



Brand Guidelines

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Welcome to Trenton, where all trails lead to new opportunities.

Nestled along the Detroit River, the City of Trenton, Michigan offers residents, business owners, and visitors a unique blend of natural wonder and community. From an afternoon biking to a night out downtown, there’s something special for everyone.

For those who call Trenton home, our city stands as more than a mere residence; it’s a way of life. Trenton is a haven for families seeking to blend a neighborly, small-town feel with expansive opportunities to grow. With ample green space, exceptional schools, and a rising downtown hub, residents find everything they need right in their own backyard. Our families appreciate an inclusive, charming atmosphere, where they can confidently put down roots for the long run.

For those with an eye for adventure, Trenton makes the perfect day trip. Launch your kayak on the Detroit River, fish along the waterfront at Elizabeth Park, do some bird watching at the International Wildlife Refuge, or bike the Iron Belle Trail. Later, grab a local bite, window shop downtown, and catch a show at the local theater. Day-to-night, inside and out, this town is for those who want a taste of it all.

Trenton is more than a locale. It’s a promise of an exceptional quality of life, a chance to explore, and a rich tapestry of experiences for locals and visitors alike. Enjoy all that Trenton has to offer — for a day, or for a lifetime.



Mission

Uplift all who cross our paths with a welcoming environment, natural beauty, and countless ways to explore.

Vision

Trenton is synonymous with prosperity: economic prosperity, natural prosperity, and cultural prosperity. The city offers a vibrant, charming downtown, welcoming visitors on day trips for shopping and exploring. Across the city, revitalization through repurposed spaces has led to a low commercial vacancy rate, and Trenton is known as a hub for innovative businesses to get their start and expand. Across its neighborhoods, Trenton provides a strong foundation upon which families can grow.

Values

Positioning families to thrive.

We provide our residents with the safe, neighborly community and strong schools they need to start and grow their families. We set the stage to be their home today, tomorrow, and for decades to come.

Celebrating and preserving our natural beauty.

We understand that our outdoor spaces are priceless. Therefore, we invest in the trails, waterways, parks, and walking paths that inspire our people to connect with one another and their environment, all the while positioning our city as an ideal ecotourism destination.

Uplifting local businesses and inspiring economic vitality.

We know that local businesses are at the core of our community dynamic. We uplift current and future business owners by offering a supportive environment to innovate, translating ideas into action.



Purpose

To provide families a home where they are actively engaged with their city's offerings, and to bestow visitors a taste of adventure along a vibrant waterfront and trails.

Positioning / USP

In Trenton, residents and visitors don't have to choose between city amenities and the great outdoors. We blend a close-knit business community with miles of trails, parks, and river access to offer a well-rounded lifestyle.



Target Audience

Trenton is for those who seize opportunity: The opportunity to put down roots for the long-term. The opportunity to start a new business. The opportunity to explore the great outdoors. And the opportunity to be a part of something bigger than themselves.

More specifically, Trenton sets the stage for residents, business owners, and visitors to appreciate a small-town feel with a sense of adventure, whether for an afternoon or for the long term. The city's target audience falls into the following categories, to name a few:

- Current residents, particularly families who appreciate a welcoming, safe environment
- Business owners, current and future, looking for a place to launch their next big idea
- Visitors from the surrounding region, particularly nature enthusiasts and outdoor explorers seeking a variety of recreational opportunities

Across all audiences, Trenton's people share similar traits. They are neighborly, hardworking, connected, upbeat, and follow an enduring "can-do and will-do" attitude. Collectively, these individuals drive the city forward.

Tone of Voice

Warm Family-oriented Understated

Straightforward Authentic Inclusive

Community-centric Uplifting Neighborly



Elevator Pitch

Trenton is a vibrant city in Southeast Michigan where charm and opportunity converge. Located along the Detroit River, Trenton offers a blend of small-town warmth and natural beauty. Here, families will find a place to thrive, with excellent schools and a growing downtown that puts everything you need right in your own backyard. For outdoor adventurers, Trenton is the ideal spot for a day trip to kayak the river, bike the trails, explore parks and green spaces, and indulge in local delights. As both a connected community and a destination for exploration, Trenton welcomes you.



The Visual Brand

The Logo

The Trenton logo consists of two parts: the icon and the wordmark. The icon is a stylized 'T', the arms of the letter curve together to make a wave symbolic of the Detroit River and the natural beauty Trenton has to offer. The icon can be used as a stand-alone piece in certain situations.

All logos are included in four different file types: PDF, SVG, PNG, and EPS. For more information about when to use which format, see the File Type Guide in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the Color Space Guide in the Appendix.



SECONDARY



ICON



BADGE



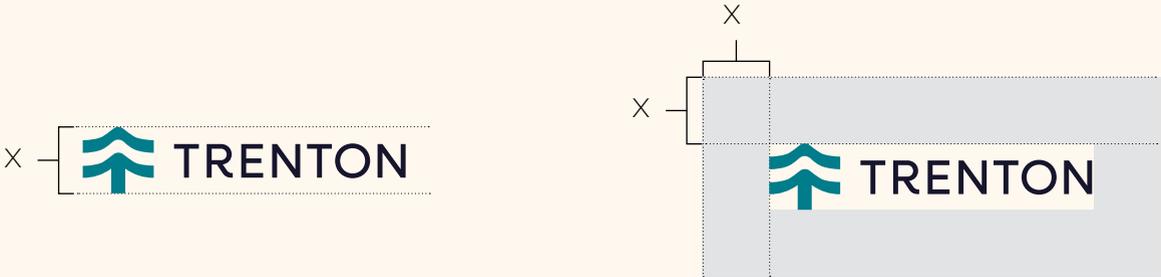
Sizing & Spacing

SIZING

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. Proportions of the logo should never be altered, not under any circumstances.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



Logo Misuse

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS



DROP SHADOWS



ROTATION



DISTRACTING BACKGROUNDS



WRONG COLORS



WRONG TYPEFACE



Co-Branding

The logo will often be required to co-exist with partner organizations. When Trenton is the dominant brand, place the logo larger and on top of the other logos, or to the left of other logos so it reads first.

When Trenton is of equal dominance, ensure the logo is sized optically similar to other logos, aligned on a center axis, and given proper white space.

When gathering sponsor logos, it is ideal to receive the logos in a single-color (black or white) and in vector form.

PRODUCT DOMINANCE



PRODUCT EQUITY



Sub-Brands

The brand rules outlined on the previous pages also apply for the sub-brands.

It is important to keep the sub-brands consistent. When creating a new sub-brand please use the following guidelines. The font used for the department name is Gabarito Regular and can be downloaded from Google Fonts. This font should only be used when creating sub-brands. The department name should sit 0.091 inches below the Trenton wordmark and should always be set in all caps. The first letter of the department name should center align with the “T” in Trenton. No letters should extend past the “N” in Trenton, the word should instead be stacked underneath the first line (see examples on the right of this page). Tracking should be set at 251. Leading differs between two-line and three-line logos. For a two-line logo, set it at 9.4. For three, set it at 10.4.

ONE-LINE LOGO



TWO-LINE LOGO



THREE-LINE LOGO



Color Palette

Trenton’s primary color palette is comprised of three colors: Teal, Cinnabar, and Cream. Secondary colors include: Mindaro, Melon, Sky Blue, Navy, and Midnight. These colors were chosen for their versatility and consistency. Always use the color breakouts listed on this page. Tints and shades of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, Black and Reversed. Refer to the Color Spaces guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

TEAL

PMS: 7713
CMYK: 100, 0, 30, 26
RGB: 0, 125, 138
HEX: #007d8a

CINNABAR

PMS: 2026
CMYK: 0, 76, 79, 0
RGB: 242, 99, 67
HEX: #f26343

MINDARO

PMS: 2281
CMYK: 15, 0, 46, 0
RGB: 220, 232, 162
HEX: #dce8a2

CREAM

PMS: 9200, 27% tint
CMYK: 0, 2, 5, 0
RGB: 255, 248, 239
HEX: #fff8ef

MELON

PMS: 169
CMYK: 0, 30, 26, 0
RGB: 255, 179, 171
HEX: #ffb7ae

SKY BLUE

PMS: 629
CMYK: 36, 0, 9, 0
RGB: 155, 211, 221
HEX: #9bd3dd

NAVY

PMS: 534
CMYK: 95, 74, 7, 44
RGB: 27, 54, 93
HEX: #1e3463

MIDNIGHT

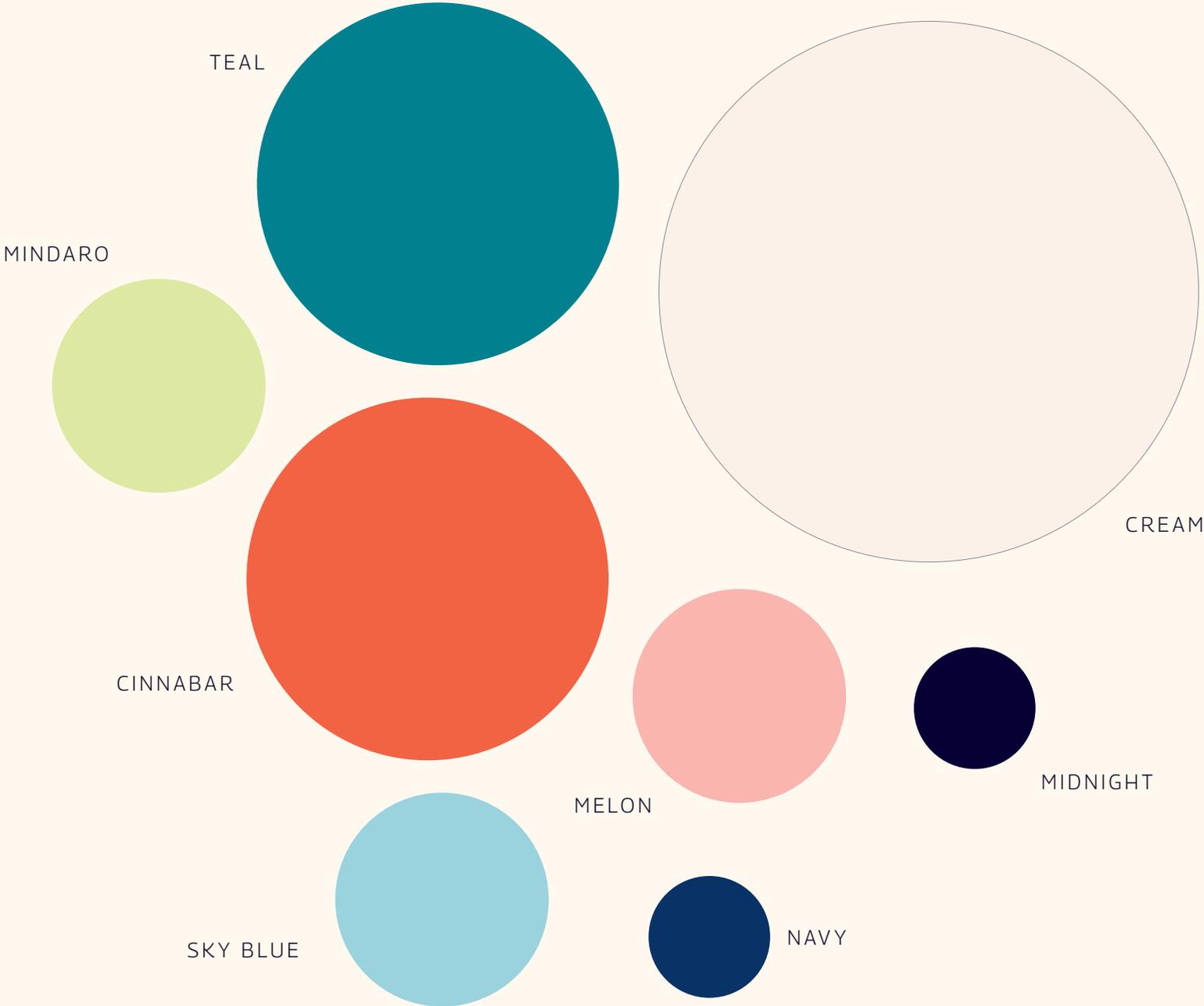
PMS: 5255
CMYK: 97, 100, 15, 72
RGB: 30, 26, 52
HEX: #1e1a34

Color Use

Trenton’s primary color palette is comprised of: Teal, Cinnabar, and Cream. This means, these colors should be used the most liberally. When using photography, try to select photos that include these colors for a more on-brand feel.

The secondary colors — Mindaro, Melon, Sky Blue, Navy, and Midnight — should be used sparingly. They are meant to compliment the primary colors, but not overpower them.

The different sized circles shown on the right are a loose visual guide to show how much of a color should be used. Cream is the largest as it is a neutral color and works well as a background color. Teal and Cinnabar are the second largest as they are the primary colors and should make up a large part of a design. Navy and Midnight are the smallest because dark colors have a tendency to overpower what’s around them, reserve these for small details or text.



Typography

In order to keep a consistent look and feel, always use branded typography for materials. Trenton's fonts are Georama and DM Sans.

As a general rule, Light and Regular should be used for large blocks of type; Medium, Bold, and Black should be used for introductions, callout copy, and subheads.

[Georama](#) and [DM Sans](#) can be downloaded for free from Google Fonts.

Georama
Extra Light

*Georama
Extra Light Italic*

Georama
Light

*Georama
Light Italic*

Georama
Regular

*Georama
Regular Italic*

Georama
Medium

*Georama
Medium Italic*

**Georama Semi
Bold**

***Georama
Semi Bold Italic***

Georama Bold

***Georama Bold
Italic***

**Georama
Extra Bold**

***Georama Extra
Bold Italic***

**Georama
Black**

***Georama
Black Italic***

DM Sans Light

*DM Sans Light
Italic*

DM Sans
Regular

DM Sans Italic

DM Sans
Medium

*DM Sans
Medium Italic*

DM Sans Bold

***DM Sans Bold
Italic***

**DM Sans
Black**

***DM Sans
Black Italic***

Typography Guidelines

How you set your typography is as important as the typefaces you select.

In order to maintain consistency with the brand, use the following sample as a guide on how to set your typography. Specific values will likely need to change according to the needs of the design. Use your best judgment.

Always ensure there are generous margins and enough leading, as these things aid readability.

GEORAMA MEDIUM
SIZE: 34 PT
TITLE CASE

Main Header

DM SANS REGULAR
SIZE: 11 PT
ALL CAPS

SUBHEAD

GEORAMA BOLD
SIZE: 13 PT

Secondary Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis libero sed ipsum egestas accumsan posuere eget arcu. Fusce sollicitudin fringilla lorem at suscipit. Etiam tincidunt nisi eros, sit amet molestie sapien consectetur maximus. Cras elit tortor, imperdiet sed ex at, ornare scelerisque justo. Sed vitae libero vel mi viverra placerat. Pellentesque auctor porttitor purus quis sollicitudin. Pellentesque quis congue neque. Sed ex libero, pellentesque vitae libero vel, malesuada gravida nunc.

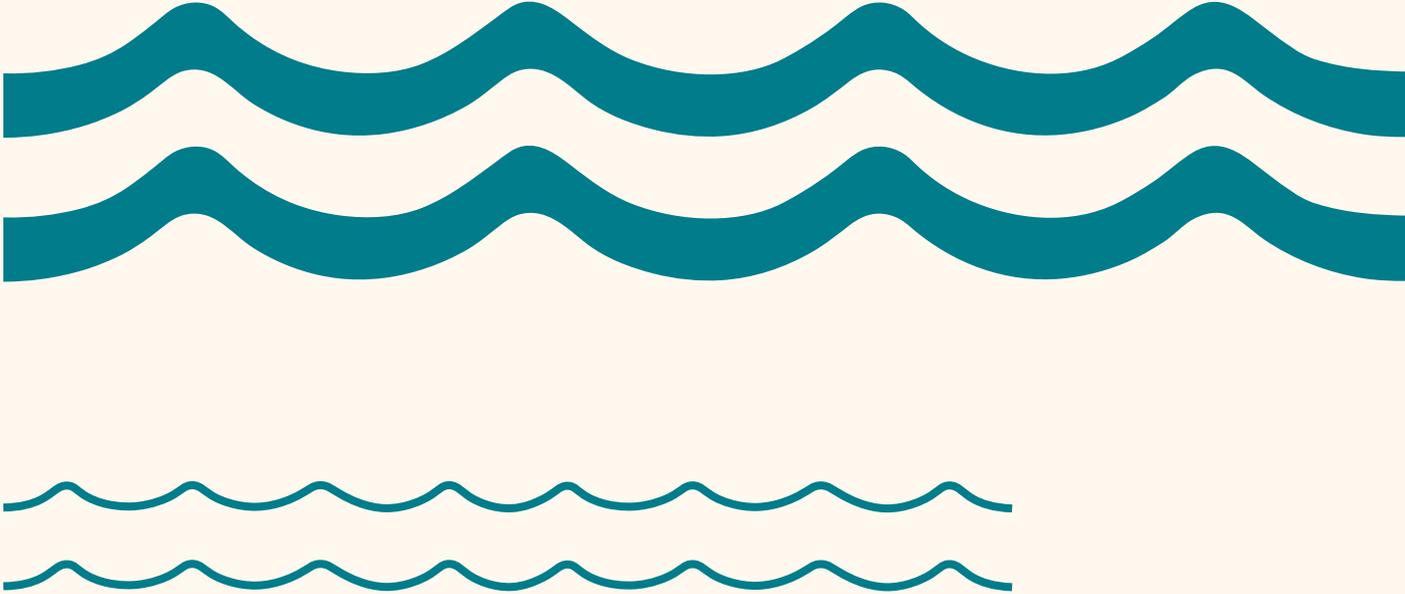
DM SANS LIGHT
SIZE: 10 PT

Mauris aliquam arcu eu metus consectetur consectetur. Nulla facilisi. Curabitur id aliquam tellus. Integer eu rhoncus mi. Morbi finibus sapien ac metus iaculis, non scelerisque sapien ultricies. Ut posuere euismod nunc a malesuada. Etiam nisi orci, sagittis non facilisis vitae, scelerisque non nulla. Nulla sollicitudin leo lectus, quis aliquam odio venenatis a. Nulla consectetur in lorem in posuere. Suspendisse nec tristique erat. Curabitur id pellentesque diam. Donec euismod sapien mauris, sed fringilla lectus cursus in.

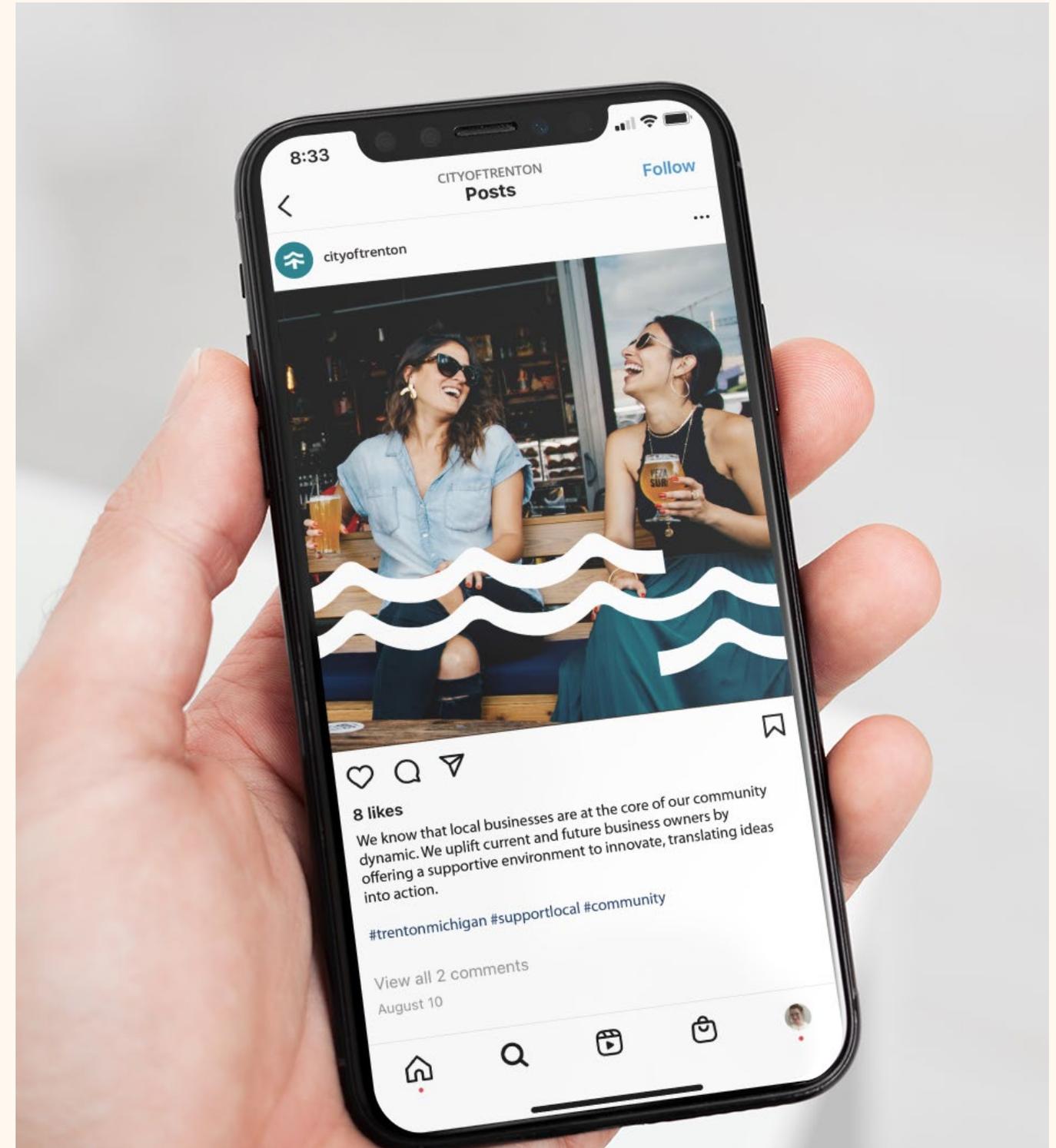
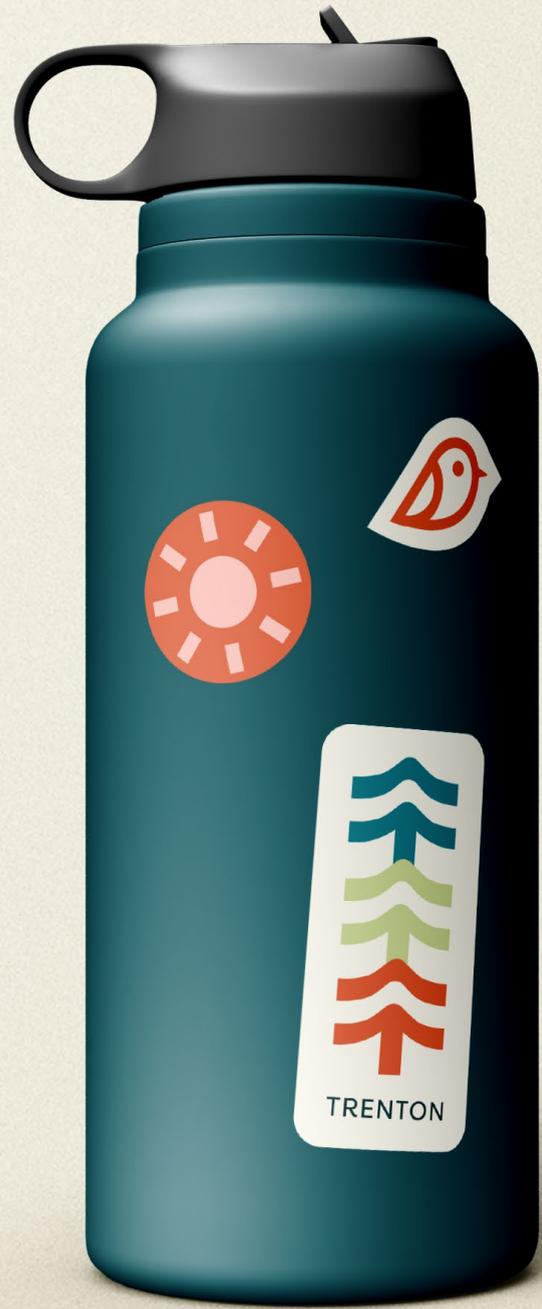
Graphic Elements

The wave graphic comes from the top-most part of the Trenton icon and can be used as a graphic element to embellish a photo or design. It is meant to add visual interest to a piece while reinforcing the brand.

The graphic should be used sparingly. Using too many of this shape can cause clutter. Similarly, using it in too many places for a single piece can desaturate its effect.



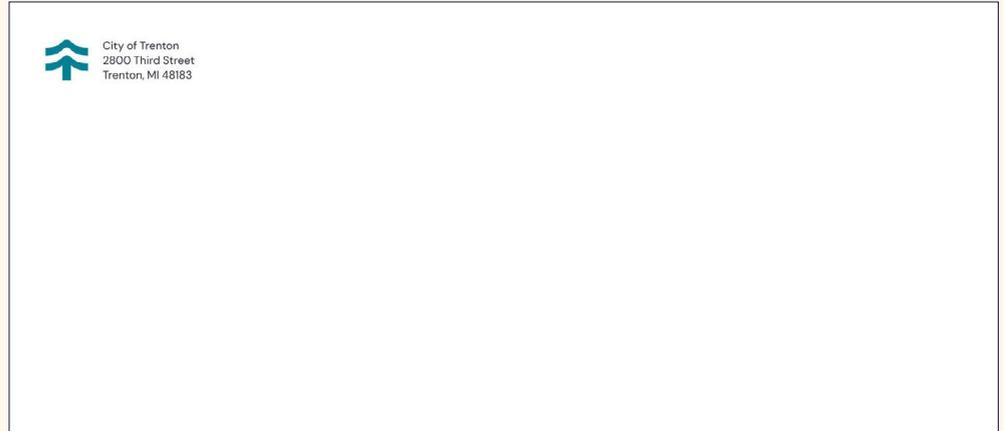
Samples of Use





Identity Materials

#10 Envelope, 70# Cougar White
8.5" x 11" Letterhead, 70# Text Cougar Smooth
2" x 3.5" Business Cards, [Moo.com](https://www.moo.com)



File Directory

PRIMARY



TDDA_Primary_FullColor



TDDA_Primary_Reversed



TDDA_Primary_Cream



TDDA_Primary_Black

SECONDARY



TDDA_Secondary_FullColor



TDDA_Secondary_Reversed



TDDA_Secondary_Cream

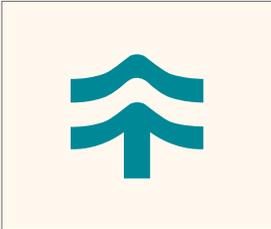


TDDA_Secondary_Black

Please note: All marks shown in the File Directory (excluding black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as a .svg, .eps, .pdf, and .png. If you need a different file type, contact [Redhead Creative Consultancy](mailto:info@redhead.studio) at 517-853-3681 or info@redhead.studio.

File Directory

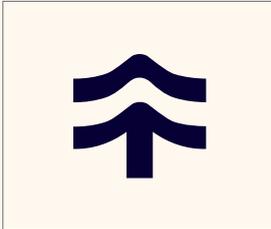
ICON



TDDA_Icon_FullColor



TDDA_Icon_Cream



TDDA_Icon_Black

BADGE



TDDA_Badge_FullColor



TDDA_Badge_Cream



TDDA_Badge_Black

TRENTON MICHIGAN



TDDA_Michigan_FullColor



TDDA_Michigan_Reversed



TDDA_Michigan_Cream



TDDA_Primary_Black

File Directory

CITY OF TRENTON



TDDA_City_FullColor



TDDA_City_Reversed



TDDA_City_Cream



TDDA_City_Black

CITY OF TRENTON MICHIGAN



TDDA_MichiganCity_FullColor



TDDA_MichiganCity_Reversed



TDDA_MichiganCity_Cream



TDDA_MichiganCity_Black

File Directory

DEPARTMENT OF PUBLIC SERVICE



TDDA_DeptPublicService_FullColor



TDDA_DeptPublicService_Reversed



TDDA_DeptPublicService_Cream



TDDA_DeptPublicService_Black

DOWNTOWN DEVELOPMENT AUTHORITY



TDDA_DowntownDevAuthority_FullColor



TDDA_DowntownDevAuthority_Reversed



TDDA_DowntownDevAuthority_Cream



TDDA_DowntownDevAuthority_Black

File Directory

PARKS & RECREATION



TDDA_Parks&Rec_FullColor



TDDA_Parks&Rec_Reversed



TDDA_Parks&Rec_Cream



TDDA_Parks&Rec_Black

TRAIL TOWN



TDDA_TrailTown_FullColor



TDDA_TrailTown_Reversed



TDDA_TrailTown_Cream



TDDA_TrailTown_Black

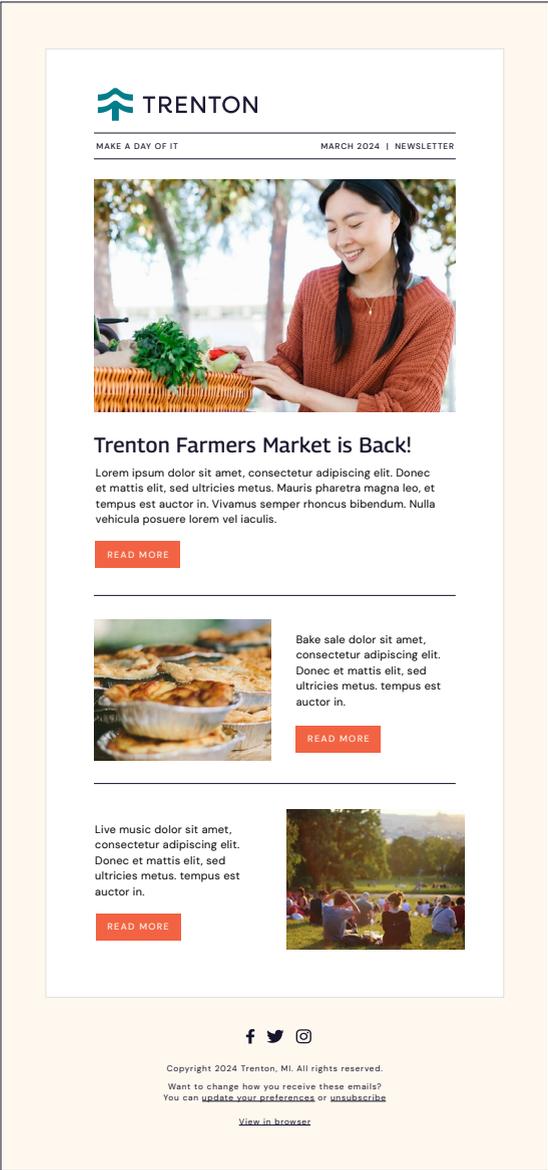
File Directory

PRESENTATION TEMPLATE



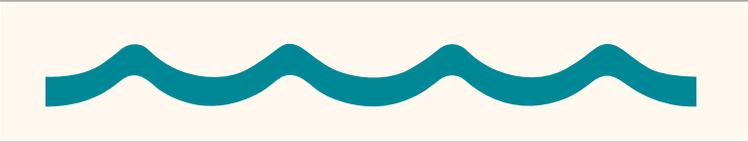
TDDA_Presentation_Template

NEWSLETTER EMAIL TEMPLATE



TDDA_Newsletter_Template

WAVE 1



TDDA_Wave_Thick

WAVE 2



TDDA_Wave_Thin

File Directory

SOCIAL AVATAR



TDDA_SocialAvatar

SOCIAL MEDIA BANNERS



TDDA_Facebook_Banner



TDDA_Twitter_Banner



TDDA_LinkedIn_Banner

File Type Guide

There are four different file types included in each logo color space folder. See below for usage situations.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

Color Spaces Guide

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED / WHITE: Files in Reversed or White color space should be used when printing or displaying the logo on a dark color.