



BRAND STANDARDS MANUAL

March 2016



Introduction

A company's brand is a mixture of tangible and intangible attributes including the company name, logo and range of graphics. Strong brands are a result of careful management and consistent execution.

This brand standards manual details some of the key elements that are the foundation of The Town of Carefree's brand relating to their logo and the Carefree Desert Gardens' logo. These guidelines have been developed to ensure correct and consistent representation.

By following these guidelines, The Town of Carefree and its programs will be consistently represented to individuals, groups, its community and partners.

This branding standards manual covers:

- > **Logo Usage + Configurations: The Town of Carefree**
- > **Logo Usage + Configurations: Carefree Desert Gardens**
- > **Print Examples**
- > **Contact Information**



Logo Usage + Configurations

The Town of Carefree logo is the **symbol of our organization** and one of our most valuable assets. The logo is made up of three components: the wording, the swoosh and the hummingbird silhouette. These three components are in a fixed relationship and should never be altered, modified or recreated in any way unless prior approved by The Town of Carefree.

To ensure its **integrity and visibility**, The Town of Carefree logo should be kept clear of competing text, images and graphics and should be surrounded on all sides by an adequate clear space, a minimum space equal in size to the cap height of the C (x), as shown in the diagram.



To receive a logo file for your use, please contact Gina Kaegi, Director of Marketing and Communications. Her contact information can be found on page 10.



Logo Usage + Configurations: Primary, Secondary, Black & White

Whenever possible, the primary logo should be used. There may be instances when the secondary logo needs to be used, especially when readability is a concern when placed on a colored background or a background photo. Here are examples of our primary and secondary logos.

Primary Logo



Secondary Logo



Black & White Logo



If you have questions as to the proper use of the logo for your application, please contact Gina Kaegi at 480.488.3686 or email gina@carefree.org.



Logo Usage + Configurations: Logo examples

Here are examples of acceptable ways to use the Town of Carefree's primary and secondary logo:

Printed on white background



Printed on light background



Printed on dark background



Printed on textured background





Logo Usage + Configurations: Logo examples

Here are examples of incorrect usage of The Town of Carefree's primary logo. The logo should never be stretched, condensed, italicized or printed in colors other than those specified in this brand standards manual. These same rules hold true when using the secondary and black & white logos.

Do not stretch



Do not condense



Do not italicize



Do not alter colors



Do not move/change hummingbird



Do not flip/move configuration





Logo Usage + Configurations: Carefree Desert Gardens

The Carefree Desert Gardens' logo should be kept clear of competing text, images and graphics and surrounded on all sides by an adequate clear space, a minimum space equal in size to the cap height of the G (x), as shown in the diagram.



To receive a logo file for your use, please contact Gina Kaegi, Director of Marketing and Communications. Her contact information can be found on page 10.



Logo Usage + Configurations: Primary, Secondary and Black & White

Whenever possible, the Carefree Desert Gardens primary logo should be used. There may be instances when the secondary logo or black & white logo needs to be used, which does not include the cactus and the hummingbird has been repositioned. Here are examples of our primary, secondary and black & white logo.

Primary Logo



Secondary Logo



Black & White Logo



If you have questions as to the proper use of the logo for your application, please contact Gina Kaegi at 480.488.3686 or email gina@carefree.org.



Logo Usage + Configurations: Logo examples

Here are 6 examples of acceptable ways to use the Carefree Desert Gardens' primary and secondary logo. When using the black & white logo, use at 100% on white and light backgrounds and reverse out of dark backgrounds.

Carefree Desert Gardens: Primary Logo

Printed on white background



Printed on light background



Printed on dark background



Carefree Desert Gardens: Secondary Logo

Printed on white background



Printed on light background



Printed on dark background





Logo Usage + Configurations: Logo examples

Here are examples of incorrect usage of the Carefree Desert Gardens's primary logo. The logo should never be stretched, condensed, italicized or printed in colors other than those specified in this brand standards manual. These same rules hold true when using the secondary and black & white logos.

Do not stretch



Do not condense



Do not italicize



Do not alter colors



Do not move/change hummingbird



Do not flip/move configuration





Contact Information

Have questions? Please reach out.

Gina Kaegi

Director of Marketing and Communications
Town of Carefree
8 Sundial Circle
P.O. Box 740
Carefree, AZ 85377

Tel: 480.488.3686

Fax: 480.488.3845

Email: gina@carefree.org

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