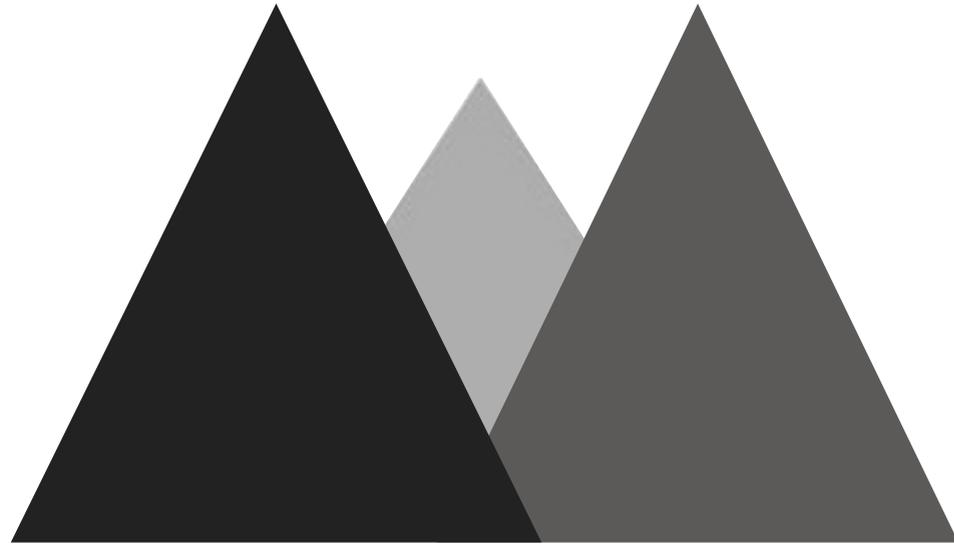




G R E A T E R S A L T L A K E

Municipal Services District



THE BRANDING GUIDE

The Brand Guide: *Standards and Guidelines*

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ABOUT OUR BRAND

INTRODUCTION. The Greater Salt Lake Municipal Services District (MSD) has developed this style and brand guide to help MSD staff members understand the approved uses of the MSD logo. The booklet provides easy to use guidelines that will help you produce consistent branding for both electronic and printed material. There are four main sections in this book: **About the Brand, Brand Elements, Applications and Resources.** These standards and guidelines apply to all MSD departments and divisions.

Please help us maintain a consistent and clearly identifiable MSD brand by following these guidelines. Refer to them when conveying graphic specifications to vendors, internal departments and agency partners. By following the guidelines, we all help to strengthen our identity and value in our communities. If you have any questions, please contact the MSD Communications Manager.

VISION. The purpose and vision for the brand book is to ensure the MSD sustains a consistent and unified voice, look and feel when the brand is applied to MSD communications. MSD communications are anything from facility and vehicle applications, printed and online communications, as well as materials produced in partnership with other organizations. At the core of these guidelines is the MSD logo. Using the logo consistently is crucial for sustaining recognition throughout the community and preserving the integrity of the MSD brand.

PURPOSE. The MSD has numerous programs and many people working to support better communities, residents and to enhance opportunities. Our brand was designed to help the public identify MSD and the services it offers. High-quality branding helps support the MSD's mission and goals; therefore, it is important the logo always be used according to these guidelines. Consistency is key to a brand's effectiveness.

WHAT IS A BRAND?

A brand is a statement an organization makes to define **who they are and the services they offer**. Providing a consistent brand **develops recognition and trust**. For a service organization, the brand is important so the members recognize who to contact for municipal services. We do not want the public to be confused about our brand. It is vitally important they understand what the MSD is, what services we provide, and why we serve their community. It is important to define what we do in a **clear, concise manner**.

The importance of **creating a consistent and memorable identity**, one that resonates with our residents and those we hope to attract to live, work and visit our member communities, is of utmost importance to how we serve our members. The MSD brand includes not only the logo, but also the website, newsletters, social media, postcards, brochures, booths, posters, clothing, vehicle decals, letterhead, presentations and all communications with our member communities and residents. **A brand sets up the vision of what we want our members to understand about what we do, and the vision of where we want to be.**

A brand for a company is like a reputation for a person.



HOW IT ALL BEGAN

2

On September 15, 2015, the Greater Salt Lake Municipal Services District (MSD) was created under the authorization of state law. On that date the MSD assumed the county's responsibilities for municipal services. The MSD is an independent local service district that serves 81,000 residents living in its member communities.

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The remaining 11,000 residents of the county's unincorporated area look to the county mayor and council as their local government. This year the county has increased its responsiveness to its unincorporated communities, which are located in pockets throughout the county.

1

Each metro township's mayor sits on the MSD's Board of Trustees, along with a council member each from the Town of Brighton and Salt Lake County. The MSD provides all municipal services except police, fire and garbage collection. (Each MSD member entity also has a representative on the boards for those services.)

5

These communities have mayors and councils, just like any other city. In January 2017, Copperton, Emigration Canyon, Kearns, Magna and White City incorporated into "metro townships," which are Utah's newest type of local government. The Town of Brighton incorporated in January 2020.

Voters in these communities elect their leaders, just as in any other municipality. These locally elected officials control the zoning, business licensing, park maintenance and every other aspect of municipal services.

Metro townships operate as cities and towns under Utah law with one primary difference: They pool their resources to share services as members of the Greater Salt Lake Municipal Services District (MSD). Brighton and Salt Lake County's unincorporated area are also MSD members.

STRATEGIC PLAN

The MSD is developing a strategic plan that will help drive the organization's work over the next several years.

A strategic plan sets priorities, focuses energy and resources, strengthens operations, ensures that employees and other stakeholders are working toward common goals, establishes intended outcomes/results, and assesses and adjusts the organization's direction in response to a changing environment.

The planning process addresses fundamental decisions and actions that will shape and guide the MSD, who we serve, what we do, and why we do it, with a focus on the future. An effective strategic plan articulates not only where we are going and the actions needed to make progress, but also how we will know if we are successful.



“However beautiful the strategy, you should occasionally look at the results.”

~ Sir Winston Churchill

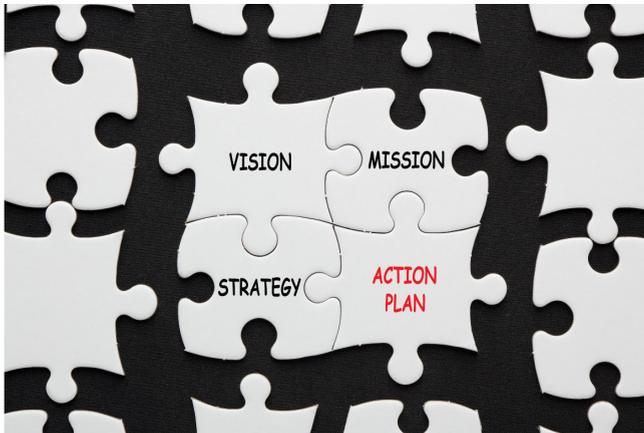
MISSION STATEMENT & VISION

MISSION:

The MSD's mission is to provide quality and innovative municipal services cost effectively to meet the needs of the communities we serve.

VISION:

The leader in municipal services that creates and maintains safe and healthy communities.



MISSION

A mission defines your purpose.

VISION

A vision extends your mission to an ideal future state

And the vision that was planted in my brain still remains ...

~ Simon & Garfunkel

*I can't
NOTICE a
Company
Without
Noticing
the
Logo.*

The MSD logo is the most important element of our visual identity. It is the visual embodiment of the brand that people instantly recognize and associate with the MSD.

The logo has been specially created for us, do not redraw or alter it in any way, including the size and placement of the three elements of the logo. Doing so weakens our identity. Only use authorized artwork from MSD/branding file located in SharePoint.

The following pages outline a few simple rules about our logo. Please take time to understand how the logo should be applied to ensure it always appears in a clear and consistent way.



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Municipal Services District

THE MSD LOGO HAS FOUR ELEMENTS

1. Three mountains in varying shades of gray representing the majestic Wasatch Mountain Range on the east side of the Salt Lake Valley and the Oquirrh Mountain range standing on the west side of the valley.
2. A burgundy circle representing the sky.
3. Greater Salt Lake in small letters above the MSD words because all the members are from the Greater Salt Lake geographical area.
4. The words Municipal Services in gray and the word District in burgundy.

MSD LOGO

HORIZONTAL LOGO



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**Municipal Services
District**

VERTICAL LOGO



G R E A T E R S A L T L A K E

**Municipal Services
District**

The horizontal logo is preferred logo, however there may be times when a vertical logo fits the space better, such as embroidery on a hat or a shirt. Choose the appropriate logo for the best fit in the available space.



LOGO SPECIFICATIONS

CLEAR SPACE

Always maintain clear space around the MSD Logo to protect the logo from distracting graphics or typography.

- Never allow typography or other elements to “invade” the logo.
- Measure clear space by the height of the logo’s word mark, shown as “x”.

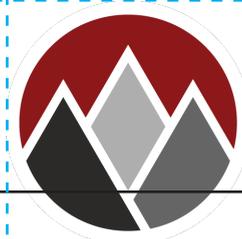
MINIMUM SIZE

The logo should never be too small to read easily. Always consider viewing distance when sizing the logo—even on large banners and billboards. Please don’t reproduce the vertical logo smaller than one inch wide in print or 80 pixels on the web. The minimum size for the horizontal logo is 1 inch wide in print or 150 pixels on the web. There are times when you will need to adjust the words “Greater Salt Lake” so that they show up better on the media you are using. Always use the same font: Open Sans.



G R E A T E R S A L T L A K E

Municipal Services District



G R E A T E R S A L T L A K E

Municipal Services District

LOGO COLORS

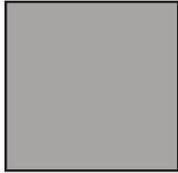


Maroon

Hex #8c181b (website)

CMYK C=27 M=99 Y=95 K=28

RGB Red=144 Green=27 Blue=33



Light Gray

Hex #aeadae (website)

CMYK C=37 M=31 Y=31 K=0

RGB Red=167 Green=164 Blue=164



Medium Gray

Hex #656465 (website)

CMYK C=261 M=56 Y=54 K=28

RGB Red=92 Green=89 Blue=89



Dark Gray

Hex #2b2a2a (website)

CMYK C=71 M=65 Y=65 K=71

RGB Red=36 Green=36 Blue=35



White

The MSD logo should appear in the standard five colors at all times.

No other color variations are acceptable.

ACCEPTABLE COLOR VARIATIONS

When the primary, authorized maroon and grays are not available, the logo may appear in one of two variations; black or white.



G R E A T E R S A L T L A K E

**Municipal Services
District**



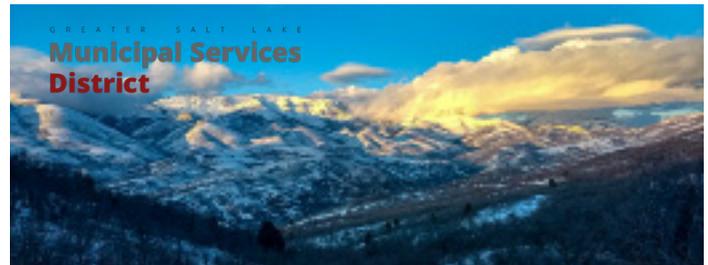
G R E A T E R S A L T L A K E

**Municipal Services
District**

LOGO ON A BACKGROUND

The MSD logo may be printed on any solid color, screen of color, or photographic background that provides sufficient contrast for the logo to appear clearly and legibly.

Only use a logo format with a transparent background on color backgrounds. Do not apply shadow or textured effects to the logo or the background.



THE COMPLEMENTARY PALETTE

The complementary palette - as defined by its name - is used to “complete” the primary palette as you design materials. It should be used in conjunction with the primary palette, but not overpower or distort the color perception of the MSD logo. This can be used as an optional guideline for those creating MSD collateral.



Blue

Hex # (website)
CMYK C=100 M=90 Y=10 K=0
RGB Red=37 Green=64 Blue=143



Light Blue

Hex #aeadae (website)
CMYK C=37 M=31 Y=31 K=0
RGB Red=167 Green=164 Blue=164



Light Tan

Hex #656465 (website)
CMYK C=261 M=56 Y=54 K=28
RGB Red=92 Green=89 Blue=89



Navy Blue

Hex #2b2a2a (website)
CMYK C=71 M=65 Y=65 K=71
RGB Red=36 Green=36 Blue=35



Black

HEX #ffffff
CMYK C=0 M=0 K=0
RGB Red = 255 Green = 255 Blue = 255

PANTONE COLORS FOR SIGNS



LOGO POSITIONING

Always follow the clear space rule when positioning the MSD logo around the edges of a page and when you are combining it with other graphic elements. The logo does not always have to live in corners or along edges, but care should be taken to create well-balanced compositions.



TYPOGRAPHY

LOGO TYPEFACE

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

PRIMARY SERIF TYPEFACE

CALISTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

PRIMARY SANS SERIF TYPEFACE

CALIBRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

UNACCEPTABLE LOGO USAGE

DON'T SKEW, STRETCH OR DISTORT



DON'T REARRANGE THE ELEMENTS



DON'T ROTATE



DON'T CHANGE THE FONT



DON'T ALTER THE SCALE OF THE ELEMENTS



DON'T CHANGE THE COLORS



G R E A T E R S A L T L A K E
**Municipal Services
District**

DON'T USE WHITE ON A LIGHT BACKGROUND



G R E A T E R S A L T L A K E
**Municipal Services
District**

DON'T SCREEN OR USE TRANSPARENCY



G R E A T E R S A L T L A K E
**Municipal Services
District**

DON'T USE BLACK ON A DARK BACKGROUND



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**Municipal Services
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LOGOS WITH DIVISION NAME

All divisions, offices and agencies in the MSD are required to use the logo with the name of the division under the logo.



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Municipal Services
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PLANNING AND DEVELOPMENT SERVICES

VEHICLE BRANDING

As part of the transition of moving the Salt County Planning & Development to the Municipal Services District in October 2019, 14 vehicles were transferred from SLCo to the MSD. The MSD logo and township and town names were added onto all MSD vehicles. The MSD provides code enforcement, permitting and licensing services to its member municipalities.



UNIFORM AND WEARABLES

The embroidery colors may be changed to accommodate the color of the shirt. In the example below, “Greater Salt Lake” will be stitched in white so that it shows up on the shirt. There are also certain occasions when the “Greater Salt Lake” font size will be increased so that the lettering shows up on the wearable item.

All clothing orders should be directed to the Communications Manager who can assist you in the selection of an item.

If you have an item of clothing, a backpack, or other item, we can have our embroidery company add a logo for \$5.00.





UNIFORM AND WEARABLES





FLIERS AND BROCHURES



GREATER SALT LAKE
**Municipal Services
District**

TITLE GOES HERE

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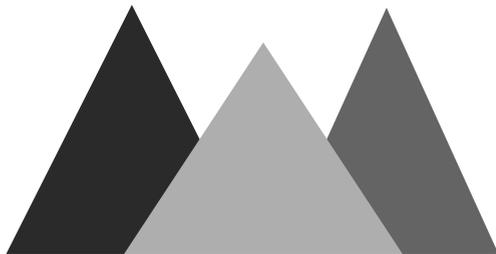
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2001 S State Street, #N3-600, Salt Lake City, UT 84190

**TITLE GOES
HERE**

Subtitle goes here

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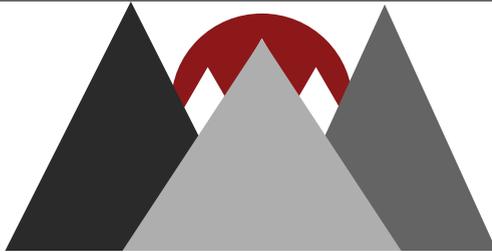
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GREATER SALT LAKE
**Municipal Services
District**

2001 S State Street, #N3-600, Salt Lake City, UT 84190



BRIGHTON • COPPERTON • EMIGRATION • KEARNS • MAGNA • WHITE CITY • UNINCORPORATED SALT LAKE COUNTY

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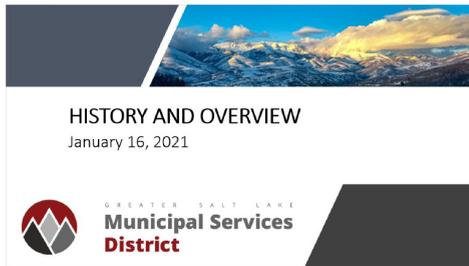


GREATER SALT LAKE
Municipal Services
District

2001 S State Street, #N3-600
Salt Lake City, Utah 84190
Email: info@msd.utah.gov
Website: msd.utah.gov

POWERPOINT SHOWS

When you are creating a PowerPoint presentation, the MSD has templates prepared for your use. If you choose to design your own presentation, include a copy of the MSD logo on each slide, and a larger version of the logo on the first and last slide in your show.



LETTERHEAD & BUSINESS CARDS



**GREATER SALT LAKE
Municipal Services
District**

Bart Barker
General Manager
bbarker@msd.utah.gov
(385) 468-6709

Brian Hartzell
Associate GM
bhartzell@msd.utah.gov
(385) 468-6693

Maria E. Howard, CPA, MBA, CGMA
CFO
(385) 468-6677
mhoward@msd.utah.gov

Mariéne Alexander
Communications Manager
MAlexander@msd.utah.gov
(385) 468-6733

Ira Oviatt
Office Administrator-Records Officer
ioviatt@msd.utah.gov
(385) 468-6703

Lugita McClelling
Director of Planning/Development
Services
LMcClelling@msd.utah.gov
(385) 468-6696

Isabella Miller
Operations Officer
imiller@msd.utah.gov
(385) 468-6708

Jim McHughy
Planning Manager
jmchughy@msd.utah.gov
(385) 468-6672

Trent Sorenson
Chief Building Official
TSorenson@msd.utah.gov
(385) 468-6693

Steve Schemery
Code Enforcement Supervisor
sschemery@msd.utah.gov
(385) 468-6695

Greater Salt Lake Municipal Services District
2001 S. State Street #N3-600 • Salt Lake City, UT 84190 • 385-468-6709



Greater Salt Lake
Municipal Services District

Olivia Uesi
Code Enforcement Officer

2001 So. State Street, Ste. N3-600
Salt Lake City, UT 84190
Call 801-381-3511
Ouesi@msd.utah.gov

www.msd.utah.gov



Lugita McClelling
Director
Isabella Miller
Operations Officer

**GREATER SALT LAKE
Municipal Services
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Trent Sorenson
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Planning & Development Services • 2001 South State Street, N3-600 • Salt Lake City, Utah 84190
<https://msd.utah.gov>