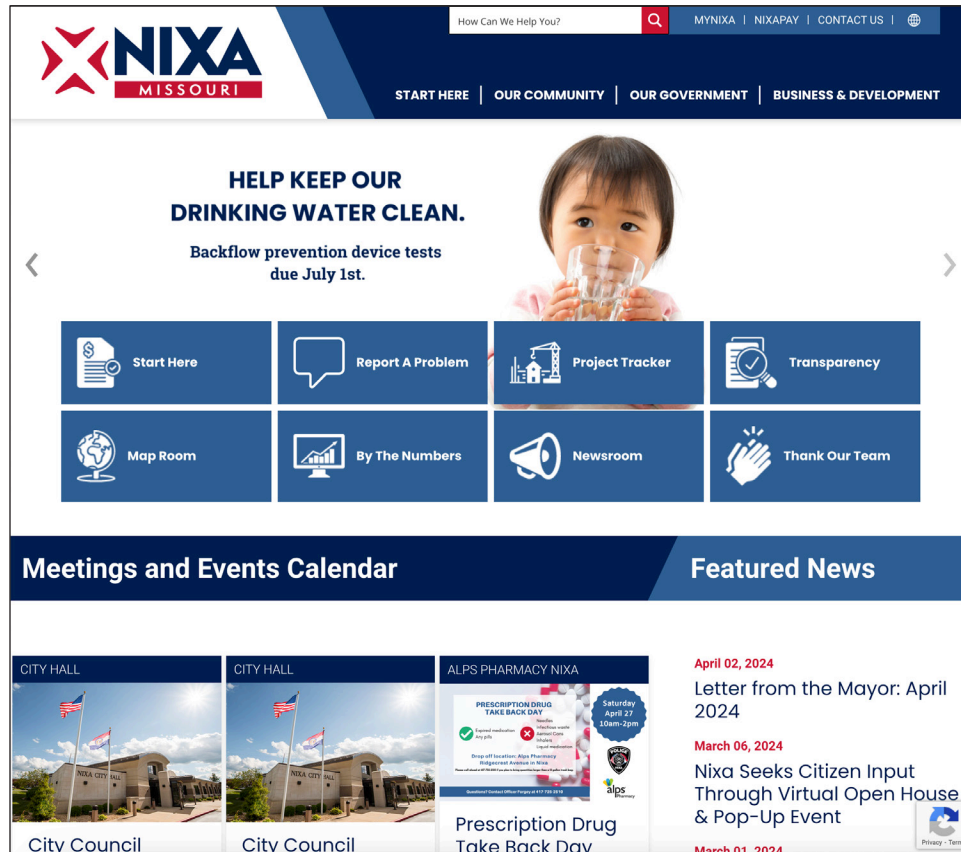The shading of this version adds depth and a three-dimensional effect.

Black

The black version is a reverse of the white version. This may be useful when embossing or engraving.

White

The white version may be used over color backgrounds.

NIXA.COM

Online brand implementation

Refer to Nixa.com for the latest information, documents, and brand materials from the City. We've implemented the brand colors, fonts and logos throughout the site. The brand standards were developed with an eye to ensuring the website works to provide a visually pleasing and intuitive user experience using hierarchy of information and clarity of navigation.

The current site is developed using Wordpress. Planeteria Media is the vendor which built the site and developed custom elements for us. The content management system provides a wealth of tools for building and editing pages to present information, images, tables, and other widget blocks all with capability or presets to implement on-brand look and feel.

Additional websites and social media accounts should be branded to compliment the look of Nixa.com to the greatest extent possible.

CONTACT INFORMATION

How we communicate contact information

In electronic communications, we should always provide the highest quality of personalized customer service by providing our name to the members of the public we interact with, whether by phone, email, or social media. However, printed materials become dated more quickly when such materials make reference to specific individuals rather than information which will continue to be valid beyond any one team members' tenure with the city.

Therefore, when possible, avoid printing contact information connected to a particular individual. Instead, use titles or departments so the customer can always get in touch with someone ASAP without having to wait for particular employees who may be out sick, on vacation, or may no longer be with the city.

For example:

DO NOT PRINT: "Contact Drew Douglas at ddouglas@nixa.com or his personal cell phone number 417-555-5555."

DO PRINT: "Contact the Communications Department at cityhall@nixa.com or call City Hall at 417-725-3785".

EXAMPLES & FILES

Attention Vendors & Partners

Attention Vendors & Partners,

Thank you for taking time to learn about our brand identity and standards. If you require access to our brand and logo files for your project, we have made these resources readily available online to ensure consistency and adherence to our branding guidelines.

Please visit Nixa.com/brand to find the latest version of this document, examples of proper use, and downloadable files containing our official logos and other brand assets. These materials are provided to facilitate accurate representation of our brand identity in your designs, marketing materials, or any other collaborative efforts.

We kindly ask that you review our brand guidelines carefully before using our logos or brand assets to ensure compliance with our standards and maintain the integrity of our brand identity.

Should you encounter any difficulties or have specific requests regarding our brand materials, please feel free to reach out to our communications department for assistance.

Thank you for your cooperation in upholding the City of Nixa's brand integrity. We look forward to the possibility of working together and seeing your contributions to our organization and community.

Best regards,

Drew Douglas | Director of Communications | City of Nixa

For information regarding the Nixa
Brand Identity Style Guide contact the
Communications Department at
cityhall@nixa.com
or call City Hall at 417-725-3785.