



CITY OF  
**CORPUS  
CHRISTI**

# ★ Design and Brand Guidelines

- 01 Brand Logo System**
- 02 Department Logo System**
- 03 Brand Color System**
- 04 Brand Typography**
- 05 Brand Graphics**

*Last Updated: 9/30/2025*



CITY OF  
**CORPUS  
CHRISTI**

# 01 Brand Logo System

- The Logo
- Logo Colors
- Logo Background Colors
- Logo Clear Space
- Incorrect Logo Usage
- The Single-Color Logo
- Horizontal City Logo
- Stacked City Logo
- City Logo Minimum Size

## The Logo

The logo was updated in the spring of 2025 to include the new Harbor Bridge. The City of Corpus Christi logo, horizontal and stacked, serves as an umbrella to a variety of departments. The City of Corpus Christi logo and department logos can be reproduced in full color (CMYK), PMS spot colors or RGB. The logo should not be altered or recreated in any way.

### ★ The Logo (Stand Alone)

Consists of multiple city elements encompassed in a circle along with *City of Corpus Christi Texas*.

### ★ Recommended file formats are:

.eps | .ai | .png | .jpg | .tiff

## City Logo Horizontal



## City Logo Stacked



## Logo Background Colors

The full-color logo may be used on white and colored backgrounds. The white single-color logo may only be used on dark-colored backgrounds or backgrounds that provide high contrast. The blue single-color logo may only be used on light-colored backgrounds or backgrounds that provide high contrast. Reference the applications on the right for correct full-color and single-color logo usage.

**Note:** Color contrast is the difference in brightness and shade between two colors, like text and its background. It is important because **high contrast is essential for accessibility**, ensuring everyone, including those with visual impairments, can clearly distinguish and read the content.



QR code to Contrast Checker  
**Contrast-Checker.com**



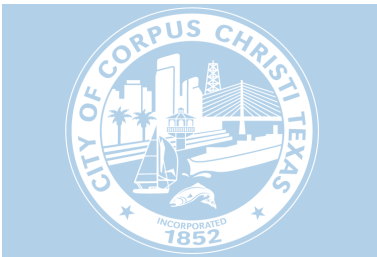
✓ **Do** place the logo on a white background.



✓ **Do** place the logo on colored backgrounds.



✓ **Do** place the blue single-color logo on a white background.



✗ **Do Not** place the single-color logo (blue or white) on any background color that does not provide enough contrast for the logo.

Logo Clear Space

It is important to keep logo clear of any other graphic elements. To standardize this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

The minimum clear space is the height of the City Logo (X) divided by 4 (**Clear Space = 1/4 X** ). The same rule applies to the alternate versions of the logo, including department logos.

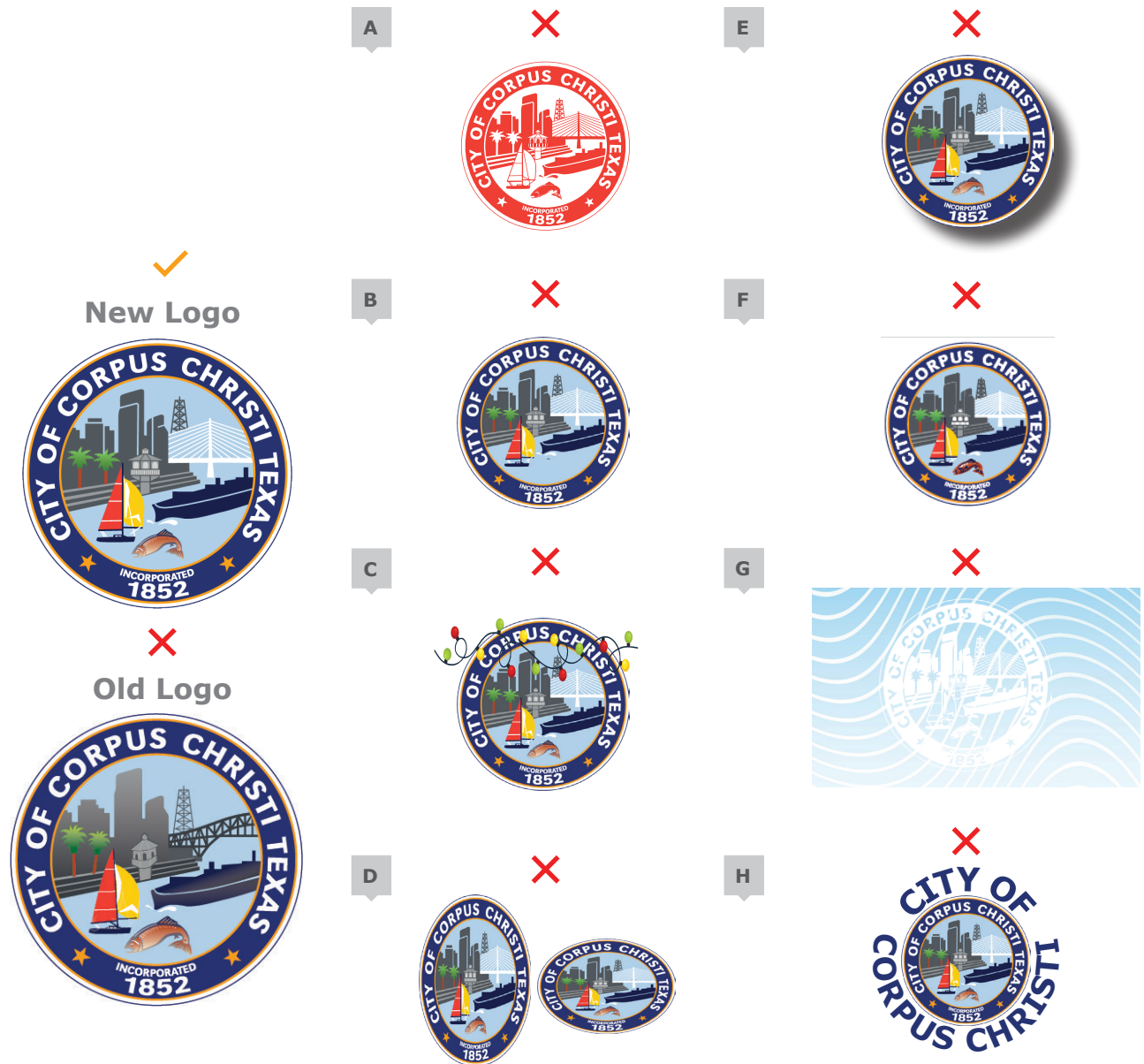


## Incorrect Logo Usage

To protect the integrity of the logo, do not alter or distort it in any way. Keep the logo exactly as it is. Even well-intentioned changes can have a negative impact. Common mistakes to avoid are illustrated here. For the department, reversed, horizontal and stacked logos, follow these same rules against improper use.

### Incorrect Usage:

- ★ A ) **Do Not** reproduce the logo in unauthorized colors.
- B ) **Do Not** alter the design in any way. (*Fish is removed in this instance.*)
- C ) **Do Not** attach words or objects to the logo.
- D ) **Do Not** stretch the logo vertically or horizontally.
- E ) **Do Not** add drop shadows or any type of special effects to the logo.
- F ) **Do Not** use a logo file that is pixelated, blurry or is not the correct resolution.
- G ) **Do Not** place logo on distracting backgrounds or imagery that risks legibility of the city logo.
- H ) **Do Not** wrap text around the logo.



## The Single-Color Logo

The single-color logo is set up in white, black and blue. **Use this version of the logo only if it needs to be printed in one color or shown in white on a solid or textured background.** Whenever possible, use the full-color logo.

★ **Recommended Uses:**

- 1-Spot Color Printing
- 1-Color Signage or Vinyl Cutting
- 1-Color Embroidery



Horizontal City Logo

The horizontal city logo is the main city logo for all city departments. When horizontal space is limited, use the stacked city logo as seen on page 10. All the standards for the horizontal city logo apply to the stacked city logo.

- ★ 1 & 2 ) The Horizontal City Logo  
The logo should always be placed to the left of the city name when used horizontally. The city name is to always remain in all caps. Every use of the logo must be with the logo file provided by communications and not be the stand-alone logo with text manually typed in next to it.


- ★ Horizontal City Logo Variation Names:
  - A ) Full-Color Horizontal City Logo
  - B ) Reversed-Color Horizontal City Logo
  - C ) Single-Color Horizontal City Logo Blue
  - D ) Single-Color Horizontal City Logo White

Logo

City Name

1


2



CITY OF  
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CHRISTI


HORIZONTAL CITY LOGO VARIATIONS

A




CITY OF  
CORPUS  
CHRISTI

B




CITY OF  
CORPUS  
CHRISTI

C



CITY OF  
CORPUS  
CHRISTI

D

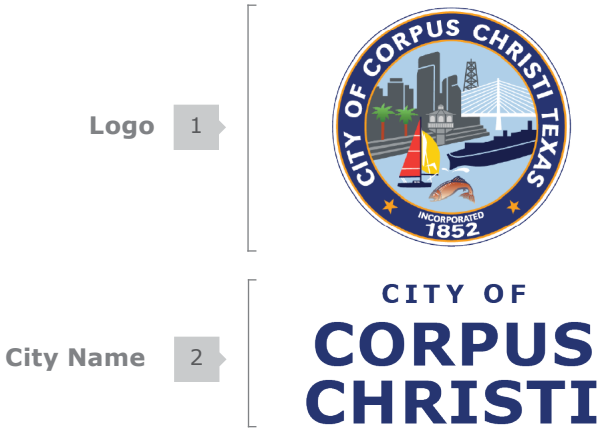


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Stacked City Logo

When horizontal space is extremely limited, use the stacked city logo as seen here. All the standards for the horizontal city logo apply to the stacked city logo. Follow the requirements for minimum size as detailed on the following page.



STACKED CITY LOGO VARIATIONS

- ★ **1 & 2) The Stacked City Logo**  
The logo should always be placed above the city name when used stacked. The city name is to always remain in all caps. Every use of the logo must be with the logo file provided by communications and not be the stand-alone logo with text manually typed in next to it.

- ★ **Stacked City Logo Variation Names:**
  - A ) Full-Color Stacked City Logo
  - B ) Reversed-Color Stacked City Logo
  - C ) Single-Color Stacked City Logo Blue
  - D ) Single-Color Stacked City Logo White



Extended Horizontal City Logo

When vertical space is extremely limited, use the extended horizontal city logo as seen here. All the standards for the horizontal city logo apply to the extended horizontal city logo. Follow the requirements for minimum size as detailed on the following page.

- ★ 1 & 2 ) The Extended Horizontal City Logo  
The logo should always be placed to the left of the city name when used horizontally. The city name is to always remain in all caps.

- ★ Extended Horizontal City Logo Variation Names:
  - A ) Full-Color Extended City Logo
  - B ) Reversed-Color Extended City Logo
  - C ) One-Color Extended City Logo Blue
  - D ) One-Color Extended City Logo White



HORIZONTAL CITY LOGO VARIATIONS



Stand-alone Logo and City Logo Minimum Size

To make sure the logo and city logo is always clear and legible, there is a minimum size requirement. To maintain legibility, refer to the minimum sizes detailed on the right.

**Note:** When using the city logo, the legibility of the city name must be maintained.

When to use the Stand-alone Logo:

- The stand-alone logo (without the text to the right) usage can only be used sparingly when absolutely necessary. Approved uses include:
- A ) Embroidery
  - B ) Small promo items
  - C ) Social profile pictures. The standalone logo can only be used for official city pages and not for department pages. Department changes can use their stacked department logos or their standalone legacy logo.

✓  
APPROPRIATE SIZE



1.5"

✓  
MINIMUM SIZE



1.25"

✗  
TOO SMALL



less than 0.75"



2"



1.625"



less than 1"



CITY OF  
CORPUS  
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1.25"



CITY OF  
CORPUS  
CHRISTI

1"



CITY OF  
CORPUS  
CHRISTI

less than 0.75"



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# 02 Department Logo System

- Department Logo Guide
- Horizontal Department Logos (2025 Versions)
- Stacked Department Logos (2025 Versions)

## Department Logo Guide

When creating a new department logo, please follow the guide on the right to ensure city brand consistency. The only exception for spacing is if a different logo is used. Examples can be seen on page 14 with Parks and Recreation, CCPD, CCFD, etc. The minimum point size for the City of Corpus Christi name is 8 pt.

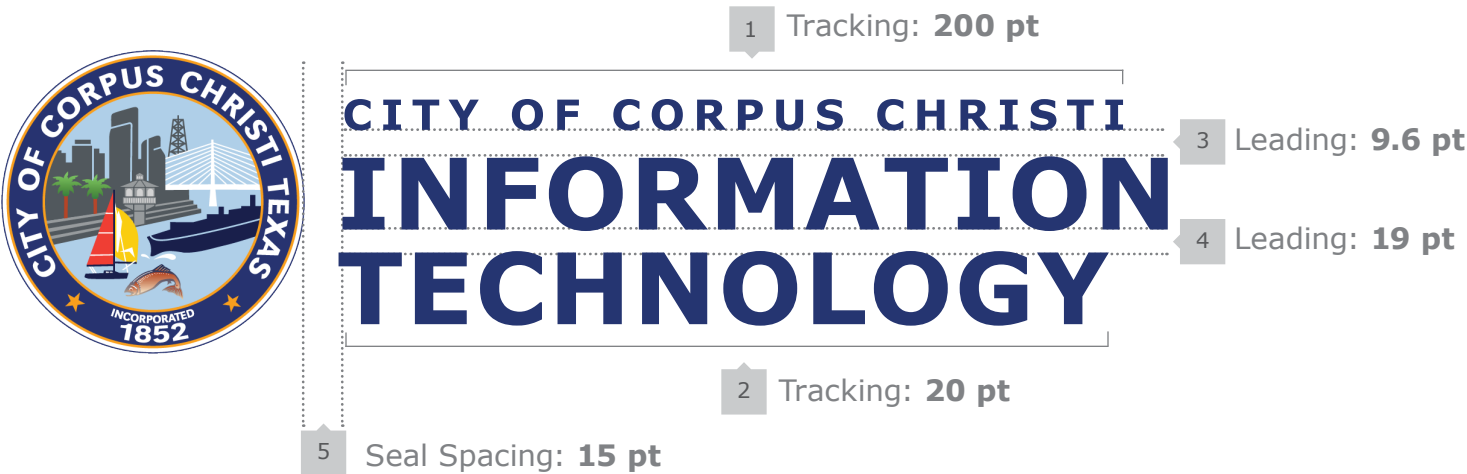
### Created in Adobe Illustrator 2025

★ **Spacing Guide:**

- 1 ) City of Corpus Christi
  - 2 ) Department Name
  - 3 ) Space Between City of Corpus Christi and Department Name
  - 4 ) Stacked Space Between Department Name (If applicable)
  - 5 ) Space Between stand-alone logo and Department Name
- ★ Please **reach out to the Communications Department** when wanting to create a new logo.

EXAMPLE BELOW

CITY OF CORPUS CHRISTI FONT SIZE: **8 PT**  
INFORMATION TECHNOLOGY FONT SIZE: **19 PT**



**Note:** The department logo above is an example when the department name, in this instance (INFORMATION TECHNOLOGY) is created at 19pt.

*This is purely a guide and is not true to scale on this page.*

HORIZONTAL DEPARTMENT LOGOS (2025)

When creating a new department logo, all words must be in all caps. City of Corpus Christi is the first line of every logo, with the department to follow. The full department name should not exceed more than three lines stacked. Same rules apply to stacked department logos.

The distance from the logo to the department name will always remain the same. Please refer to guide on page 14.

Division logos will be provided at request. Please **reach out to the Communications Department.**



HORIZONTAL DEPARTMENT LEGACY LOGOS (2025)



Some departments will be carrying over their previously established logos. These are called the Legacy Logos. They follow the same logo standards as the other department logos, with their established logo replacing the city logo.

These are the only logos that will delineate from the department logo standard. Please **reach out to the Communications Department** when wanting to create a new logo. The Communications Department will provide a standard department logo.



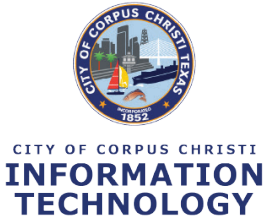


STACKED DEPARTMENT LOGOS (2025)

When creating a new department logo, all words must be in all caps. *City of Corpus Christi* is the first line of every logo, with the department to follow. The full department name should not exceed more than three lines stacked. Same rules apply to horizontal department logos.

The distance from the logo to the department name will always remain the same. Please refer to guide on page 14.

Division logos will be provided at request. Please **reach out to the Communications Department.**





STACKED DEPARTMENT LEGACY LOGOS (2025)

Some departments will be carrying over their previously established logos. These are called the Legacy Logos. They follow the same logo standards as the other department logos, with their established logo replacing the city logo.

These are the only logos that will delineate from the department logo standard. Please **reach out to the Communications Department** when wanting to create a new logo. The Communications Department will provide a standard department logo.





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## 03 **Brand Color System**

- Primary Color Palette
- Secondary Color Palette
- Specialty Colors
- Brand Color Usage Proportion

## Primary Color Palette

The City of Corpus Christi brand has three primary colors: blue, light blue and gold. These colors have become a recognizable identifier for the organization. These colors can be used in conjunction with a secondary color palette that will be discussed on the following page.

★ **Color Usage Guidelines**

**CMYK (Print):** This color mode is the standard for printing inks and should be used for printed materials.

**Pantone Matching System (PMS):** If precise color matching is crucial, especially across different printing processes, use Pantone color codes which are pre-mixed ink standards.

**RGB (Screen):** This color mode is used for digital designs viewed on screens like computers and phones as it accurately reflects the colors emitted by monitor pixels.

**HEX (Web):** This color system is used in HTML, CSS and SVG. Use Hex codes to create the desired colors on webpages.



### Blue

**Color Codes:**

C:100 M:93 Y:23 K:15  
PMS 3597 C  
R:37 G:50 B:113  
HEX #253271



### Light Blue

**Color Codes:**

C:29 M:9 Y:2 K:0  
PMS 658 C  
R:177 G:208 B:232  
HEX #b1d0e8



### Gold

**Color Codes:**

C:0 M:44 Y:100 K:0  
PMS 1375 C  
R:249 G:159 B:28  
HEX #f99f1c

## Secondary Color Palette

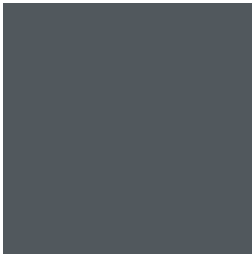
The secondary colors are complementary to the primary colors but are not recognizable identifiers for the City of Corpus Christi. The secondary color palette should only be used to accent and support the primary color palette. Brand color usage and proportions are discussed on page 23.



### Green

**Color Codes:**

C:55 M:0 Y:82 K:0  
PMS 2269 C  
R:124 G:195 B:98  
HEX #7cc362



### Gray

**Color Codes:**

C:68 M:56 Y:51 K:28  
PMS Cool Gray 11 C  
R:81 G:87 B:92  
HEX #51575c



### Light Gray

**Color Codes:**

C:44 M:34 Y:34 K:1  
PMS Cool Gray 6 C  
R:149 G:153 B:155  
HEX #95999b

### Specialty Colors

The top 3 colors to the right are the City of Corpus Christi brand's speciality colors. Teal is to represent city departments 311, CCACS, CCIA and CCGas. Red is for CCFD and the Office of Emergency Management. Yellow is for Office of Emergency Management, CCFD, and CCPD.

- ★ These colors are only appropriate to use with their respective departments. **Please do not use them otherwise.**
- ★ **Corpus Christi Water Colors:** The three bottom colors are exressely for Corpus Christi Water use. **Please do not use them otherwise.**



#### Yellow

**Color Codes:**

C:2 M:18 Y:100 K:0  
PMS 116 C  
R:251 G:205 B:11  
HEX #fbcd0b



#### Red

**Color Codes:**

C:0 M:91 Y:87 K:0  
PMS 3556 C  
R:239 G:62 B:51  
HEX #ef3e33



#### Teal

**Color Codes:**

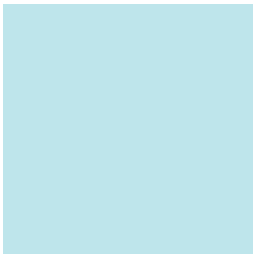
C:73 M:19 Y:0 K:0  
PMS 2171 C  
R:25 G:163 B:221  
HEX #19a3dd



#### Aquamarine

**Color Codes:**

C:48 M:0 Y:0 K:0  
PMS 310  
R:0 G:219 B:245  
HEX #00dbf5



#### Sea Foam

**Color Codes:**

C:24 M:0 Y:7 K:0  
PMS 317  
R:0 G:255 B:255  
HEX #00ffff



#### Ocean Blue

**Color Codes:**

C:86 M:8 Y:0 K:0  
PMS 299  
R:0 G:167 B:239  
HEX #00a7ef

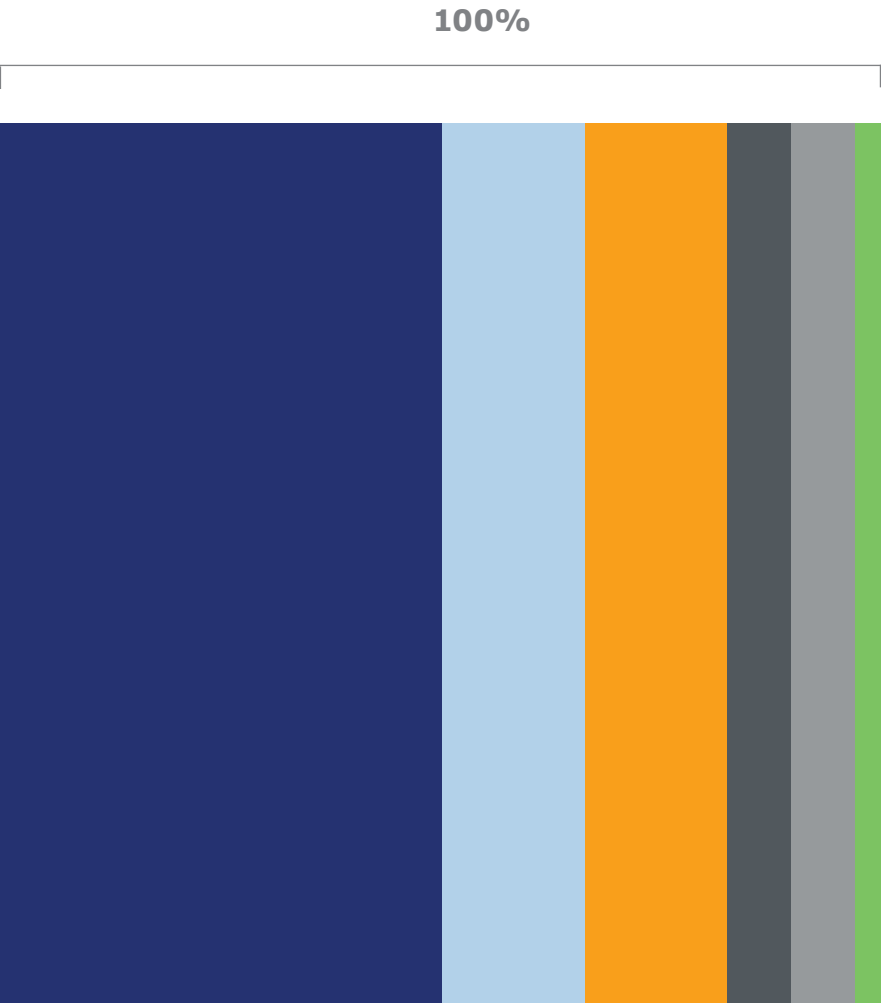
### Brand Color Usage Proportion

This diagram illustrates the overall color proportions to be considered when laying out collateral for the City of Corpus Christi brand.

★ **Note:** Blue is the dominant part of the palette. Light blue and gold are the second most used. The remaining colors are accents only.

#### Color Percentages

- 50% Blue
- 20% Light Blue
- 20% Gold
- 4% Dark Gray
- 4% Light Gray
- 2% Green





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# 04 Brand Typography

– Brand Font

Font: Verdana

The brand text font for the City of Corpus Christi is Verdana. A sans-serif typeface chosen for its accessibility and readability on computers. Verdana should be used for all information.

Ve

Verdana:

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

Weights:

Regular

*Italic*

**Bold**

***Bold Italic***

**Black**





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# 05 Brand Graphics

- Social Media
- Social Media ADA Compliance
- Business Templates

Social Media

Social media is a powerful tool for our brand to connect with audiences, share our story and engage in meaningful ways. These guidelines provide the foundation for representing our brand consistently across all social platforms.

Designs made outside of templates must meet brand guidelines and be ADA-Compliant. Design layout templates are available but not required.

★ **Template Sizes:**  
1080x1080, 1080x1920, 1920x1080

For access to Canva templates and general marketing questions, please contact Regina Garcia-Posada, Marketing Administrator, at [reginap@cctexas.com](mailto:reginap@cctexas.com) or ext. 3413

- 1

**Clear, Concise Messaging:** Simplify messages to make it easy for the audience to understand and act. Avoid cluttering graphics with too much text (limit to 60 characters); instead, use the visuals to grab attention.
- 2

**High-Quality Visuals:** Use single, high-resolution images that align with the brand. Avoid excessive text overlays on images to keep visuals clean and impactful.
- 3

**Brief, Informational Caption:**  
The caption should include all information stated in the graphic and give more information that the viewer may need to know. Please use a link when possible and always include hashtags.
- 4

**Logo Consistency:** The brand’s logo should primarily use color. Only opt for black or reversed logos when color conflicts arise in visuals, maintaining a polished and recognizable brand image.



## Social Media ADA Compliance Best Practices

### Text Content:

- Use Plain Language: Write in simple, clear language to make content accessible for all reading levels.
- Avoid Text in Images: Ensure important information is included in the text portion of the post, not just in images. When using text in images, limit it to 60 characters, and also include the text in the description.
- Descriptive Links: Use clear, descriptive text for links (e.g., "Read the full report" instead of just "Click here").

### Alt Text for Images:

- Provide Alt Text: Include alternative text for all images that describes the content and purpose of the image.
- Keep It Concise: Use a brief but descriptive sentence that conveys the essential information.
- Avoid "Image of" Phrases: Start with a description directly (e.g., "Golden retriever playing in the park" instead of "Image of a golden retriever").

### Video and Audio Content:

- Closed Captions: Ensure all videos include accurate closed captions for individuals who are deaf or hard of hearing.
- Audio Descriptions: Provide audio descriptions for videos that contain significant visual information not conveyed through audio.
- Transcripts: Offer transcripts for any audio content shared.

### Color Contrast and Visual Design:

- High Contrast: Use text and background color combinations that provide strong contrast (e.g., dark text on a light background).
- Avoid Color-Dependent Information: Do not rely solely on color to convey meaning. Use labels, patterns or text to distinguish information.
- Large Font Sizes: Utilize larger fonts to aid readability and avoid overly stylized or script fonts.

### Hashtags and Emoji Usage:

- CamelCase for Hashtags: Capitalize the first letter of each word in hashtags to make them screen-reader-friendly (e.g., #AccessForAll instead of #accessforall).
- Minimal Emoji Use: Use emojis sparingly and place them at the end of sentences. Avoid inserting them within words or sentences as they can disrupt screen readers.

### Interactive Elements:

- Descriptive Buttons: Ensure any buttons or calls to action are labeled with clear text (e.g., "Sign Up" or "Learn More").
- Keyboard Navigation: Ensure all interactive elements are operable using a keyboard.

### General Tips:

- Test Accessibility: Use tools or screen readers to test posts and ensure they are accessible.
- Provide Multiple Formats: Whenever possible, offer content in various formats (e.g., images, text, video with captions).
- Limit Jargon and Acronyms: Minimize the use of jargon or provide explanations for acronyms to enhance comprehension.

Business Templates

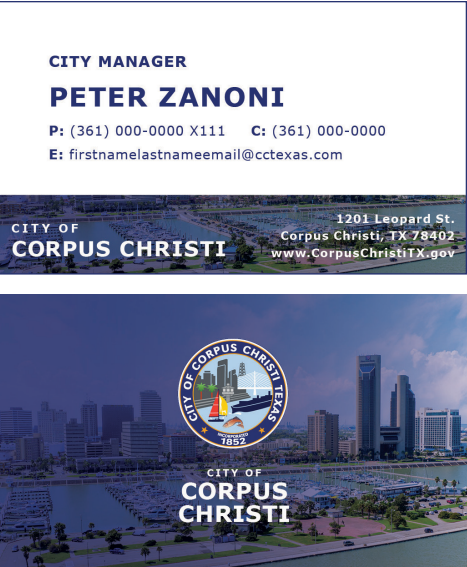
Business templates have been created in Microsoft Word for easy access and editing.

A PowerPoint template has also been created and available. PowerPoint can be printed at 11 x 8.5 or 17 x 11.

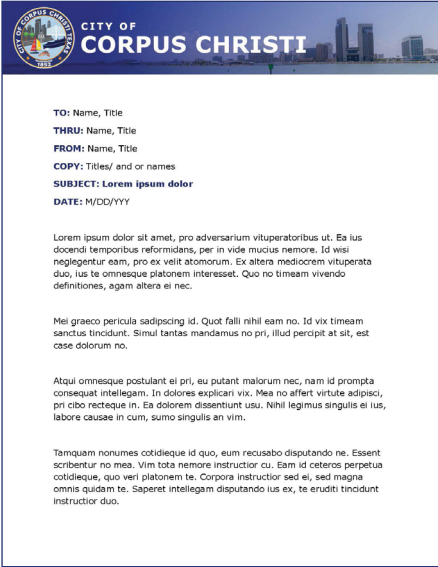
★ Document Templates:

- Business Card
- Memo
- Letterhead
- Powerpoint
- News Release
- Email Header

Business Cards



Memo



Letterhead



PowerPoint

