



# **Branding Guidelines**

## **City of Enid**

September 2025

I. Introduction

II. Brand Strategy

a. Mission, Vision, and Values

b. Brand Attributes and Essence

III. Visual Identity

a. Logos

i. Logo Color

ii. Taglines

iii. Improper Usage

iv. Clearzone & Minimum Size

b. Colors

c. Typography

d. Photography & Videography

IV. Verbal Identity

a. Messaging

i. Key Messages

b. Tone of Voice

i. Overarching Voice

ii. Voice Principles

V. Additional Guidance

# INTRODUCTION

## ***THE WHO, WHAT AND WHY BEHIND THIS GUIDE***

These brand guidelines are for all City of Enid employees to ensure we present a unified and consistent brand. Our goal is to create a strong collective identity that reflects our community's values and commitment to service. This guide explains our brand strategy—both the visual identity (how we look) and the verbal identity (how we speak).

By adhering to these standards for all communications, from emails and presentations to official letters and signage, we reinforce a professional and cohesive image of the City of Enid. This consistency builds trust and recognition with our residents and partners.

Remember, every interaction, whether internal or external, contributes to how the City is perceived. All use of the City logo, sub-brands, or other official branding elements must be reviewed and approved by the Communications Department. Please send final drafts or links to your materials to [communications@enid.org](mailto:communications@enid.org) for approval prior to publication or distribution.

# BRAND STRATEGY

A brand strategy is a comprehensive, long-term plan that shapes how the City of Enid is perceived by our community and visitors. It goes far beyond a logo or a color palette, serving as the “why” and “how” behind every communication and interaction you have.

At its core, a brand strategy defines:

**Who we are:** Our purpose, mission, and core values.

**What we stand for:** The unique value we provide and what makes Enid special.

**Who we serve:** Our residents, businesses, and visitors, and how we connect with them.

This strategy acts as your roadmap, guiding all visual and verbal elements—from the tone of an email to the design of a presentation—to ensure a consistent, recognizable, and compelling brand experience. A strong brand strategy builds trust, fosters community pride, and helps the City of Enid achieve its goals by influencing how it is seen and understood by the public.

## ***Our Mission, Vision, and Values***

Our Mission and Vision statements, along with our Values are foundational pillars of our brand. They are not just words on a page; they are the compass for our organization, guiding everything we do. Together, our Mission, Vision, and Values provide a complete picture of our identity as an organization.

### **MISSION STATEMENT:**

*To build community together and enhance quality of life by engaging the public through customer service, public safety, and infrastructure.*

### **VISION STATEMENT:**

*Our employees are committed to being friendly, resourceful, and knowledgeable to provide a unique, personalized municipal service and create a welcoming and safe community.*

**CITY OF ENID VALUES:**

**Stewardship** We preserve and protect resources for today and tomorrow.

**Teamwork** We bring people, partnerships, and possibilities together for a strong and vibrant community

**Accountability** We are responsible in our actions

**Communication** We share information appropriately, responsibly and transparently

**Integrity** We demonstrate ethical principles that include honesty, dignity, fairness, equality, and diversity.

***Brand Attributes***

Brand attributes are the characteristics and qualities that define our brand and make it unique. These are the traits we want our community to associate with the City of Enid. They are the descriptive words that help us stay on message and ensure every interaction reinforces a consistent and positive perception of the City.

**ADVENTUROUS SPIRIT**

Enid’s adventurous spirit has been evidenced from the beginning with the Boomers and a historical land run.

**ENTREPRENEURIAL SPIRIT**

Enid’s entrepreneurial spirit is defined by people who are driven to succeed no matter the obstacles placed in their way. A community of independent, innovative, and visionary people.

**BOUNDLESS**

Enid has demonstrated that it is a community of boundless opportunities. Enid has unlimited potential for today, tomorrow, and beyond.

**VIBRANT**

Enid is on the move with renewed energy towards increasing quality of life, expanding community opportunities, and fostering memorable experiences. It is vibrant and alive.

## VIBRANT

Enid is on the move with renewed energy towards increasing quality of life, expanding community opportunities, and fostering memorable experiences. It is vibrant and alive.

## ORIGINAL

Enid was officially established in September of 1893. Since then, the community has produced inspiring athletes, musicians, leaders, attractions, companies, and architectures - all celebrated and remembered in their own way.

## **Brand Essence**

The brand essence statement is a succinct summary that encapsulates all of the soul and personality attributes of our brand. It is not a marketing statement, but rather aspirational ideals that the community is striving to become and embody.

Enid's brand essence can be summed up in these aspirational statements:

*Enid is a community overflowing with boundless opportunities, building on an original heritage, and pulsing with a vibrant quality of life.*

OR more succinctly,

*Enid is a community that is boundless, original, and vibrant.*

These statements are living, not based on blind hope, but anchored in the reality of who Enid has been, and who we are becoming.

# VISUAL IDENTITY

## HOW PEOPLE SEE THE CITY OF ENID

Visual Identity is how the City of Enid is seen and recognized. It's the visual language we use to communicate with the public and includes our official logo, color palette, typography, and imagery. By using these elements consistently across all platforms, from our city vehicles to our website and social media, we create a unified and professional look. This consistency helps build trust and instant recognition.

### Logos

The city's primary logo is built around the core attributes of **boundless, vibrant, and original**:



*This is the preferred version of the logo*

*It represents who we are and is one of our most valuable resources*

- **The bold "Enid"** reflects confidence, clarity, and civic pride
- **The stake** in the "i" nods to our pioneering roots and enduring independence
- **The stylized flag**, with its three stripes, represents the pillars of the brand: *boundless* (top), *vibrant* (middle), and *original* (bottom).

Together, these elements embody the City's history, energy, and vision for the future.

The standard logo includes two shades of blue and black. Color should remain consistent to maintain visual integrity across departments and platforms.

Departments may request co-branded and/or variations of logos to pair with their department and/or sub-branding. These versions will be provided by the Communications Department to ensure correct formatting, font usage and visual consistency.

*Note:* The Communications Department will no longer develop individual program-specific logos. Requests for logos associated with campaigns, task forces, or coalitions may be considered on a case-by-case basis.

These guidelines apply to ALL materials created, shared, or published by the City of Enid employees and volunteers that use, imply, or represent the City brand. Adherence ensures we speak with one voice and present a strong, consistent identity to the community we serve.

## STYLE VARIATIONS

There are two accepted ways to display the City of Enid logo, horizontal and stacked. Additionally, taglines can be displayed alongside the logo.



Note: DON'T overthink it!

Stacked vs Horizontal? Choose the one that best fits on your document or graphic.

With or without taglines? Think internal or external - if it is a majority external facing document taglines may be a valuable addition. If it is an internal facing document keep it simple.

## LOGO COLOR

The primary logo is composed of three colors:

### NAVY

CYMK - 100, 62, 0, 20

RGB - 0, 82, 149

HEX - #005295

PMS - 653 C / 294 U

### SKY BLUE

CYMK - 55, 19, 0, 0

RGB - 108, 173, 223

HEX - #6CADD5

PMS - 294 C / 291 U

### BLACK

CYMK - 0, 0, 0, 100

RGB - 0, 0, 0

HEX - #000000

**COLOR VARIATIONS**

For the purpose of representing the “boundless, vibrant, and original” themes or when printing restraints prevent the use of the primary full-color City of Enid logo, Use an approved alternative version.



**Boundless Color Variation**



**Vibrant Color Variation**



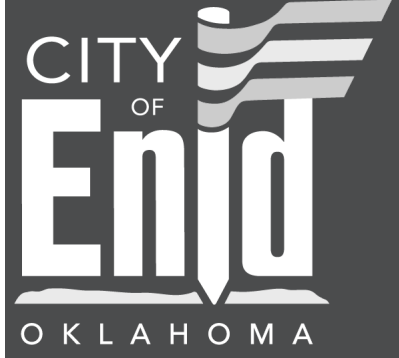
**Original Color Variation**



**Primary Reversed for Dark Backgrounds**



**Greyscale for Light Backgrounds**



**Greyscale for Dark Backgrounds**

**WHEN TO USE DIFFERENT VERSIONS (Quick Reference)**

Full Color Primary Logo	Majority of cases, this logo is preferred
Reversed Full Color Primary Logo	If the flag & ground contrast is sufficient, but text is not
Greyscale Logo with Black Text	If restricted to greyscale printing
Greyscale Logo with White Text	If restricted to greyscale printing AND background is dark
Full Black Logo	If restricted to greyscale printing
Full White Logo	If restricted to greyscale printing AND background is dark

## SIZE & APPEARANCE



**DON'T** reduce the logo in print to less than 5/8 inch for the stacked version and no less than 1-5/8 inches.

No matter the logo's size, please allow for enough clear space around the logo and keep all copy or other graphical elements outside of these margins.



The logo must be legible and distinct. Be mindful of color backgrounds.



## IMPROPER USE

The following are examples of improper logo use. Under no circumstances should any of these scenarios be published.



DO NOT add a stroke, glow, or shadow to make the logo stand out on an improper background. Use a reverse or greyscale logo instead.



DO NOT tilt or stretch the logo. (TIP: in most programs, hold the SHIFT key when expanding the logo for it to maintain the ratio)



DO NOT change the color of the logo unless given special permission has been given with written consent.



DO NOT add language or other artwork to the logo

## DEPARTMENT & COMMUNITY LOGOS

Department specific logos or the Community logo may be used in place of the City of Enid standard logo. These logos follow the same guidelines and usage on printed materials or electronic publications must be approved through the Communications Department. This includes but is not limited to: building signage, posters, brochures, flyers, mailers, sharing with partners, etc.



Department Logo



Community Logo

## FILE TYPES

Our logo package includes several files for uses in both digital and print media. Most materials created can use .png files. However, when creating and/or ordering items such as clothing, promotional items or the like, you may be asked to provide .eps or .svg (also known as vector) files.

File Type	Uses and Characteristics	Works Best Using
<b>.eps files</b>	<ul style="list-style-type: none"> <li>• Vector (line art based images) art is the best file type for use in professional page layout programs, print production, and to provide to vendors for signage, etc.</li> <li>• Scalable to larger sizes without loss of quality.</li> <li>• Embedded CMYK and Pantone colors for the most accurate color matching.</li> </ul>	<b>Adobe Creative Suite:</b> <ul style="list-style-type: none"> <li>- Illustrator</li> <li>- InDesign</li> <li>- Photoshop</li> <li>- Flash</li> </ul> <b>QuarkXPress</b> <b>CorelDraw</b>
<b>.tif files 300 dpi</b>	<ul style="list-style-type: none"> <li>• Raster (pixel-based images) acceptable for use in professional page layout programs, print production, and to provide to vendors for signage, etc. when used at actual size and when .eps is not available.</li> </ul>	<b>Adobe Creative Suite:</b> <ul style="list-style-type: none"> <li>- Illustrator</li> <li>- InDesign</li> <li>- Photoshop</li> <li>- Flash</li> </ul> <b>Microsoft Office:</b> <ul style="list-style-type: none"> <li>- Word</li> <li>- Excel</li> </ul>

**.jpg files****(150 dpi and  
300 dpi)****.png files**

- Raster (pixel-based images) best file type for use in screen-based presentations, for web sites and web-based applications.
- Use 300 dpi (high resolution) .jpg files for best desktop printed output from programs such as Word and Publisher.
- Use 150 dpi (screen resolution) .jpg files for best on-screen applications such as PowerPoint. Use .png for Web applications
- Color match of .jpg files may not be as accurate as .eps files.

**Microsoft Office:**

- Word
- PowerPoint
- Excel

**Microsoft Publisher****Web authoring programs****Adobe Photoshop**

## Colors

**PANTONE 284C / 291U****CYMK 55, 19, 0, 0****RGB 108, 173, 223    HEX #6CADD F****PANTONE 653C / 294U****CYMK 100, 62, 0, 20****RGB 0, 82, 149    HEX #005295****PANTONE 382C / 389U****CYMK 29, 0, 100, 0****RGB 193, 215, 47    HEX #C1D72F****PANTONE 377C / 383U****CYMK 45, 0, 100, 24****RGB 193, 215, 47    HEX #78A22F****PANTONE 7409C / 116U****CYMK 0, 30, 95, 0****RGB 253, 185, 36    HEX #FDB924****PANTONE 220C / Rubine Red****CYMK 0, 100, 13, 17****RGB 202, 0, 108    HEX #CA006C****PANTONE 4653C / 724U****CYMK 0, 48, 96, 44****RGB 155, 95, 14    HEX #985FOE****PANTONE 477C / 4625U****CYMK 50, 85, 100, 35****RGB 105, 50, 31    HEX #69321F**

## *Typography*

The fonts we use are a critical part of our brand's visual identity. To ensure a unified and professional look across all City of Enid publications, it is essential that we all use the approved typography.

**Helvetica Condensed Black**

**Helvetica Compressed**

Avenir Light

Avenir Roman

**Avenir Heavy**

**Avenir Black**

Montserrat Thin

Montserrat Regular

**Montserrat Bold**

The typeface used for the logo was modified for the City. Font availability may be limited. Please use these recommended fonts when developing complimentary materials to use with

## Photography & Videography

Photography and videography are our most powerful storytelling tools for the City of Enid. Our images should reflect the boundless, vibrant, and original spirit of our community.



**Focus on People:** Capture our diverse residents and employees in action, whether at a community event, a local park, or using a city service. For video, this means showcasing authentic moments and hearing the voices of our community

**Highlight the Positive:** Capture our city's vibrant energy—from bustling downtown scenes to the active life in our parks. Showcase the boundless potential of our community through dynamic visuals, expansive wide shots, and optimistic storytelling.



**Show What's Original:** Highlight what makes Enid original, from our distinct landmarks and public art to our local businesses and community traditions. Use video to tell these stories in a compelling, narrative way.

**Maintain Quality:** Use clear, well-composed, and engaging content. For videography, this also means ensuring stable shots, clear audio, and professional editing to create a polished final product.



**Support Community Partners:** Our brand is stronger when we show how we work together. Use our visuals to highlight the local businesses and non-profits that collaborate with us to build a better Enid.

## QUICK REFERENCE

### Photography

- Settings
  - Shooting Mode: Manual
  - Aperature:
    - For Focused with Separation > **1.2 - 4.5**
    - For General with Little Separation > **4.5 - 22**
  - ISO & Shutter Speed: Variable
    - Aim to keep ISO as low as possible
    - Keep Shutter at or above 160-180
  - White Balance: Auto White Balance (AWB) - if your camera has the option choose white priority over ambient priority.
- Rules of Thumb
  - Shoot in landscape orientation primarily. Portrait orientation is acceptable but should be done sparingly.
  - Keep camera level. Do not point the camera down or up when photographing people.
  - Shoot intentionally:
    - Ensure photos are in focus before pressing the shutter
    - Capture a variety of images

### Videography

Please note: For most videos, contact the Communications Department to produce the videos for you. For other use cases, such as social media shorts follow the tips below.

- For Shorts (Reels, Tiktok, etc..) vertical format is best and fits social media platforms best, however, horizontal or landscape format is also acceptable in certain instances (i.e. large crowds, panels, wide shots)
- Most phones can now have their settings adjusted to shoot higher quality videos, if possible set your phone camera settings to HD at either 30fps or 60fps

For any other questions or concerns regarding videos, reach out to the Communications Department.

# VERBAL IDENTITY

## HOW PEOPLE HEAR THE CITY OF ENID

Our tagline is more than just a phrase; it's a promise to our community and visitors. **"Boundless, Vibrant, Original"** is a short, memorable set of words that captures the essence of Enid, setting expectations for what a local experience is like. It's an expression that represents our city's limitless potential while inviting people to discover their own opportunities here.

This tagline is the only one that should be used for external communications across the city. You can use it within headlines, body copy, or as a sign-off. However, it cannot be used alone as a headline.

You can use the tagline on all of your public-facing materials, including advertising, websites, posters, videos, and signs. For more information on using the tagline, please refer to the **Visual Identity** section of our brand guidelines.

## Messaging

The core of our communications strategy is a set of key messages about Enid. These are the foundational ideas you should weave into your content, not a script to be copied. You have the flexibility to use one, two, or all three of these messages, depending on what best serves your specific project.

### **BOUNDLESS: A CITY ON THE MOVE**

Enid is a boundless city, a place where progress and potential are everywhere. We are a community of creators, builders, and innovators, fueled by a passion for what's next. Our city is a dynamic hub for the arts and culture, and a welcoming place for new ideas and new people. We are a community that invests in its future, always looking for ways to grow and improve for every resident. Enid isn't a city that sits still—it's a city on the move. Come see what's possible here.

### **VIBRANT: A PLACE FOR EVERYONE**

Enid is a vibrant city, a place where people from all walks of life can find their community. Our city's energy comes from the diverse individuals and families who call Enid home. We are a cultural mosaic, with a rich mix of traditions, ideas, and passions. Whether you're an artist, a young professional, a growing family, or a retiree, you'll find a welcoming space and a sense of belonging here. Enid is an inclusive and dynamic place where every person's contribution makes our city more colorful and alive. We are a city for everyone.

## **ORIGINAL: FERTILE GROUND FOR GROWTH**

Enid is a place where new ideas take root and grow. We are the fertile soil where original ventures flourish, a place that nurtures creativity, innovation, and entrepreneurship. From the early days of oil and grain to today's diverse industries, Enid has always been a city of firsts. We are proud to be the origin point for groundbreaking companies, including Continental Resources and Channel 5 News, proving that our city provides the perfect environment for a startup to become a national leader. Enid's legacy is one of self-starters and visionaries who have built something from the ground up, and we continue to foster that same pioneering spirit today.

## ***Tone of Voice***

Our tone of voice is just as important as our message. It's the unique "sound" of Enid, or "how" we say things. This guide outlines the core principles and practical writing tactics you can use to ensure all our communications are consistent and compelling.

### **OVERARCHING VOICE PRINCIPLE**

We are confident in our future and inviting in our approach.

Our voice is both confident and inviting. We speak with clear authority, acting as the source of expertise for our community. At the same time, we remain welcoming and open, because we believe that every resident and visitor brings a unique perspective that contributes to our collective goal.

### **VOICE PRINCIPLE**

#### **We Are Boundless**

Our voice conveys a sense of limitless potential and forward momentum. We focus on the future, highlighting growth, innovation, and the wide-open opportunities that exist in our city. We tell a story of progress and a community that is always on the move, building on its history to reach for what's next.

#### **We Are A Place for Everyone**

Our voice is inclusive and inviting. We speak with a warmth that reflects the diverse people and communities that call Enid home. We celebrate different perspectives and make it clear that everyone's contribution is valued, making our city more vibrant and dynamic.

#### **We Are a City of Firsts**

Our voice is original and forward-thinking. We celebrate our legacy as a place where bold ideas take root and grow into something significant. We tell stories of the entrepreneurs, creators, and innovators who have built something from the ground up, proving that Enid is fertile ground for groundbreaking ventures.

## **We Are Confident**

Our voice is grounded in a clear sense of who we are and where we're headed. We speak with the authority of a community that knows its value and is actively investing in its future. We are the authentic source of truth for our city, and our optimism is backed by real progress and a belief in our shared potential.

## ***Tone of Voice and Writing Tactics***

### **We Are Boundless**

Writing Tactics:

- **Focus on the Future:** Frame current events and projects as steps toward a greater, more exciting future. Use language that conveys forward motion and momentum.
- **Paint a Picture of Opportunity:** Speak to what "could be" for a business, a family, or an individual in Enid, making it feel personal and attainable.
- **Use Short, Punchy Statements:** Employ concise sentences to create a sense of energy and to get to the core of an idea quickly.
- **Highlight Tangible Progress:** Reference specific investments, developments, or successes to show that our boundless potential is already being realized.

### **We Are Confident**

Writing Tactics:

- **Speak with Authority:** Be clear, direct, and factual. Present information as the definitive source for Enid news and identity.
- **Use Direct Language:** Avoid "maybe," "might," or other uncertain language. State our strengths and goals clearly.
- **Reference Data and Accomplishments:** Support your optimistic claims with tangible evidence like awards, statistics, or successful outcomes.
- **Be Action-Oriented:** Use verbs that convey purpose and deliberate action, reflecting a community that is actively shaping its own future.

## **We Are A City of Firsts**

### Writing Tactics:

- **Tell Origin Stories:** Frame historical facts and successes as the fertile ground for today's innovations. Reference specific, original ventures that started in Enid.
- **Celebrate the Pioneering Spirit:** Use a tone that honors the creativity and determination of our founders and current innovators.
- **Connect Past to Present:** Draw a clear line from a historical achievement to a modern-day success to show that Enid's legacy is active and ongoing.
- **Highlight Unique Offerings:** Focus on aspects of Enid that are one-of-a-kind, whether it's a local business, a cultural event, or a specific community characteristic.

## **We Are A Place for Everyone**

### Writing Tactics:

- **Emphasize Inclusion:** Use inclusive language and pronouns ("everyone," "you and yours," "all are welcome").
- **Speak to Shared Experiences:** Focus on the moments and places in Enid that bring people together, like community events, local markets, or shared public spaces.
- **Showcase Diverse Perspectives:** Feature stories and testimonials from a wide range of people—from families and young professionals to artists and business owners—to show that our vibrancy comes from our diversity.
- **Use Inviting & Conversational Tone:** Write as if you are speaking directly to a friend, creating a welcoming and accessible feel.

## **Before and After Examples**

### **BUSINESS ATTRACTION**

#### Before:

For business attraction, we seek to improve the quality of life, public services, and infrastructure so that businesses can attract top talent. We work to foster an ecosystem that helps existing businesses grow and prosper.

#### After, with new messaging:

We believe a strong city begins with a strong foundation. That's why we're strategically investing in the infrastructure and amenities that help businesses and their employees thrive. From innovative startups to established leaders, Enid is fertile ground where visions become reality. We're building an ecosystem that fosters growth, attracts talent, and supports the boundless potential of every venture. Come see what you can build here.

## COMMUNITY

Before:

We partner with city and county elected officials and community leaders to help raise revenue, improve the quality of life, and ensure public safety. Through federal funding, we oversee vital infrastructure and capital projects that help position communities as favorable for business attraction.

After, with new messaging:

Our vibrant community is built on collaboration. By working directly with our leaders and residents, we're making strategic investments that improve quality of life for everyone. From parks to public safety, these projects are the building blocks of a better future. When we work together, we create a community where everyone feels a sense of belonging and where our shared goals are always within reach.

## TOURISM

Before:

Whether planning a family vacation, a road trip with friends, or a solo travel experience, you can find a lot to do in Oklahoma. We're a great choice for your travel destination. Through our attraction categories, you can discover interesting locations, events, and activities. We have museums, rodeos, historic sites, and outdoor recreation. We're here to help you find all that you can do in Oklahoma.

After, with new messaging:

Looking for your next adventure? Come discover Enid, a truly original destination. Here, you'll find a vibrant mix of arts, culture, and outdoor experiences you won't find anywhere else. Our city's past as a pioneering town has shaped a future that is full of surprising discoveries, from unique local shops to one-of-a-kind events. Whatever you're looking for, it's here.

## GENERAL PUBLIC

Before:

We are designed to increase the wealth of all Oklahomans by facilitating quality employment for today's and tomorrow's workforce. Our programs are conducted by the Governor's Council for Workforce and Economic Development.

After, with new messaging:

Our city's future is limitless, and we're actively working to build a thriving economy for everyone. By focusing on workforce development and new business opportunities, we're ensuring that our community remains a place where people can grow, build a career, and find success. Our strength comes from the value each person adds to our shared purpose, and we are confident in the opportunities we are creating together.

# ADDITIONAL GUIDANCE

This section provides practical guidance for applying our brand guidelines to your everyday work. From presentations to business cards and email signatures, following these standards ensures every communication—no matter how small—reinforces a unified and professional image of the City of Enid.

## **Email Standards**

To ensure the quality of communication both internally and externally, please use the approved materials and standards.

Your City signature is a direct representation of the organization's viewpoint. Personal quotations or philosophical statements cannot be included as part of your signature.

- Watermarked, colorful, or photographic backgrounds are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- The preferred font and size is Calibri, 11 point. Decorative fonts are not to be used.
- Avoid using a mailing address in the signature, as it is generally not needed and can be put in the body of the email when requested.
- When applicable, professional designations or certifications may be placed directly after your name. For example: John Doe, MPH.
- Email is considered an external communication, and therefore, only the City of Enid primary logo or an approved Department-specific logo should be used. An approved marketable program may use its logo for a signature when appropriate.
- Email signatures can include social media links for the City of Enid and approved programs.
- The following clause may be included at the bottom of the signature:

**DISCLAIMER:** This email and any files transmitted with it may be subject to disclosure under the Oklahoma Open Records Act and the federal Freedom of Information Act (FOIA). Communications with this office, including any attachments, may be considered public records and may be disclosed to third parties upon request, unless otherwise exempt by law. If you have received this message in error, please notify the sender and delete the message immediately.

## EMAIL SIGNATURES

Consistent email signatures deliver a visually coherent look across the City. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information.

Email signatures should include:

- Your Name
- Job Title
- Department
- Phone Number
- Fax Number (if applicable)
- Cell Number (if applicable)
- City of Enid website ([www.enid.org](http://www.enid.org))
- Office Address

### *Email Signature Options*



**FirstName LastName**

Job Title  
401 W. Owen K. Garriott Rd.  
Enid, OK 73701  
Phone: 580-616-5555  
Email: [email@enid.org](mailto:email@enid.org)



**FirstName LastName**

Job Title  
City of Enid - Communications  
203 W. Owen K. Garriott Rd.  
Enid, OK 73703  
Phone: 580-616-5555  
Email: [email@enid.org](mailto:email@enid.org)



## Business Cards

All files are available from the Communications team, please reach out to [communications@enid.org](mailto:communications@enid.org) to request the files or edits to the designs

### General Design

**SCOTT MORRIS**  
ASSISTANT CITY MANAGER



**City of Enid**  
401 West Owen K. Garriott Road  
Enid, OK 73701

✉ [smorris@enid.org](mailto:smorris@enid.org)  
 🌐 [www.Enid.org](http://www.Enid.org)  
 ☎ 580-616-7244



**Follow Us!**

- 🐦 @cityofenid
- 📺 @cityofenidmedia
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications

### Variations

**DERRICK SILAS**  
DIRECTOR OF COMMUNICATIONS



**City of Enid Media Center**  
203 West Owen K. Garriott Road  
Enid, OK 73701

✉ [dsilas@enid.org](mailto:dsilas@enid.org)  
 🌐 [www.Enid.org](http://www.Enid.org)  
 ☎ 580-616-7294



**Follow Us!**

- 🐦 @cityofenid
- 📺 @cityofenidmedia
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications

**We Connect Communication with Innovation!**

**CORY BULLER**  
PARKS SUPERVISOR



**City of Enid**  
401 West Owen K. Garriott Road  
Enid, OK 73701

✉ [cbuller@enid.org](mailto:cbuller@enid.org)  
 🌐 [www.Enid.org](http://www.Enid.org)  
 ☎ 580-616-7316



**Follow Us!**

- 🐦 @cityofenid
- 📺 @enidparksandrec
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidparksandrec
- 📺 @cityofenid
- 📺 @enidparksandrec

**TAYLOR MASSEY**  
TRANSPORTATION PLANNER




**City of Enid**  
401 West Owen K. Garriott Road  
Enid, OK 73701

✉ [tmassey@enid.org](mailto:tmassey@enid.org)  
 ☎ 580-616-7247 📞 580-478-4945  
 🌐 [www.ChisholmTrailMPO.org](http://www.ChisholmTrailMPO.org)



**Follow Us!**

- 🐦 @cityofenid
- 📺 @cityofenidmedia
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications
- 📺 @cityofenid
- 📺 @enidcommunications

# PowerPoint Presentations

## Quick Reference

- Fonts:
- Sizes:
  - Slide Titles 32-44pt
  - Main Body/Bullet Point Text 24-32pt
  - Sub-Points 20-24pt (NO SMALLER)
  - Chart & Graph Labels 18pt minimum
  - Footer (Use Sparingly)

**TIP!** If you can't read it standing 10 feet away from your screen, it is **TOO SMALL!**

*Editable Templates like ones shows below are available in the City's Public Drive*



## Documents and Forms

### Headers:

- Stacked Logo(s) should be displayed in the top left corner of any document - sized to 5/8"
- Horizontal Logo(s) should be displayed in the center of the header of any document - sized to 1-5/8"

### Footers:

- Center aligned; 8pt font; Dark Grey Text Color
- Building, Address, Phone, Website and/or Email

### Fonts:

- **Sizes:**
  - Titles 14-16pt
  - Body Text 11-12pt
  - Subtext/Footers 8-10pt
- **Families:**
  - Helvetica, Avenir, Montserrat, Arial, or Calibri

**Spacing** should be set between 1.15 - 1.5

*\*Documents should be created in **.DOCX** format BUT converted to **.PDF** when ready to publish.*

**EXAMPLES ON THE FOLLOWING PAGES**



## Form Title

*Arial 14-16pt / Left or Center Align*

Be sure to use fillable features, this can be done in either the Microsoft “Developer Tab” or in the Adobe Acrobat Editor. Forms may also benefit, in some cases from a **justified** alignment

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.15.

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.5.

### Font Options:

- Arial
  - o **Bold, Italic, Underline**
- Calibri
  - o **Bold, Italic, Underline**
- Helvetica
  - o **Bold, Italic, Underline**
- Avenir
  - o **Bold, Italic, Underline**

### Form feature options:

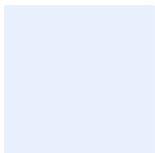
Checkboxes

Combo Boxes Choose an item.

Dropdown List Choose an item.

Date Picker Click or tap to enter a date.

Picture Content Control (*Image Upload*)



Plain Text Content Control (Text Field) Click or tap here to enter text.

*Document Version or Update Date*



## Title of Document

*Arial 14-16pt / Left or Center Align*

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.15.

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.5.

### Font Options:

- Arial
  - o **Bold, Italic, Underline**
- Calibri
  - o **Bold, Italic, Underline**
- Helvetica
  - o **Bold, Italic, Underline**
- Avenir
  - o **Bold, Italic, Underline**



## Informational Document Title

Department of [Insert Department Name]

Updated: Date

### ▲ For Info Sheets Color & Bold Heading are Useful

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.15.

Body Text in Calibri between 11 – 12 pt and should be left aligned for most documents or justified for things such as reports. The line spacing should be between 1.15 – 1.5. This one is 1.5.

### Font Options:

- Arial
  - o **Bold, Italic, Underline**
- Calibri
  - o **Bold, Italic, Underline**
- Helvetica
  - o **Bold, Italic, Underline**
- Avenir
  - o **Bold, Italic, Underline**

*\*For info sheets you should **in addition** to the footer, add a full contact section that directs to the appropriate staff member or office!*

### Contact Us

City of Enid

Department Name Or Position Title | Name

Address [The **Department's** Location]

Department Phone #

[www.enid.org/ Department/Event Page](http://www.enid.org/ Department/Event Page)

## ***Publications***

The Communications Department is responsible for ensuring all publications meet the state and internal requirements.

The City of Enid follows The Associated Press style with a few exceptions. Referencing the most recent AP Stylebook or signing up to use the service's website at [apstylebook.com](http://apstylebook.com) can prevent many a fall down the stylistic slippery slope of errors. External publications should be reviewed and approved by the Communications Department prior to publishing.

Think digital first. Often times, it's the most efficient way to get your information out. It's quicker, cheaper and easily accessible.

### **Requirements:**

- The City of Enid logo must be represented on the publication. Use the full color standard in most cases.
- The Communications Department should proof and approve your publication.
- A digital file of the publication must be sent to the Communications Department at [communications@enid.org](mailto:communications@enid.org). Please provide a link if applicable when the document is published online.

### **Publications Checklist:**

Before posting your document to the website, social media, or sending it to print check the following:

- Have I included an approved and non-altered logo on the cover
- I have proofread my document carefully - updated data and information, while going through proper chain-of-command to ensure accuracy and approval before publishing
- I have sent a digital copy to the Communications Department for final approval before publishing

***PAGE INTENTIONALLY LEFT BLANK.***

CITY  
OF  
**Enid Oklahoma**

B O U N D L E S S • V I B R A N T • O R I G I N A L