

CITY OF FARMERS BRANCH BRANDING GUIDE

City Logo Files can be found on the P Drive at P:\LOGOS

LOGO



**FARMERS
BRANCH**

FULL COLOR



**FARMERS
BRANCH**

REVERSED BLACK



**FARMERS
BRANCH**

REVERSED WHITE



FARMERS BRANCH
DEPARTMENT NAME

*HORIZONTAL ORIENTATION
WITH DEPARTMENT NAME*

FONT FOR DEPARTMENT NAME IS
GOTHAM MEDIUM



**FARMERS
BRANCH**

HORIZONTAL ORIENTATION

COLORS

FARMERS BRANCH GREEN



RGB - 120 157 74 *(best for digital)*
CMYK - 48 6 79 17 *(best for print)*
HEX/HTML - 789D4A *(best for web)*

A NOTE ABOUT FILE TYPES

The City's logo is available in the following file types:

- JPEG** - can be large or small file size
- PNG** - offers a transparent background
- EPS** - Vector file, transparent background, can scale to any size and stay clear, often requested by vendors

If you have a specific logo need or file type, contact rachael.johnson@farmersbranchtx.gov

FONTS

FARMERS BRANCH LOGO FONT
GEORGIA BOLD

FREQUENTLY USED COMPLIMENTARY FONTS

GOTHAM
MULI (ON CITY WEBSITE)
FUTURA
CENTURY GOTHIC

BEBAS NEW
BALBOA PLUS
SWEET SANS
Corinthia Professional