

CITY OF TERRE HAUTE BRAND STANDARDS GUIDE

May 2025



OUR BRAND IS MORE THAN JUST A LOGO

It creates consistency, security, visibility, and a voice you can recognize and trust. Behind every successful brand is structured documentation to assist all communicators in establishing a clear, consistent message.

This document has been created to serve as a guide for maintaining an appropriate and consistent image for the City of Terre Haute, Indiana.

THE CITY OF TERRE HAUTE LOGO

SHOWCASING HISTORY & COMMUNITY

Our logo captures the spirit of Terre Haute—where history, community, and progress intersect. From the iconic steeple of the gilded Vigo County Courthouse to the symbolic crossroads of historic U.S. Highways 40 and 41, the design honors the legacy that shaped our city.

The crossroads mark our place in the national story, where the first federally funded highway met a major north-south route, giving rise to Terre Haute's identity as the "Crossroads of America."

A silhouette of a basketball player reflects our city's proud basketball tradition—a nod to the athletes, teams, and fans who've made the sport part of our cultural fabric.

Framing it all is the city skyline, highlighting our revitalized downtown and the promise of what lies ahead. Together, these elements form a vibrant emblem of who we are and where we're going.



THE CITY OF TERRE HAUTE LOGO

PREFERRED LOGO

The full-color logo **with** the outline is the preferred logo.

The white, or non-outlined versions (See Page 5) can be used if there is enough contrast in the background to make it legible.

The horizontal logo can be used when a more condensed full logo is needed or when using the City Tagline (See Page 9)



PREFERRED LOGO

THE CITY OF TERRE HAUTE LOGO

LOGO VARIATIONS

HORIZONTAL



Background color added for visibility of white logo.

CONTRAST VARIATIONS



Background color added for visibility of white logo.

THE CITY OF TERRE HAUTE LOGO

ICONS

If the logo is being used in a smaller size or instance, the icon can be substituted.

When aiming for simplicity, compact representation, and quick recognition, especially in situations with limited space or when conveying abstract concepts, use an icon.

They are ideal for app icons, favicons, social media thumbnails, letterheads, and other instances where a full logo is too detailed or cumbersome.



THE CITY OF TERRE HAUTE LOGO

CLEAR SPACE

The logo should always be surrounded by a generous amount of clear or white space, free of other text or imagery.

Clear space is measured by the height of the letterform **H** (the first letter in **Haute**).

To ensure correct spacing and consistent placement in relation to any adjacent graphic elements, the example on the right illustrates the minimum amount of clear space required around the logo.



THE CITY OF TERRE HAUTE LOGO

INCORRECT USAGE

Never alter the colors of the logo, distort the logo, or change the element positions in any way.

Common usage transgressions with regard to the scaling and positioning of the individual logo elements are depicted on the right.

Approved variations of the logo are available (See Page 4).



✗ Do not use off-brand colors



✗ Do not cut off the logo by cropping.



✗ Do not alter proportions.



✗ Do not alter positions of the elements.

THE CITY OF TERRE HAUTE TYPEFACES

TYPEFACES

A consistent look requires consistency in the use of typefaces, or commonly known as fonts. For the City of Terre Haute, there are 5 fonts to be used in different instances outlined below.

Poppins Bold, the font used in the logo has multiple weights and should be used for headlines.

Poppins, should be used in print or graphics where non web-safe fonts are ok as the body.

Source Serif Pro a serif font, can be used in place of Poppins Bold as a more formal and official look in government documents.

Arial, the web-safe font, is the typeface used for any copy featured on the website.

Sarabun, the font for our city tagline “Meet Us at the Crossroads” should be used when implementing the tagline into a design (See Page 9)

Poppins Bold

headline

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins

Body

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Serif Pro

Headline & body

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

Web

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sarabun Bold

Tagline

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HOW TO USE THE CITY TAGLINE

Meet Us at the Crossroads

is more than just a tagline for the City of Terre Haute—it's a tribute to our heritage. It celebrates the historic intersection of US Highway 40, the National Road (America's first federally funded highway), and US Highway 41, a vital north-south route. This junction, now the heart of our 41|40 Arts & Cultural District, has long been a point of connection—geographically, economically, and culturally.

The convergence of these two major highways established Terre Haute as a true crossroads of America, shaping its identity as a place where people, ideas, and communities come together.

The tagline is only to be used below the horizontal version of the logo in **Sarabun Bold** font.

Do not italicize the tagline, add quotes around the tagline or impede the clear space around the horizontal logo with the tagline (See Page 7).



Meet Us at the Crossroads

UNDERSTANDING THE COLOR TYPES

CMYK

The CMYK color palette is most commonly used by printers and publications. It stands for Cyan Magenta, Yellow, and Black. Each color or image printed in this process is made up of a mixture of these four colors. Typically, if a printed piece requires three or more pantone matching system colors, it is most const effective to specify CMYK.

RGB

The RGB color palette is primarily for web and video usage. RGB stands for red, green, and blue, and all colors/images used in this process are made up of a mixture of these three colors. HEX is a 6-digit combination of letters and numbers that represents and RGB color. It is mainly used in web design.

PMS

The Pantone Matching System (PMS) color palette should be used when printing corporate materials such as business cards, letterheads, envelopes, and folders. This will help ensure colors are consistent across materials. Keep in mind the CMYK color breakdowns are not a direct match to the PMS colors.

CITY SEAL VS CITY LOGO

WHEN TO USE THE CITY SEAL

The City Seal is reserved exclusively for official and legal government purposes. Its use is limited to:

- **Legal documents executed through the County Clerk**
- **Official proclamations and certificates**
- **Formal documents issued directly by City Council or City departments**

Only authorized City employees may use the City Seal in these contexts. External individuals, organizations, or partners are not permitted to use the City Seal under any circumstances.

The City Logo is intended for both internal and external use, following the guidelines outlined in these brand standards.



CITY SEAL VS CITY LOGO

WHEN TO USE THE CITY LOGO

The City Logo is the primary visual mark for general branding and communication. It should be used on:

- **Marketing materials**
- **Public signage**
- **Digital content (web, social media)**
- **Communications and promotional items**



The City Logo is intended for both internal and external use, following the guidelines outlined in our full brand standards.

Use for Official or Approved Purposes Only

- Use only for official city business, events, or materials approved by the city.

Do Not Use for Endorsement Without Permission

- The logo should not imply the city endorses a product, service, or candidate unless officially stated.

WHEN TO USE THE '*See You In Terre Haute*' LOGO

The **See You In Terre Haute** logo is a joint logo that includes the Convention and Visitors Bureau, Terre Haute Chamber of Commerce, and the City of Terre Haute.

It's used when representing joint projects that furthers **SYITH** initiatives or when implementing projects from the **SYITH** Community Plan.

When this logo is used for a project, the City logo is not needed unless other **SYITH** partners are including their own logos.



COLOR PALETTE USE

PRIMARY

Primary colors should be the first choices when selecting colors. They are used to construct the largest parts of the logo and are recommended for all design materials.

SECONDARY

The primary and secondary color palette will be used in the design of the majority of the City of Terre Haute's print, web, and digital materials. Secondary colors can serve as accent colors to enhance a design and should be used moderately.

TERTIARY

The tertiary palette is suggested only to be used sparingly when there is a need to distinguish large amounts of information. Examples include extensive items such as reports, brochures, or small elements of the website.

The primary and secondary palettes should always be the more dominant colors in any design execution and the tertiary palette should not be used in equal fashion.

THE CITY OF TERRE HAUTE COLORS

PRIMARY



TERRE HAUTE BLUE

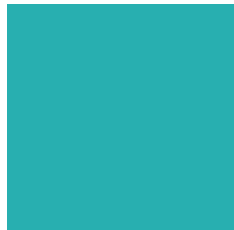
CMYK: 100, 45, 0, 51
RGB: 0, 69, 125
HEX: #00457d



CITY SEAL GOLD

CMYK: 0, 27, 81, 1
RGB: 252, 184, 48
HEX: #fcb830

SECONDARY



LIGHT SEA GREEN

CMYK: 73, 8, 35, 0
RGB: 40, 175, 176
HEX: #28afb0



WABASH BLUE

CMYK: 100, 80, 47, 49
RGB: 2, 41, 66
HEX: #022841



STIL DE GRAIN YELLOW

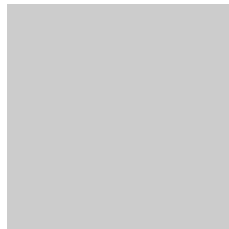
CMYK: 5, 14, 75, 0
RGB: 244, 211, 94
HEX: #f4d35e

TERTIARY



PALE ALE ORANGE

CMYK: 0, 50, 100, 0
RGB: 255, 128, 0
HEX: #ff8000



TRUE GRAY

CMYK: 0, 0, 0, 20
RGB: 204, 204, 204
HEX: #cccccc



CITY OF
TERRE
HAUTE