



BRAND GUIDE 2022

City of Chandler

Revised: 10/04/2022

LAUREN LEE

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LOGO



MASTER LOGO W/TAGLINE (Optional)

PRIMARY LOGOS/VERSIONS



FULL COLOR



BLUE



BURGUNDY



GREY



BLACK



WHITE

VERTICAL LOGO (Same color versions as the primary logo.)



LOGO BUG

(Same color versions as the primary logo. See page 5 for usage)



BRAND STATEMENT

“A safe community that connects people, chooses innovation, and inspires excellence.”



LOGO *usage*

ON LIGHTER TONES OR PHOTOS (Screens of secondary colors okay)



ON MEDIUM/DARKER TONES



LOGO *usage*

LOGO BUG ONLY

On occasion, using the logo bug only is permissible. Here are a few "rules" to determine if you're able to do so.

INTERNAL:

- The logo bug can be used as the primary mark on internal communications
- Make sure "City of Chandler" is at least mentioned in the headline or text on the face of the document
- It is advisable to use the full logo somewhere on the document as well, but it's not necessary
- Please seek approval from the Communications and Public Affairs division if in question

EXTERNAL:

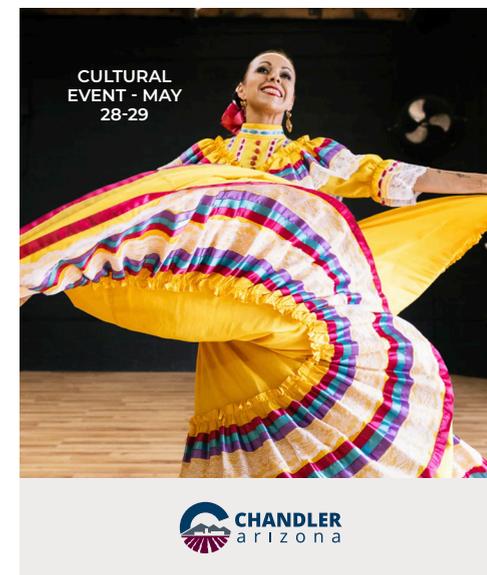
- The full logo **MUST** be used as the primary, front-facing logo on external documents
- The logo bug can be used as a secondary accent mark within the piece or on the back



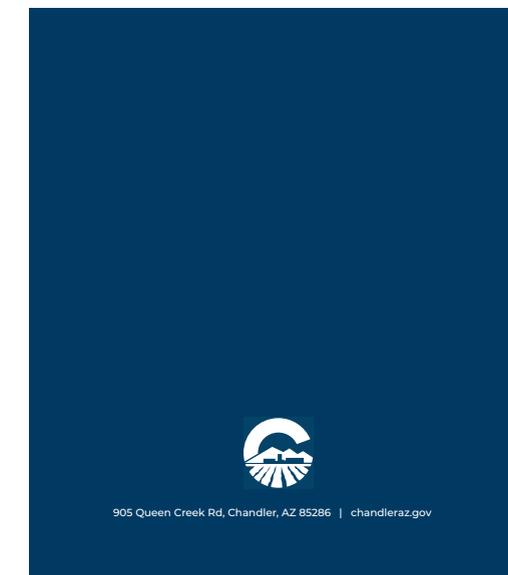
INTERNAL - FRONT



INTERNAL - BACK



EXTERNAL - FRONT



EXTERNAL - BACK



LOGO *usage*

CLEAR SPACE



FONTS

HEADLINE: MONTSERRAT Light, Regular, Medium, SemiBold, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

BODY: MERRIWEATHER Light, Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ACCENT: MERRIWEATHER Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

City of Chandler graphic designers and the video team may use additional personality typefaces at their discretion.



FONT *web usage*

Open Sans is the primary font to be used in web application. Open Sans may also be used in print and other applications when Montserrat is not available or the collateral calls for an alternate sans serif typeface.

OPEN SANS Light, Regular, SemiBold, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890



FONT *usage*

Headlines should be set in Montserrat Bold. There is flexibility to increase the weight if the design calls for it. (Reversed out of a color or photo.) Sparingly use Merriweather Italic for a word here and there, but be careful not to overuse this accent font.

Subheads should be set in Montserrat, SemiBold or Bold.

Body text should be set in Merriweather Light or Regular. For a clean look, increase line spacing.

Colors can vary depending on the project, but keep within the primary color range.

CITY *of* CHANDLER EVENTS

FEBRUARY THROUGH MAY, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



COLOR *palette*

PRIMARY

CHANDLER BLUE

PANTONE® 2188
CMYK 100 / 43 / 0 / 55
RGB 0 / 77 / 116
HEX# 004D74

CHANDLER BURGUNDY

PANTONE® 222
CMYK 21 / 100 / 7 / 52
RGB 122 / 33 / 70
HEX# 7A2146

CHANDLER GRAY

PANTONE® 431
CMYK 63 / 45 / 34 / 25
RGB 89 / 107 / 110
HEX# 596B6E

SECONDARY

YELLOW

PANTONE® 7405
CMYK 0 / 8 / 100 / 1
RGB 243 / 205 / 0
HEX# F3CD00

RUST

PANTONE® 167
CMYK 0 / 73 / 100 / 15
RGB 189 / 85 / 32
HEX# BD5520

PLUM

PANTONE® 7657
CMYK 49 / 99 / 0 / 27
RGB 117 / 53 / 107
HEX# 75356B

BLUE

PANTONE® 3005
CMYK 100 / 35 / 0 / 2
RGB 0 / 125 / 192
HEX# 007DC0

AQUA

PANTONE® 3272
CMYK 100 / 0 / 51 / 0
RGB 0 / 161 / 147
HEX# 00A193

SAGE

PANTONE® 624
CMYK 53 / 16 / 38 / 7
RGB 124 / 159 / 138
HEX# 7C9F8A

LIGHT GRAY

PANTONE® Cool Gray 1
CMYK 10 / 7 / 5 / 0
RGB 219 / 219 / 211
HEX# DBDBD3



COLOR *usage*

Primarily use Chandler Blue, Maroon or Gray as your **FOCUS** color in your design (weighted Chandler Blue). If you use Maroon or Gray as your **FOCUS** color, consider **ANCHORING** your design with Chandler Blue. However, a colored **ANCHOR** is not a requirement. The **BODY** should stay neutral (light gray or white).

Photography will necessitate the elimination of color in these examples in order to keep the design clean.

FOCUS
Accents ● ●
Body
Anchor

FOCUS
Accents ● ●
Body
Anchor

FOCUS
Accents ● ●
Body
Anchor



TAGLINE & *departments*

Department and Division lockups for apparel, collateral and promotional items are intended for an audience in Chandler where the City's logomark is a recognized icon associated with the City of Chandler. These lockups do not replace the City's primary logo. Regional, statewide and national campaigns and collateral intended for an audience outside Chandler will use the primary City of Chandler logo to identify the City.



DEPARTMENT
City of Chandler



DIVISION
City of Chandler



DEPARTMENT
Division

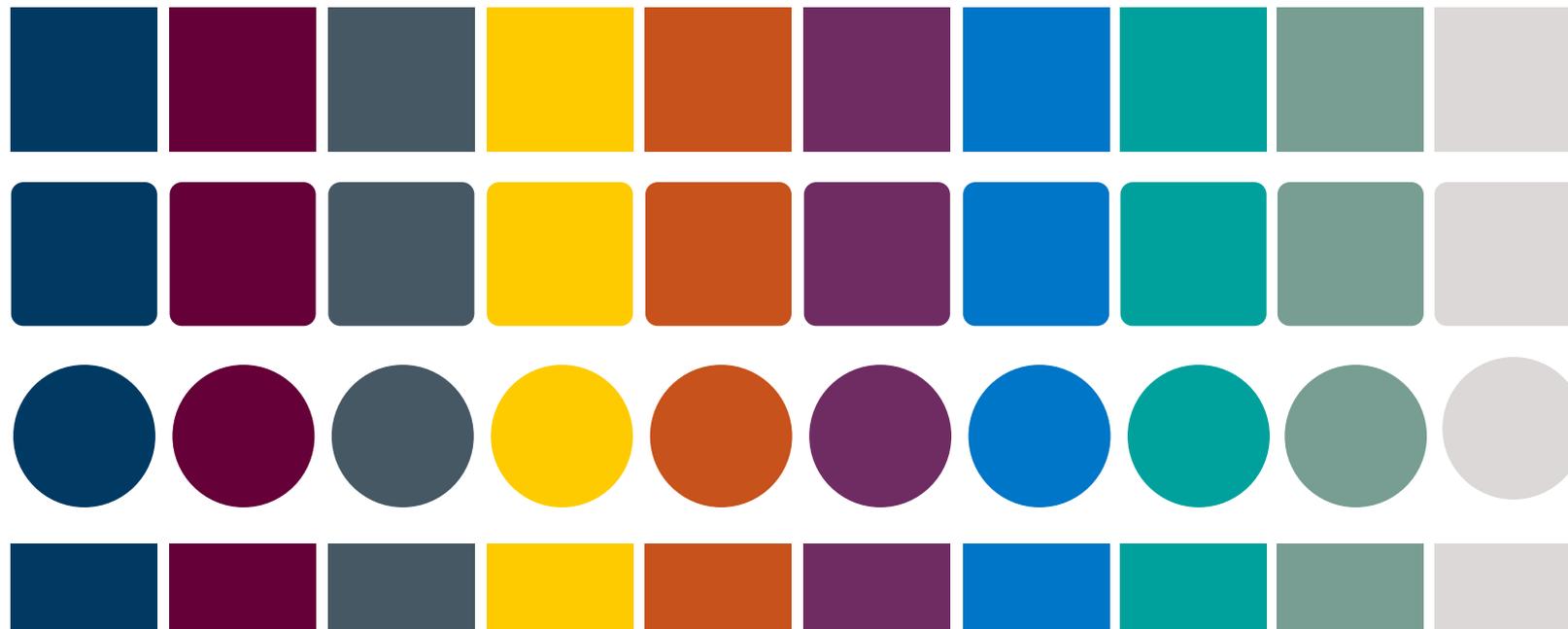


**DEPARTMENT
ONLY**



DESIGN *elements*

Content shapes in different brand colors can be used in any dimension to contain text, photography or simply outlines that highlight specific callouts.



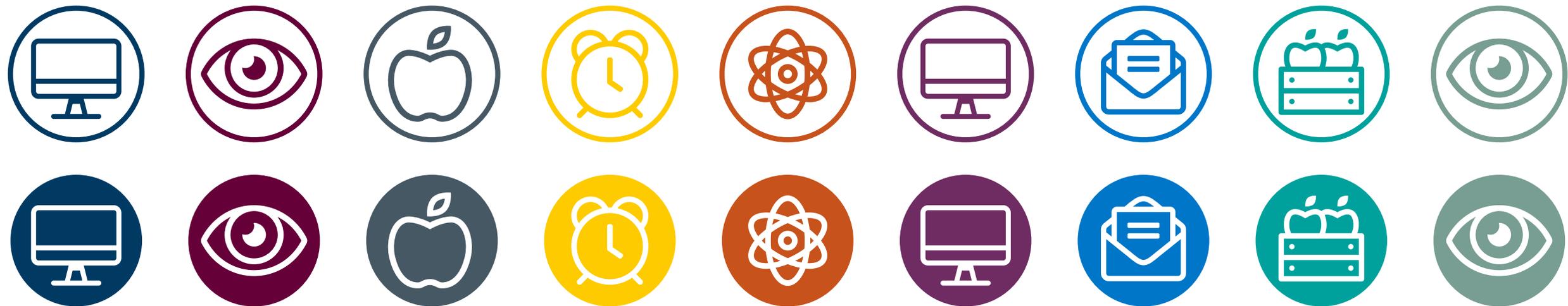
Dividing lines and bullets can be used to create simple, colorful visual interest. The dividers should be used horizontally, between sections of the design, and should have flat endcaps. Do not overuse bullets, and use them smaller than the default.



ICONography

Font Awesome Light. Inside the "SVG" folder of this library, there is a "Light" folder with over 1,500 icons to choose from. These can be brought into Adobe Illustrator or Photoshop and colorized there. In most cases, the icons do not have a circle around them. This would be something that can be created in various Adobe programs. If you want to do the outline version, match the approximate line width of the icon inside. These can be created in different brand colors, and can be used as outlines or reversed out of solid colors.

If a desired icon is NOT available in the Font Awesome package, please work with CAPA to find or create an icon for you.



STATIONERY



Department Name
Mail Stop 306 | PO Box 4008
Chandler, AZ 85224-4008



First Name, Last Name
Title Line One
Title Line Two
Department
Division

Name@chandleraz.gov
chandleraz.gov
O: 000-000-0000
M: 000-000-0000
F: 000-000-0000
Mailing Address:
Mail Stop 306 | P.O. Box 4008
Chandler, AZ 85244-4008
Office Location:
905 Queen Creek Rd.
Chandler, AZ 85286

Department Name

T: 480 782 2200 | F: 480 782 2233 | Mail Stop 306, PO Box 4008, Chandler, AZ 85224-4008 | Location: 905 Queen Creek Rd, Chandler, AZ 85286 | chandleraz.gov



EMAIL *signature*

PNG (150 to 200 pixels wide) — 

Arial or Open Sans Bold — **First Name Last Name**

Arial or Open Sans Regular — Job Title
City of Chandler | Department Name
480-782-#### Direct
FirstName.LastName@chandleraz.gov

(OPTIONAL):

Pronouns: she, her, hers, he, him, his, they, them, their



chandleraz.gov | [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

How was my service today? Visit chandleraz.gov/survey to take a quick survey.

We are hiring! [Current Job Openings](#) and [Job Interest Card](#)



PHOTO *guidelines*

Photography should be vibrant, warm, uplifting and feel **natural vs. posed**. Whenever possible people should be involved, even if the subject is a building or object. For example, if you need to shoot a recycling bin, a person could be throwing a bottle into the bin. Or if it's a building, have one or more people walking into or nearby while you capture the shot. This can't be accomplished in all cases, but should be a goal. When composing a shot, keep the visual elements simple, eliminating as much background noise as possible. Make sure the main subject is 1/2 to 3/4 of the photo's weight.



ADVERTISING *examples*



COMMUNITY *of* INNOVATION

LOREM IPSUM DOLOR SIT AMET
 Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.




QUALITY *of* LIFE

LOREM IPSUM DOLOR SIT AMET
 Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.



PRINT EXAMPLES



COMMUNITY

of

INNOVATION





LEARN MORE

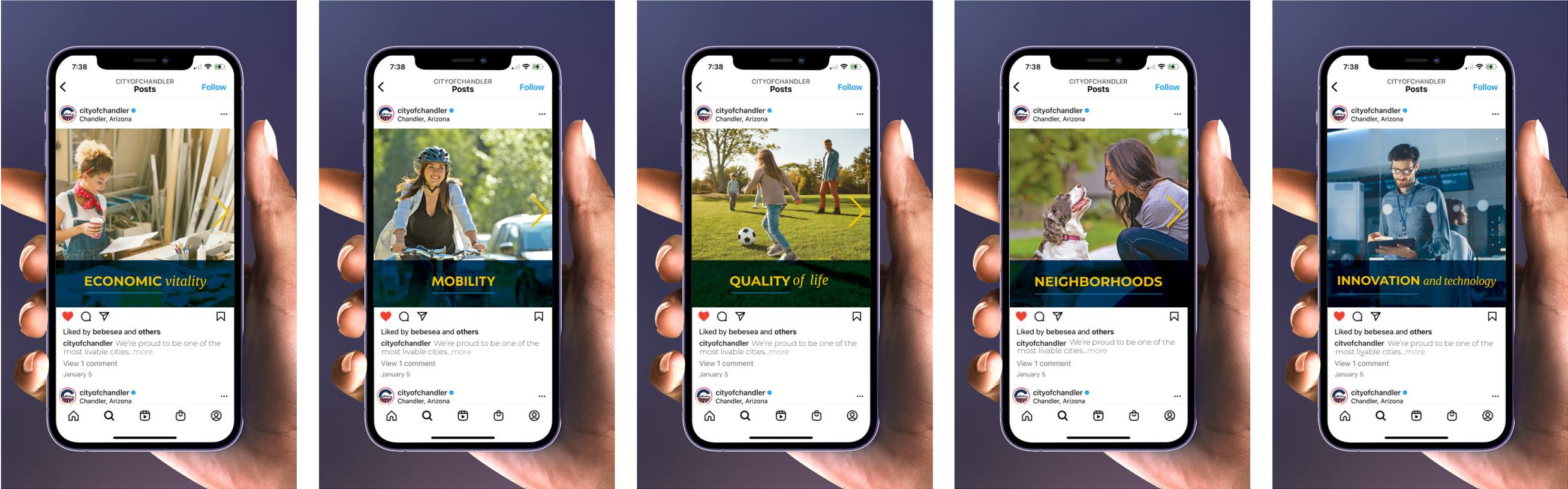
LEARN MORE

LEARN MORE

ROTATING 300X600 DIGITAL AD



ADVERTISING *examples*



INSTAGRAM CAROUSEL



LOGO *fire & police departments*



PRIMARY

<p>CMYK 18 / 100 / 100 / 9</p> <p>RGB 188 / 27 / 30</p> <p>HEX# bc1b1e</p>	<p>CMYK 75 / 67 / 66 / 83</p> <p>RGB 10 / 15 / 15</p> <p>HEX# 0a0f0f</p>
--	--



PRIMARY

<p>CMYK 100 / 95 / 36 / 48</p> <p>RGB 4 / 21 / 70</p> <p>HEX# 041546</p>	<p>CMYK 20 / 76 / 96 / 9</p> <p>RGB 186 / 87 / 44</p> <p>HEX# ba572c</p>
--	--



SECONDARY

<p>YELLOW</p> <p>PANTONE® 7405 CMYK 0/8/100/1 RGB 243 / 205 / 0 HEX# F3CD00</p>	<p>BLUE</p> <p>PANTONE® 3005 CMYK 100/35/0/2 RGB 0 / 125 / 192 HEX# 007DC0</p>	<p>LIGHT GRAY</p> <p>PANTONE® Cool Gray 1 CMYK 10 / 7 / 5 / 0 RGB 219 / 219 / 211 HEX# DBDBD3</p>
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SECONDARY

<p>BLUE</p> <p>PANTONE® 3005 CMYK 100/35/0/2 RGB 0 / 125 / 192 HEX# 007DC0</p>	<p>LIGHT GRAY</p> <p>PANTONE® Cool Gray 1 CMYK 10 / 7 / 5 / 0 RGB 219 / 219 / 211 HEX# DBDBD3</p>
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LOGOS *unique entities*

These departments have an alternate logo but use the City's brand standards.



Below are Chandler divisions that have unique brand standards of their own.



LOGOS *programs (internal)*

NEW PROGRAM LOGOS

You will need CAPA approval before putting an identity together for a program or event



HORIZONTAL VERSION



VERTICAL VERSION

GRANDFATHERED-IN PROGRAM LOGOS

Internal program logos that were created before the 2022 brand standards are approved for continued use. Chandler Wellness is one example.



LOGOS *programs (external)*

NEW EVENT LOGOS



CHANDLER ARIZONA

CITY/STATE CENTERED
(MONTSERRAT SEMIBOLD)

New logos should be simple in design, and best if in a 4x3 aspect ratio using Chandler brand colors (see page 9 for formulations). Always center the city/state underneath.

Use approved brand colors whenever possible. For holiday/event specific logos, you do have flexibility to use colors specific to that holiday/event (Christmas, Halloween, etc.)

GRANDFATHERED-IN EVENT LOGOS



CHANDLER ARIZONA

ADD CITY/STATE CENTERED
(MONTSERRAT SEMIBOLD)



MESSAGING *lexicon*

HOW TO USE THE MESSAGING LEXICON MAP WHEN WRITING YOUR COMMUNICATIONS:

TONE:

While staying within the established City of Chandler brand standards, the tone of each department's messaging has been further refined to reflect the audiences you communicate with, as well as the potential content you may write about. These words are a simple guide to help you start writing.

CHARACTERISTICS:

When considering your messaging, the characteristics may be used as a checklist to ensure the tone stays consistent regardless of communication format. Not all characteristics need to be used for every message, but it is important that the tone doesn't contradict the characteristic words.

FOR EXAMPLE:

When communicating with **Residents and Visitors, Parks and Recreation** would focus on a **Neighborly** tone. To ensure this tone is reached, you can quickly use the characteristic for this audience to check if your messaging is on track. In this example, you would ask yourself, is it **enriching**? Is the content **fun**? Does it sound **exciting**? Do the words convey a city that is **friendly**? Is it **inclusive and diverse** enough to be relatable to different demographics within this audience? Is it **friendly and relaxed**? If yes, you can feel confident your communication will be consistent with all other messaging for **Community Services**.

BRAND PILLAR FOCUS:

Quality of Life ◦ **Neighborhoods** ◦ **Innovation & Technology** ◦ **Economic Vitality** ◦ **Mobility**

While it's important to always communicate in a manner that supports all of the City of Chandler's brand pillars, spotlight pillars have been defined for each audience within the Messaging Lexicon to further assist you.

OVERALL:

It is best to keep messaging as brief and simple as possible. To maintain a professionally personable tone, avoid the use of acronyms, jargon or slang. For most audiences, approach messaging as a conversation.



MESSAGING *lexicon*

COMMUNITY SERVICES *Parks, Recreation and Libraries*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	NEIGHBORLY	PERSONABLE	KNOWLEDGEABLE
CHARACTERISTICS	HELPFUL ENRICHING FUN EXCITING INCLUSIVE DIVERSE RELAXED FAMILY-ORIENTED FRIENDLY	CONVERSATIONAL HELPFUL INCLUSIVE DIVERSE ENRICHING FUN UNIQUE CONCISE	ACCESSIBLE INFORMATIVE HELPFUL INCLUSIVE DIVERSE COLLABORATIVE CONCISE ENRICHING
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY	INNOVATION & TECHNOLOGY ECONOMIC VITALITY



MESSAGING *lexicon*

CULTURAL DEVELOPMENT *Arts, Concerts and Theater, Events, Museum and Downtown Redevelopment*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	EXCITING	ENGAGING	COLLABORATIVE
CHARACTERISTICS	LIGHTHEARTED HELPFUL FUN ENTICING INCLUSIVE DIVERSE FRIENDLY FAMILY-ORIENTED SAFETY ACCESSIBLE	PERSONABLE HELPFUL INCLUSIVE DIVERSE FUN UNIQUE ACCESSIBLE VIBRANT GROWING	HELPFUL MODERN INCLUSIVE DIVERSE ENGAGING LEGACY KEEPERS INNOVATIVE
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY NEIGHBORHOODS QUALITY OF LIFE	INNOVATION & TECHNOLOGY



MESSAGING *lexicon*

DIVERSITY, EQUITY & INCLUSION *Events and Programing*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	FRIENDLY	WELCOMING	COLLABORATIVE
CHARACTERISTICS	HELPFUL PERSONABLE SAFE INCLUSIVE DIVERSE WELCOMING WARM ACCEPTING INVITING	HELPFUL PERSONABLE SAFE INCLUSIVE DIVERSE ACCEPTING FLEXIBLE	HELPFUL PERSONABLE SAFE COMPLIANT INCLUSIVE DIVERSE WELCOMING ACCEPTING
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

ECONOMIC DEVELOPMENT *Business Retention, Attraction and Tourism*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	INVITING	THRIVING	COLLABORATIVE
CHARACTERISTICS	ENTICING HELPFUL PERSONABLE TECHNOLOGICALLY ADVANCED DIVERSE WELCOMING ENGAGING FUN ACCEPTING	EXCITING PERSONABLE CONNECTING PROFESSIONAL DIVERSE WELCOMING ACCEPTING FLEXIBLE MODERN TRUSTING ENGAGING EFFICIENT	MODERN EDUCATIONAL ENTICING EXCITING INCLUSIVE DIVERSE PROFESSIONAL HELPFUL TRUSTED
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

FIRE DEPARTMENT *Fire Prevention & Response, EMS, Emergency Management, Community Outreach*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	FRIENDLY	APPROACHABLE	EFFICIENT
CHARACTERISTICS	PERSONABLE CAPABLE SAFE INCLUSIVE DIVERSE OPEN ENGAGING TRUSTED RELIABLE	DISTINGUISHED CONNECTING INCLUSIVE CAPABLE DIVERSE WELCOMING TRUSTED	HELPFUL APPROACHABLE RELIABLE SAFE INCLUSIVE DIVERSE WELCOMING TRUSTED
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

NEIGHBORHOOD RESOURCES *Code Enforcement, Housing, Resident Assistance Grants and Services*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
TONE	NEIGHBORLY	NEIGHBORLY	NEIGHBORLY
CHARACTERISTICS	ON-TREND MODERN SAFE INCLUSIVE DIVERSE ENGAGING SOPHISTICATED INNOVATIVE	ON-TREND MODERN SAFE INCLUSIVE DIVERSE ENGAGING SOPHISTICATED INNOVATIVE	EDUCATION PRESERVATION COMPLIANCE SAFE TRUSTED
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE NEIGHBORHOODS	NEIGHBORHOODS MOBILITY



MESSAGING *lexicon*

POLICE DEPARTMENT *Patrol, Crime Prevention, Criminal Investigations, Emergency Dispatch, Community Outreach*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	TRUSTED	CAPABLE	EFFICIENT
CHARACTERISTICS	PERSONABLE SAFE DIVERSE OPEN ENGAGING RELIABLE	DISTINGUISHED CONNECTING DIVERSE WELCOMING TRUSTED SERVICE-ORIENTED	HELPFUL APPROACHABLE RELIABLE SAFE DIVERSE WELCOMING TRUSTED
BRAND PILLARS FOCUS	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY	QUALITY OF LIFE NEIGHBORHOODS INNOVATION & TECHNOLOGY MOBILITY



MESSAGING *lexicon*

CITY CLERK'S OFFICE *Elections, Passports, Records*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	HELPFUL	TRANSPARENT	EFFICIENT
CHARACTERISTICS	PERSONABLE INCLUSIVE DIVERSE ENGAGING TRUSTED RELIABLE	INCLUSIVE DIVERSE ENGAGING TRUSTED RELIABLE	HELPFUL PERSONABLE DIVERSE ENGAGING TRUSTED RELIABLE
BRAND PILLARS FOCUS	QUALITY OF LIFE INNOVATION & TECHNOLOGY	QUALITY OF LIFE ECONOMIC VITALITY INNOVATION & TECHNOLOGY	QUALITY OF LIFE ECONOMIC VITALITY INNOVATION & TECHNOLOGY



MESSAGING *lexicon*

CITY MANAGER'S OFFICE *Airport, Government Relations, Transit, Transportation Policy*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	ENGAGING	PROFESSIONAL	INFORMATIVE
CHARACTERISTICS	AUTHENTIC HELPFUL CONNECTING PERSONABLE TECHNOLOGICALLY ADVANCED DIVERSE WELCOMING CONSISTENT	CONNECTING INNOVATIVE EDUCATIONAL KNOWLEDGEABLE EFFICIENT INCLUSIVE DIVERSE PERSONABLE	INNOVATIVE EDUCATIONAL KNOWLEDGEABLE EFFICIENT INCLUSIVE DIVERSE APPROACHABLE
BRAND PILLARS FOCUS	MOBILITY QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY MOBILITY QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

DEVELOPMENT SERVICE *Building Inspection, Permits Planning and Zoning*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	HELPFUL	HELPFUL	INFORMATIVE
CHARACTERISTICS	STREAMLINED CONVENIENT PERSONABLE INNOVATIVE RELIABLE EASY KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE PERSONABLE RELIABLE CONSISTENT KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE APPROACHABLE RELIABLE CONSISTENT KNOWLEDGEABLE
BRAND PILLARS FOCUS	NEIGHBORHOODS QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY NEIGHBORHOODS QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

HUMAN RESOURCES *Wellness, Recruitment, Training and Safety*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	HELPFUL	HELPFUL	ENCOURAGING
CHARACTERISTICS	STREAMLINED CONVENIENT ACCESSIBLE DIVERSE INCLUSIVE INNOVATIVE FUN RELIABLE EASY KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE PERSONABLE RELIABLE CONSISTENT KNOWLEDGEABLE	EFFICIENT FUN PERSONABLE INNOVATIVE RELIABLE CONSISTENT KNOWLEDGEABLE DIVERSE INCLUSIVE
BRAND PILLARS FOCUS	QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

LAWS *Laws, Legal Opinions and Representation, Contracts, Risk Management*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
TONE	JUDICIOUS	JUDICIOUS	JUDICIOUS
CHARACTERISTICS	CARING ADVISORY ACCESSIBLE DIVERSE INCLUSIVE PERSONABLE TRUSTED KNOWLEDGEABLE	ADVISORY ACCESSIBLE DIVERSE INCLUSIVE PERSONABLE TRUSTED KNOWLEDGEABLE	ADVISORY ACCESSIBLE DIVERSE INCLUSIVE APPROACHABLE TRUSTED KNOWLEDGEABLE
BRAND PILLARS FOCUS	QUALITY OF LIFE	QUALITY OF LIFE	QUALITY OF LIFE



MESSAGING *lexicon*

INFORMATION TECHNOLOGY *Information Security, Technology Infrastructure, Applications and Support*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	MODERN	KNOWLEDGEABLE	CLEAR
CHARACTERISTICS	CONVENIENT ACCESSIBLE CONFIDENT INNOVATIVE RELIABLE EASY EFFICIENT	CONVENIENT INNOVATIVE EASY CONFIDENT RELIABLE CONSISTENT EDUCATIONAL EFFICIENT KNOWLEDGEABLE	EFFICIENT RELIABLE PERSONABLE INNOVATIVE EDUCATIONAL KNOWLEDGEABLE CONFIDENT
BRAND PILLARS FOCUS	QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY QUALITY OF LIFE



MESSAGING *lexicon*

MANAGEMENT SERVICES *Accounting, Budget, Environmental Management, Purchasing, Tax and License, Utility Billing*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	HELPFUL	INFORMATIVE	INFORMATIVE
CHARACTERISTICS	STREAMLINED CONVENIENT PERSONABLE INNOVATIVE RELIABLE EASY KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE PERSONABLE RELIABLE CONSISTENT KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE APPROACHABLE RELIABLE CONSISTENT KNOWLEDGEABLE
BRAND PILLARS FOCUS	NEIGHBORHOODS QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY MOBILITY INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY NEIGHBORHOODS QUALITY OF LIFE ECONOMIC VITALITY



MESSAGING *lexicon*

MUNICIPAL COURT *Court Cases – Criminal and Traffic, Legal Motions, Court Fees*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
TONE	JUDICIOUS	JUDICIOUS	JUDICIOUS
CHARACTERISTICS	ADVISORY ACCESSIBLE DIVERSE INCLUSIVE PERSONABLE TRUSTED KNOWLEDGEABLE	ADVISORY ACCESSIBLE DIVERSE INCLUSIVE PERSONABLE TRUSTED KNOWLEDGEABLE	ADVISORY ACCESSIBLE DIVERSE INCLUSIVE APPROACHABLE TRUSTED KNOWLEDGEABLE
BRAND PILLARS FOCUS	QUALITY OF LIFE INNOVATION & TECHNOLOGY	QUALITY OF LIFE INNOVATION & TECHNOLOGY	QUALITY OF LIFE INNOVATION & TECHNOLOGY



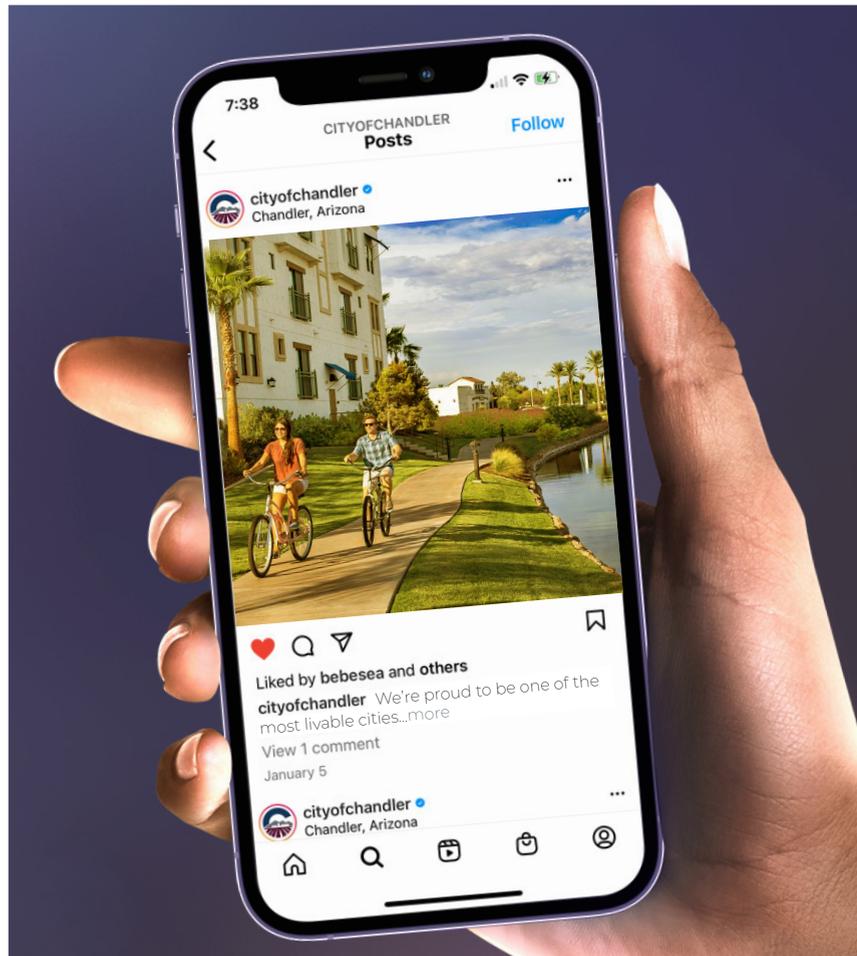
MESSAGING *lexicon*

PUBLIC WORKS & UTILITIES *Water Conservation, Recycling, Streets, Capital Projects*

AUDIENCE:	RESIDENT/VISITOR	BUSINESS	GOVERNMENT
tone	ENGAGING	INFORMATIVE	INFORMATIVE
CHARACTERISTICS	STREAMLINED CONVENIENT PERSONABLE INNOVATIVE FUN RELIABLE EASY KNOWLEDGEABLE PLAYFUL	STREAMLINED CONVENIENT INNOVATIVE PERSONABLE RELIABLE FUN CONSISTENT KNOWLEDGEABLE	STREAMLINED CONVENIENT INNOVATIVE APPROACHABLE RELIABLE CONSISTENT KNOWLEDGEABLE FUN
BRAND PILLARS FOCUS	NEIGHBORHOODS QUALITY OF LIFE INNOVATION & TECHNOLOGY	ECONOMIC VITALITY NEIGHBORHOODS INNOVATION & TECHNOLOGY QUALITY OF LIFE	INNOVATION & TECHNOLOGY MOBILITY QUALITY OF LIFE ECONOMIC VITALITY



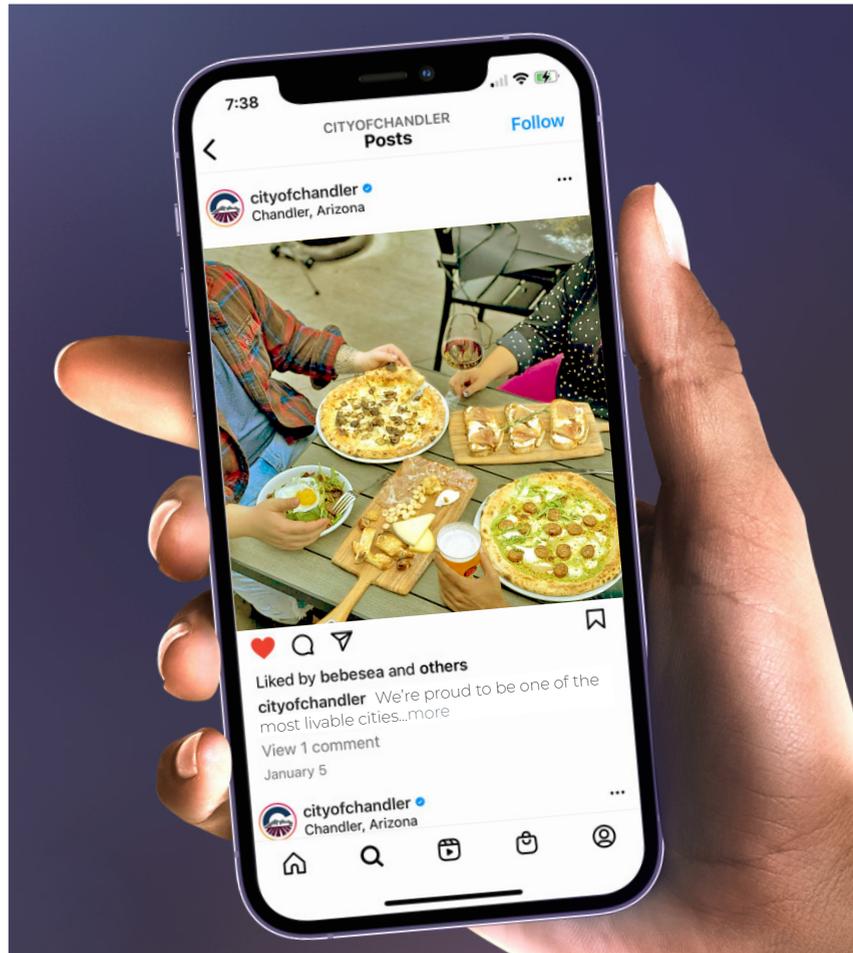
SOCIAL *style guide*



CHANDLER
a r i z o n a
Community of Innovation



SOCIAL *style guide*



SOCIAL MEDIA STRATEGY

To showcase the City of Chandler to visitors, residents, businesses/entrepreneurs and local government employees as a vibrant, forward-thinking, inclusive and community-oriented destination. The city's official social media presence should seek to inform, inspire and resonate through high-quality, creative visuals, themes and messaging. Everyone who lives, works or plays in the City of Chandler should feel proud of their community's representation on social media and seek to actively engage and interact with what they see.

GOALS AND OBJECTIVES

BRAND AWARENESS

Support the City of Chandler's updated brand and messaging by providing a seamless and engaging experience for visitors, residents, the business community and local government employees. The city's brand should remain unmistakable not only within the Phoenix area but regionally and beyond.

KPIs: Reach (unique views), Impressions (total views)

ENGAGEMENT + GROWTH

Nurture and amplify the City of Chandler's audiences with useful, engaging and relevant content as well as grow the city's audiences long-term with content that is eye-catching and inspirational.

KPIs: Audience Growth, Engagement (likes, comments, views, shares)

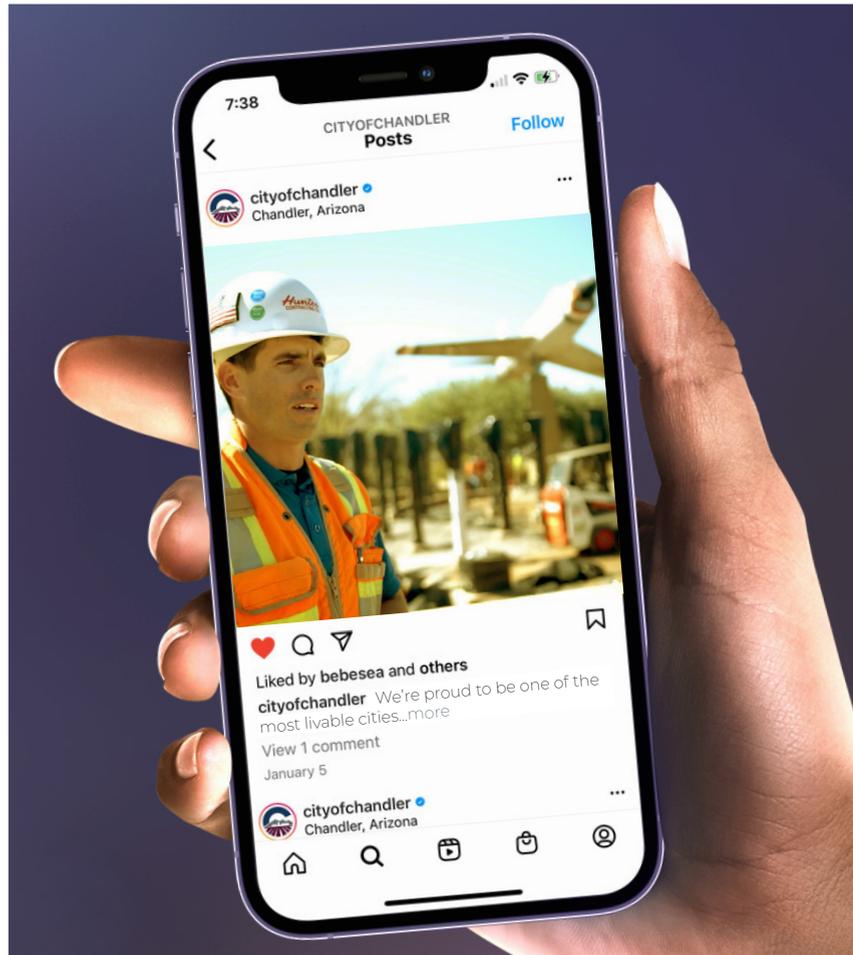
COMMUNITY SUPPORT

Showcase and promote the City of Chandler's ongoing community initiatives, generating meaningful interest and advocacy, including but not limited to, increased event attendance, programming participation, community support for City of Chandler-driven causes or initiatives and awareness surrounding essential happenings.

KPIs: Website/Landing Page Referrals, Trackable Conversions/Actions



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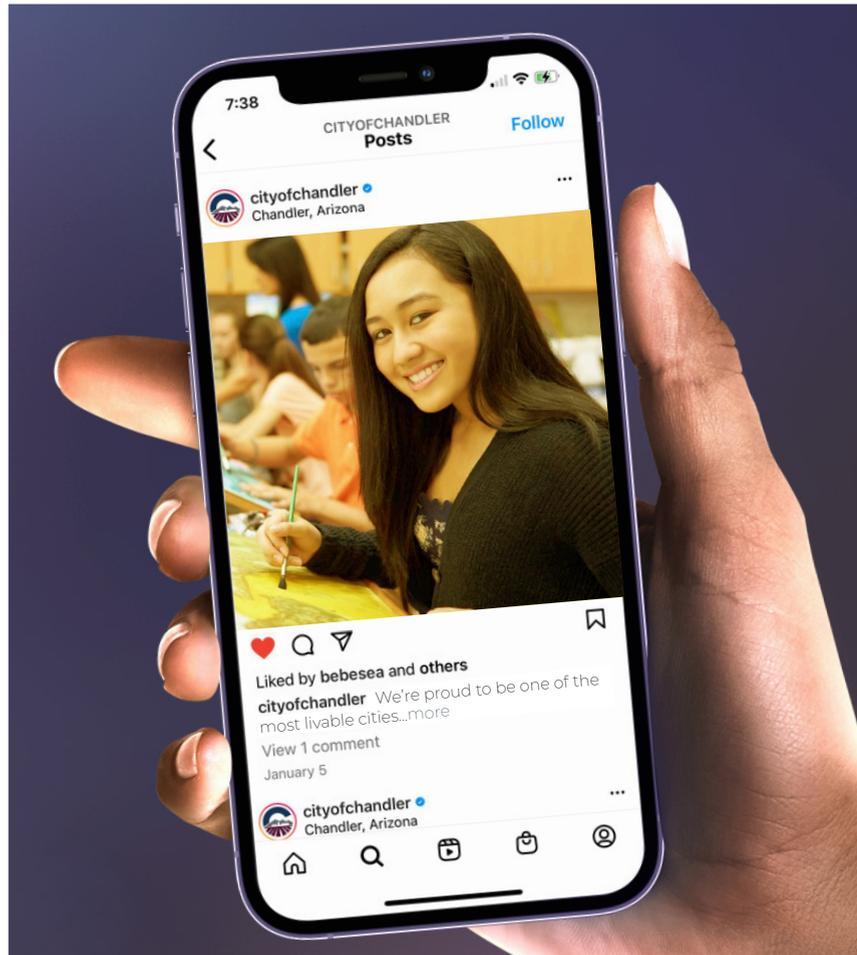


SOCIAL MEDIA CONTENT BUCKETS

- Important city/regional news
- Corporate/business community news, highlights and developments
- Community programs and services
- Local events
- Neighborhood highlights (Downtown Chandler, West Chandler, etc.)
- Sustainability, recycling and green initiatives
- Family-oriented activities
- Parks, recreational amenities and activities
- Students, teachers and education (K through community college)
- Team Chandler
- Tourist and visitor destinations, attractions and things to do



SOCIAL *style guide*



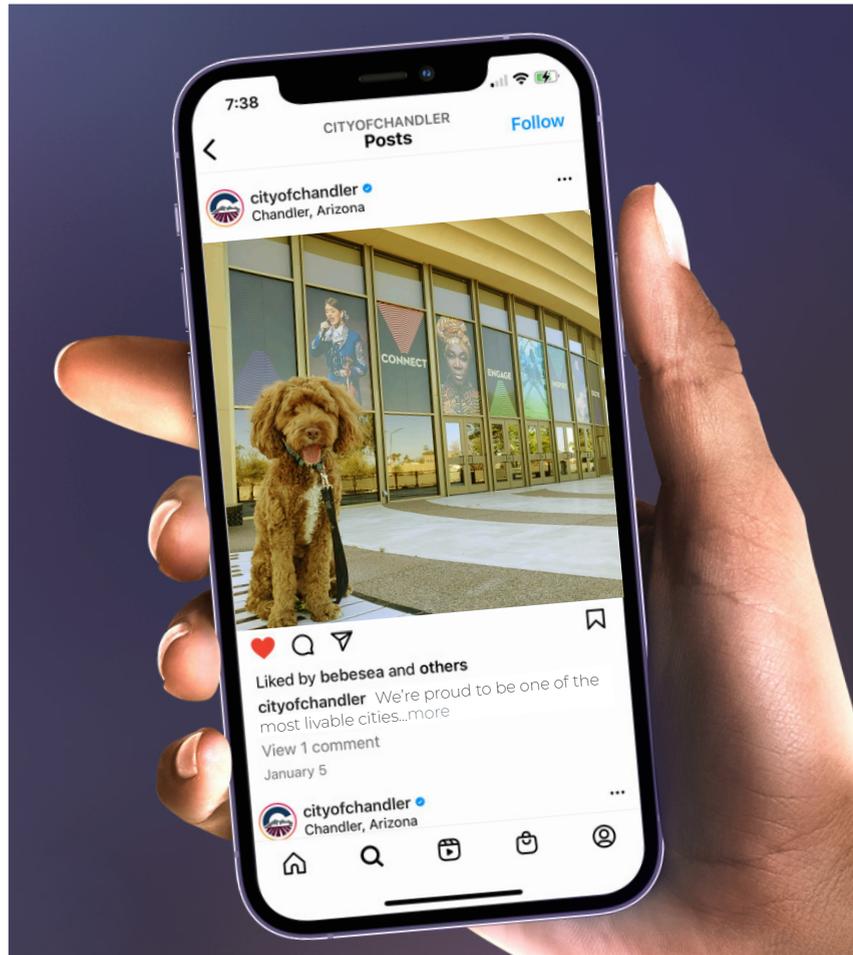
AUDIENCE

THOSE WHO FOLLOW AND ENGAGE WITH YOU MOST

- Residents (past, existing and potential/aspirational)
- Business community, entrepreneurs, local workforce
- Visitors, tourists and event attendees
- City employees, official vendors/partners and other government officials



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SOCIAL COPY STYLE

LESS IS MORE: *Keep captions short for readability and interest.*

- Description longer than 3-4 sentences? Write a teaser to summarize and then redirect to a webpage. Keep it short and moving.
- Humor is good! Keep it universal, appropriate and approachable. Avoid sarcasm, being too clever or pretentious.

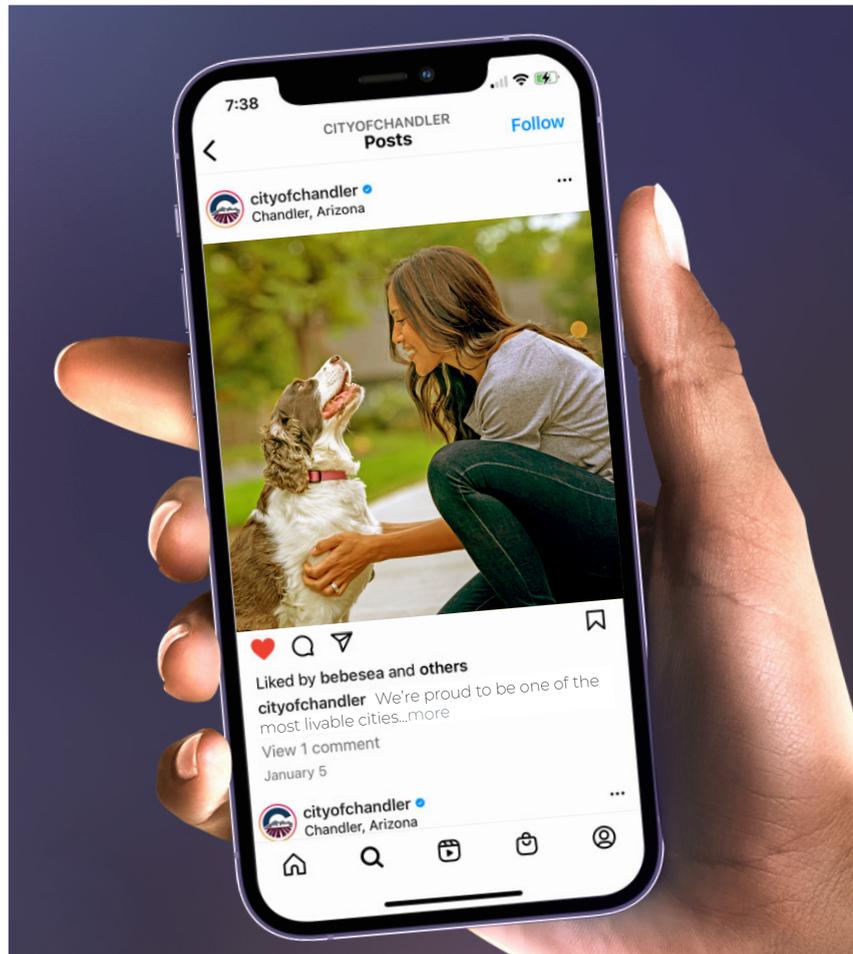
PUNCTUATION AND GRAMMAR: *Be aware of proper usage.*

Only the first word of each sentence should be capitalized. No ALL CAPS.

- Avoid exclamation points; convey excitement in the words and phrasing.
- Avoid industry acronyms, jargon or slang (in general).
- Reference the latest AP Style Guide per the City of Chandler's brand book.



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SOCIAL COPY STYLE

EMOJIS: *Don't be afraid of emojis for effect on appropriate content but keep to a minimum.*

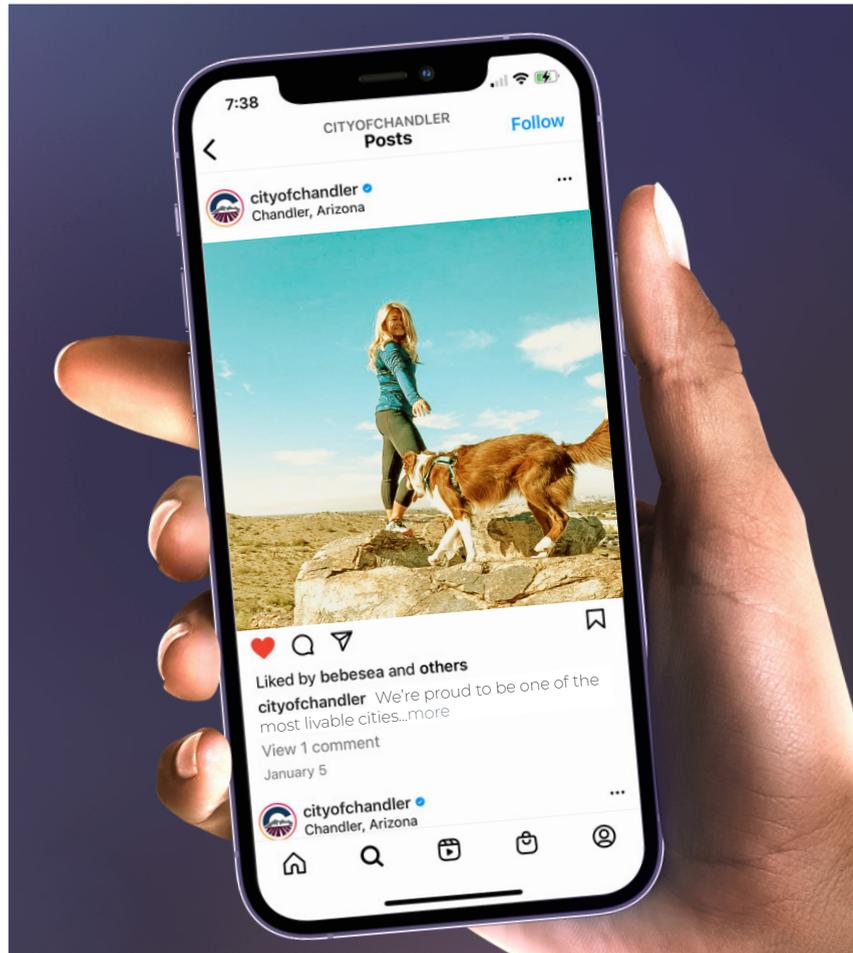
- Use strategically to ensure relevance to what you're communicating.
- Keep intentional when used.
- Keep in mind the subject and audience of a particular post; only pair emojis with light, feel-good or overtly humorous content.

CTAS: *Include a relevant and trackable call-to-action when possible through tools like bit.ly, adding a phone number or using short and cleanly-written URLs that users can remember.*

- On Instagram direct traffic to "link in bio" when possible; don't post URLs in captions as they won't hyperlink. (Use short URLs, if you must.)



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HASHTAGS

Keep targeted, relevant and lowercase. Usage on Facebook and Twitter should be limited and intentional; only use branded tags. On Instagram, use for purposes of post engagement and apply as the first comment, not part of caption for visual organization.

BRANDED RECOMMENDATIONS:

#ChandlerAZ, #CityofChandler

Consistent usage with all content

#MyChandler, #LoveChandler

Additional tags for user-generated content from residents, business owners, visitors and use for ongoing photo contests

#ChooseChandler

Additional tag for content specific to the local business/corporate community

#TeamChandler

Additional tag for content that highlights city employees

#DowntownChandler, #WestChandler, etc.

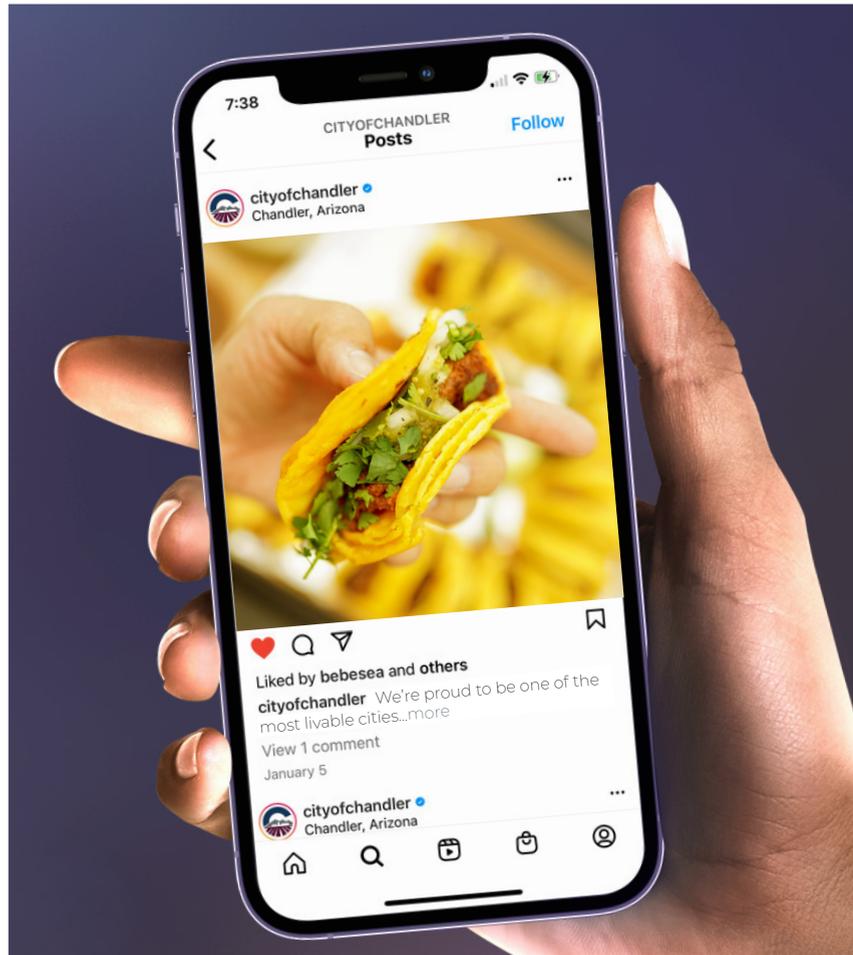
Additional tag specific to geographic area of Chandler

#VisitChandler

Additional tag specific to visitor-centric or quality of life content



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USER-GENERATED CONTENT (UGC)

User-generated content is essential. It is an authentic and firsthand view of those who live, work and play in your city.

- Always acknowledge UGC by first “liking” and/or commenting on the original user’s post. People are “speaking” to you; let them know they’ve been heard. Search geotags, image/caption tags and relevant hashtags.
- Seek out UGC that is high-quality, engaging and on-brand to re-share on the city’s social channels. Always get permission before reposting UGC.



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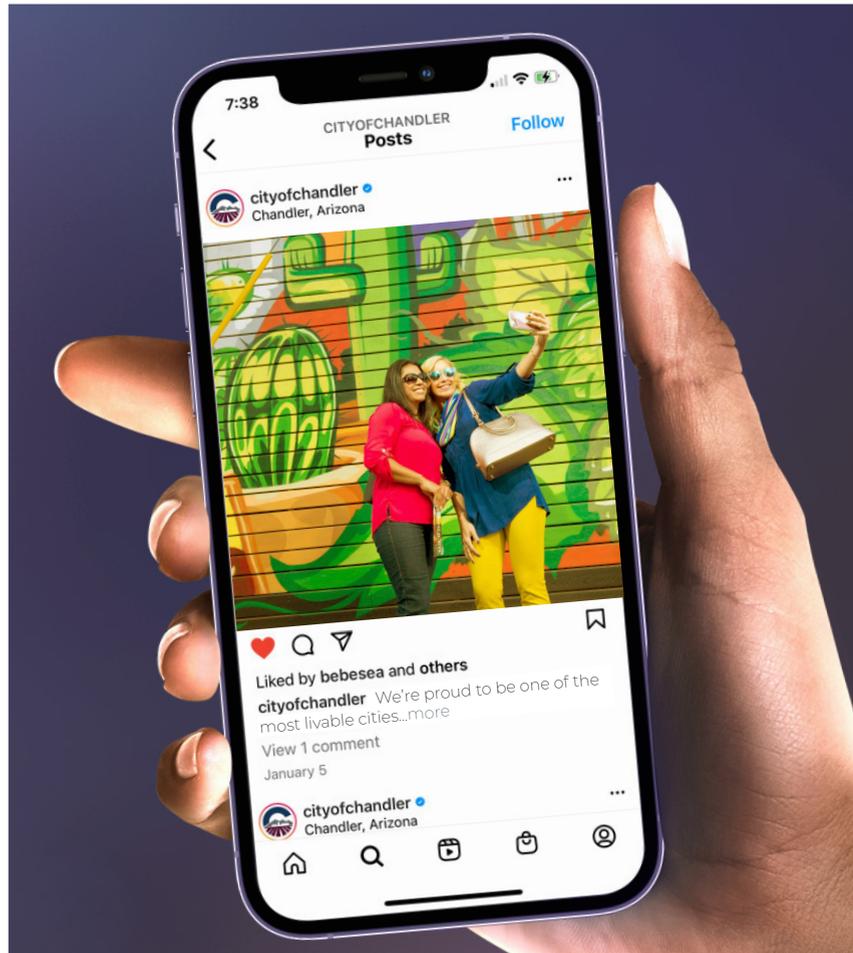


IMAGE STYLE AND CONTENT DIRECTION

VISUAL STYLE

- Bright, natural lighting
- Warm tones
- Focus on people and local voices
- Avoid overly posed people or compositions
- Focus on details and the composition of your images

CONTENT DIRECTION BY CHANNEL

- **Instagram:** Keep in-feed content curated, composed and editorial (quality over quantity); more casual and in-the-moment content can be leveraged on Stories, Reels and IGTV
- **Facebook:** Opportunities for a mix of casual and in-the-moment content as well as big news stories, event details and civic resources
- **Twitter:** Big news/headlines, positive conversation starters, audience listening, referrals and resources to learn more about events and issues
- **TikTok (new):** Fun and entertaining behind-the-scenes content, live event coverage, neighborhood or business/attractions tours, resharing of high-quality UGC. Focus on activities or events for residents and visitors under 35



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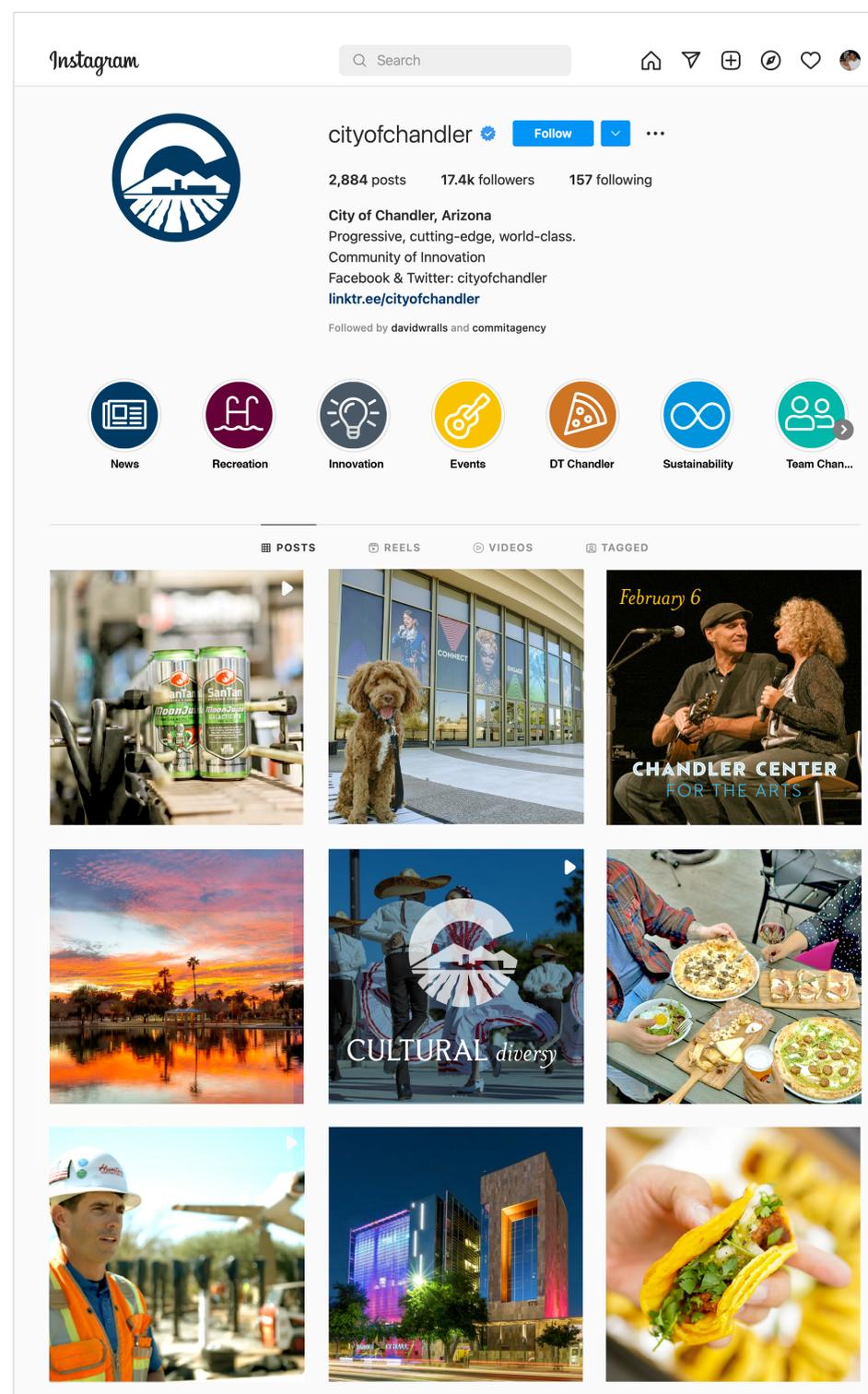
PHOTOGRAPHY STYLE AND MOOD BOARD

We recommend lightening and brightening the photos as needed. (Pull up shadows, decrease gamma and increase exposure.) Also, consider adding a 60% brand yellow with a “Soft Light” filter to create a “sunny” feel.



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INSTAGRAM GRID



Thank You

