VILLAGE OF
COVINGTON

Design and Branding Guidelines

2022

| Branding Goals, Objectives

The Village of Covington, Ohio is a unique community that holds its history tightly but is looking towards the future to create new memories. By simplifying the logo of the Village and by prioritizing the design, style, and feel of the brand of the Village, Covington is making it clear that it is ready for the next step.

The guiding principles were informed by the Village's strategic plan and the economic development priorities setout through resolutions, ordinances, and staff expertise.

Clear.

Recognizable.

Consistent.

The Village branding needs to assure that anyone from a distance can easily determine what they are seeing. The brand needs to be unique. It needs to be used everyone, in the same way. The brand needs to have a set of guidelines that help the Village clearly utilize the brand. These design and branding guidelines are intended to assure the new brand is being implemented through the Village appropriately.

| Previous Village Images

This image was used from 1985-2010. This image was created for the 150th celebration and incorporated slogans – "In Covington we Care" and "come & share". The image also included the dates related to the 150th celebration – 1835-1985. The image has depictions of non-descript buildings and horses.

This image was created by R. Christopher Haines, a local businessman with many successful businesses within the Village of Covington and who led the efforts related to the 175th Anniversary, for use by the Village in 2010. After the 175th event the image was adopted by the Village as its primary image and began to be put on Village related equipment and branding.

This image began the process to simplify the image for the Village and removed the slogans, buildings, and horses. This image did add in elements from the Village including the iconic bridge over High Street, a church steeple, and the Rudy Elevator. This image increased the size of the establishment date and incorporated a consistent three-color image – red, white, and black.

| Other Covington's in the United States Logos

Within the United States there are fourteen Covington's with the largest being Covington, Kentucky with a population of 40,640 in the 2010 census. With the internet and ease of searching for communities, assuring that the Covington, Ohio brand is clear, is important at once level, but generally, there is no competition between locations.

Covington, Kentucky – Brand created in 2014. The brand includes the name of Covington, with founded in 1815.   Simple brand, with clear messaging.

Covington, Washington – Brand is much more colorful with images of arrows and a tagline of "growing toward greatness".

Covington, Georgia – Brand is colorful with three primary images included. This brand is the only brand that lists the state.

| Primary Village Logo

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The new Village brand logo is intended to bring simplicity with a clear message. The Village is the only "Village of Covington" with other locations being cities. This is an advantage related to Google Search Engine Optimization (SEO) when the brand or search terms are used digitally.

The logo still conveys is message clearly when shown in black and white or as white on a dark background. The logo also continues to pop when the red base line is able to be utilized on dark backgrounds.

The logo also works as transparent on images or more complex scenarios.

Logo Color Guidance.

The primary logo can be displayed in black and red, all black, or all white. The black and red version is recommended for use as often as possible to maintain consistency with current website branding. Transparent versions are also available for use.

Red: R:212, G:0, B:0

Size and spacing.

There should always be adequate space around the logo at all times. Negative space should be utilized when possible. The logo should not be used at smaller than 100 pixels in height for a digital logo usage on web and social media graphic design. For print, dimensions larger than one-half inch are preferred.

| Secondary Village Logo

The secondary logo is very similar to the primary logo, but brings the red bar to the left of the primary text, which allows for more flexibility in certain situations.

This logo is intended to be used in scenarios where text needs to be broken up horizontally.

The logo color guidance and size and spacing are the same as noted for the primary logo.

| Village Seal

The Village will utilize the new seal as part of more formal applications but will default to the primary logo for the majority of situations related to branding the Village.

The seal, which is a simplified version of the 2010 logo that was used by the Village for the last 12 years, keeps the bridge, church, and elevator elements, and will utilize the same color palette as the logo.

| Department Logos

COVINGTON
ADMINISTRATION

COVINGTON
POLICE

COVINGTON
PUBLIC WORKS

COVINGTON
UTILITIES

COVINGTON
VILLAGE COUNCIL

Each department within the Village will have a secondary logo that may be used for specific purposes that relate to that department.

Reports, memorandums, and general correspondence may use the department logos when the intended recipient is internal to the Village.

When documents are intended to be sent out to the general public the primary Village logo should be utilized to create a consistent branding effort.

Other locations where department logos should be used include the website, emails, and digital locations.

Additional Logos

Choose Covington is the economic development slogan for Covington. This logo should be used for all communication related to economic development primarily on the website, social media, and other digital platforms.

Park Logos