

Kearns Community Committee

Temporary Apparel & Swag Branding Style Guide

Effective: June 2026

Purpose: This temporary guide establishes branding consistency for the Kearns Community Committee under the City of Kearns umbrella. Use these guidelines for all physical apparel, public swag, and promotional items until a comprehensive city-wide branding style guide is formally adopted.

1. Apparel Branding & Placement

Our apparel design strikes a balance between legal representation and grassroots history. The front of the apparel represents who we are legally responsible to, while the sleeve serves as a "heritage badge" recognizing our roots.

Standard Apparel (T-Shirts, Polos)

- **Front (Left Chest):** The official **Kearns City Seal**.
- **Front (Below Seal):** The text "Community Committee" must be placed directly beneath the city seal.
- **Right Sleeve:** The traditional **Kearns Community Committee Logo**.
Design Note: Think of the right sleeve as a "badge of honor" or a heritage sleeve that recognizes our grassroots history and where we came from.

Extended Apparel (Long-Sleeve Shirts, Jackets)

- **Front (Left Chest):** The official **Kearns City Seal** with "Community Committee" text directly below.
- **Right Sleeve Options:** *Select one of the following placement options based on vendor capability, budget, and design preference:*
 - **Option A (Standard Placement):** The traditional **Kearns Community Committee Logo** placed on the upper right sleeve (matching short-sleeve placement).
 - **Option B (Vertical Text):** The text "Community Committee" running vertically down the length of the right sleeve.
 - **Option C (Combined Heritage Sleeve):** The traditional **Kearns Community Committee Logo** placed on the upper right sleeve, with the text "Community Committee" running vertically down the remainder of the sleeve.

Headwear (Hats, Beanies)

- **Front:** The official **Kearns City Seal**.
- **Back or Side Profile:** The text "Community Committee".

2. Public Swag & Promotional Items

The majority of items distributed at community events will be tied directly to a specific city initiative, campaign, or project, and will not need any branding.

However, where general promotional items and public swag are utilized, our branding focus must prioritize community pride over administrative hierarchy. These items should feature localized designs that residents will be drawn to.

Core Guidelines

- **Theme:** Strictly community-focused.
- **Examples:**
 - "I  Kearns"
 - "K-TOWN PRIDE"
 - "Made in Kearns"
- **Website URL:** For small booth swag that is *not* tied to a specific project or campaign, the official city website URL must be included and placed subtly somewhere on the item. (Kearns.Utah.Gov)

3. General Administration

Because the City of Kearns does not currently have a finalized, comprehensive branding style guide, **this document serves as the official point of reference for all physical assets.**

A formal city-wide branding style guide will be developed in the near future. Until its release, please adhere strictly to these placement and messaging rules to maintain a unified and professional public image.