EP
TX
CITY OF EL PASO

# Introduction

First seen in El Paso on Nov. 29, 1940, the Star on the Mountain has been a nearly constant visual impact for the City of El Paso.

From its lofty height, the Star may be seen from the east for 100 miles from the air and some 30 miles from the ground. Pilots are known to use the Star as an orientation point.

El Pasoans are proud of their Star on the Mountain rooted in the western most edge of the Lone Star State.

This identity guide intends to convey the core of the City of El Paso visual image and mission.

The City of El Paso mission is to deliver exceptional services to support a high quality of life and place for our community.

The City of El Paso Wordmark

# Clear Space & Logo Sizing

The City of El Paso wordmark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the ‘E’ is drawn around the logo to create the invisible boundary of the area of isolation.

Wordmark

Minimum Size

# Secondary Wordmark Uses

These secondary uses should be used sparingly, only when the primary uses aren’t appropriate. Black can be used in rare situations but should be generally avoided. White is ideal for use over images, patterned or very dark backgrounds. When placing over photography, ensure contrast by placing over dark area, and negative space.

Black Wordmark

White Wordmark

# City of El Paso Seal Uses

The City of El Paso seal is used primarily for official items such as certificates, letterheads, press releases, awards or plaques.

If the reproduction of the seal is less than 1.0 inch in diameter, do not use the seal.

Official City Seal

# Incorrect Wordmark Uses

When using the City of El Paso wordmark, the following rules should be adhered to at all times. DO NOT use the City of El Paso wordmark the following ways:

Do not rotate

Do not stretch

Do not change colors

Do not use drop shadows or bevel

Do not apply transparency effects

Do not use gradients

# Primary Colors

Consistent use of our primary colors help build visibility and recognition for The City of El Paso. These primary colors should be used sparingly.

| | | |
|---|---|---|
| **Mountain Blue**<br>HEX Code: #1D2754 | R: 29<br>G: 39<br>B: 84 | C: 100<br>M: 93<br>Y: 36<br>K: 31 |
| **Sunset Yellow**<br>HEX Code: #E7AC49 | R: 231<br>G: 172<br>B: 72 | C: 4<br>M: 36<br>Y: 95<br>K: 0 |

# Typography

The Proxima Nova type family is the official City of El Paso font. While Proxima Nova Bold and Regular are the primary fonts, the whole typeface may be used if necessary.

**Style:**
Manipulating the font in any way is prohibited. Stretching, condensing, embossing and drop shadow must never be used.

**Color:**
Headline type should be set in Mountain Blue. In some instances, it can also be set in white or black or Sunset Yellow.

**Proxima Nova Bold:**
Use for headlines, callouts and taglines.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789!@#%&*(,.:”?)**

**Proxima Nova Regular:**
Use for body copy, quotes and other collateral.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.:”?)

If you are unable to use or access Proxima Nova use Arial.

# Typography Uses

**Headlines:**
Set in Proxima Nova Bold, sentence case, in Mountain Blue, black or dark grey.

**Body Copy:**
Set in Proxima Nova Regular in black or dark grey. Call outs can be made using Proxima Nova Bold.

**Call Outs:**
Special text, like quotes, can be called out using Proxima Nova Regular or bold in Mountain Blue or Sunset Yellow.

**Headlines:**

## The City of El Paso

**Body Copy:**

**The City of El Paso** strives to deliver exceptional services to support a high quality of life and place for our community.

**Call Outs:**

“Join us at a Town Hall near you!”
**“Visit our website for more information!”**