

SERVICES AGREEMENT
(Not Construction Related)
 Logo & Comprehensive Graphic Standards Guide

This Services Agreement ("Agreement") is entered into and effective between the CITY OF GLENDALE, an Arizona municipal corporation ("City") and CATAPULT STRATEGIC DESIGN, LLC, a Limited Liability Corporation ("Consultant") as of the ____ day of _____, 2018 ("Effective Date").

RECITALS

- A. City intends to undertake a project for the benefit of the public and with public funds as described in the attached **Exhibit A** (the "Project");
- B. City desires to retain the professional services of Consultant to perform certain specific duties and produce the specific work as set forth in the attached **Exhibit A**, Project Scope of Work ("Scope");
- C. Consultant desires to provide City with services ("Services") consistent with industry-best practices and the standards set forth in this Agreement, in order to complete the Project; and
- D. City and Consultant desire to memorialize their agreement with this document and the attached **Exhibit** which describes the Project, Scope of Work, Compensation Progress Payments, and Schedule.

AGREEMENT

The parties hereby agree as follows:

1. Key Personnel; Other Consultants and Subcontractors.

- 1.1 **Services.** Consultant will provide all Services necessary to assure the Project is completed timely and efficiently consistent within Project requirements, including, but not limited to, working in close interaction and interfacing with City and its designated employees, and working closely with others, including other consultants or contractors, retained by City and community stakeholders.

- 2. **Schedule.** The Services will be undertaken in a manner that ensures the Project is completed timely and efficiently as set forth in the attached **Exhibit A** in accordance with the Project. Nevertheless, this Agreement terminates one year from the effective date.

3. Consultant's Work.

- 3.1 **Standard.** Consultant must perform Services in accordance with the standards of due diligence, care, and quality prevailing among consultants having substantial experience with the successful furnishing of Services for projects that are equivalent in size, scope, quality, and other criteria under the Project and identified in this Agreement.
- 3.2 **Licensing.** Consultant warrants that:
 - a. Consultant currently holds all appropriate and required licenses, registrations and other approvals necessary for the lawful furnishing of Services ("Approvals"); and
 - b. Neither Consultant nor any Subconsultant has been debarred or otherwise legally excluded from contracting with any federal, state, or local governmental entity ("Debarment").
 - (1) City is under no obligation to ascertain or confirm the existence or issuance of any Approvals or Debarments, or to examine Consultant's contracting ability.
 - (2) Consultant must notify City immediately if any Approvals or Debarment changes during the Agreement's duration. The failure of the Consultant to notify City as required will constitute a material default under the Agreement.

3.3 Compliance.

- a. Services will be furnished in compliance with applicable federal, state, county and local statutes, rules, regulations, ordinances, building codes, life safety codes, and other standards and criteria designated by City.
- b. Consultant must not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity or expression, genetic characteristics, familial status, U.S. military veteran status or any disability. Consultant will require any Sub-contractor to be bound to the same requirements as stated within this section. Consultant, and on behalf of any subcontractors, warrants compliance with this section.

3.4 Work Product.

- a. Ownership. Upon receipt of payment for Services furnished, Consultant grants to City exclusive ownership of and all copyrights, if any, to evaluations, reports, drawings, specifications, project manuals, surveys, estimates, reviews, minutes, all "architectural work" as defined in the United States Copyright Act, 17 U.S.C § 101, *et seq.*, and other intellectual work product as may be applicable ("Work Product").
 - (1) This grant is effective whether the Work Product is on paper (e.g., a "hard copy"), in electronic format, or in some other form.
 - (2) Consultant warrants, and agrees to indemnify, hold harmless and defend City for, from and against any claim that any Work Product infringes on third-party proprietary interests.
- b. Delivery. Consultant will deliver to City copies of the preliminary and completed Work Product promptly as they are prepared.
- c. City Use.
 - (1) City may reuse the Work Product at its sole discretion.
 - (2) In the event the Work Product is used for another project without further consultations with Consultant, the City agrees to indemnify and hold Consultant harmless from any claim arising out of the Work Product.
 - (3) In such case, City will also remove any seal and title block from the Work Product.

4. **Compensation for the Project.**

4.1 Compensation. Consultant's compensation for the Project, including those furnished by its Subconsultants or Subcontractors will not exceed \$65,000 as specifically detailed in **Exhibit A** ("Compensation").

4.2 Change in Scope of Project. The Compensation may be equitably adjusted if the originally contemplated Scope as outlined in the Project is significantly modified.

- a. Adjustments to Compensation require a written amendment to this Agreement and may require City Council approval.
- b. Additional services which are outside the Scope of the Project contained in this Agreement may not be performed by the Consultant without prior written authorization from the City.
- c. Notwithstanding the incorporation of Exhibit A to this Agreement by reference, should any conflict arise between the provisions of this Agreement and the provisions found in Exhibit A and accompanying attachments, the provisions of this Agreement shall take priority and govern the conduct of the parties.

- 4.3 Allowances. An "Allowance" may be identified only for work that is required by the Scope and the value of which cannot reasonably be quantified at the time of this Agreement.
- a. As stated in Sec. 4.1 above, the Compensation must incorporate all Allowance amounts and any unused allowance at the completion of the Project will remain with City.
 - b. Consultant may not add any mark-up for work identified as an Allowance and which is to be performed by a Subconsultant.
 - c. Consultant will not use any portion of an Allowance without prior written authorization from the City.

5. Billings and Payment.

5.1 Applications.

- a. Consultant will submit invoices for the work identified in **Exhibit A** (each, a "Progress Payment") to City's Project Manager and City will remit payments based upon the Payment Application as stated below.

5.2 Payment.

- a. After a full and complete invoice is received, City will process and remit payment within 30 days.
- b. Payment may be subject to or conditioned upon City's receipt of:
 - (1) Completed work generated by Consultant and its Subconsultants; and
 - (2) Unconditional waivers and releases on final payment from all Subconsultants as City may reasonably request to assure the Project will be free of claims arising from required performances under this Agreement.

5.3 Review and Withholding. City's Project Manager will timely review and certify invoices for processing.

- a. If the invoice is rejected, the Project Manager will issue a written listing of the items not approved for payment or corrections that need to be made.
- b. City may withhold an amount sufficient to pay expenses that City reasonably expects to incur in correcting the deficiency or deficiencies rejected for payment.

6. Termination.

6.1 For Convenience. City may terminate this Agreement for convenience, without cause, by delivering a written termination notice stating the effective termination date, which may not be less than 15 days following the date of delivery.

- a. Consultant will be equitably compensated for Services furnished prior to receipt of the termination notice and for reasonable costs incurred.
- b. Consultant will also be similarly compensated for any approved effort expended, and approved costs incurred, that are directly associated with Project closeout and delivery of the required items to the City.

6.2 For Cause. City may terminate this Agreement for cause if Consultant fails to cure any breach of this Agreement within seven days after receipt of written notice specifying the breach.

- a. Consultant will not be entitled to further payment until after City has determined its damages. If City's damages resulting from the breach, as determined by City, are less than the equitable amount due but not paid Consultant for Services furnished, City will pay the amount due to Consultant, less City's damages, in accordance with the provisions of Sec. 5.

- b. If City's direct damages exceed amounts otherwise due to Consultant, Consultant must pay the difference to City immediately upon demand; however, Consultant will not be subject to consequential damages more than \$1,000,000 or the amount of this Agreement, whichever is greater.
7. **Conflict.** Consultant acknowledges this Agreement is subject to A.R.S. § 38-511, which allows for cancellation of this Agreement in the event any person who is significantly involved in initiating, negotiating, securing, drafting, or creating the Agreement on City's behalf is also an employee, agent, or consultant of any other party to this Agreement.

8. **Insurance.** For the duration of the term of this Agreement, Consultant shall procure and maintain insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of all tasks or work necessary to complete the Project as herein defined. Such insurance shall cover Consultant, its agent(s), representative(s), employee(s) and any subcontractors.

8.1 **Minimum Scope and Limit of Insurance.** Coverage must be at least as broad as:

- a. Commercial General Liability (CGL): Insurance Services Office Form CG 00 01, including products and completed operations, with limits of no less than \$1,000,000 per occurrence for bodily injury, personal injury, and property damage. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
- b. Automobile Liability: Insurance Services Office Form Number CA 0001 covering Code 1 (any auto), with limits no less than \$1,000,000 per accident for bodily injury and property damage.
- c. Worker's Compensation: Insurance as required by the State of Arizona, with Statutory Limits, and Employers' Liability insurance with a limit of no less than \$1,000,000 per accident for bodily injury or disease.

8.2. **Indemnification.**

- a. To the fullest extent permitted by law, Consultant must defend, indemnify, and hold harmless City and its elected officials, officers, employees and agents (each, an "Indemnified Party," collectively, the "Indemnified Parties") for, from, and against any and all claims, demands, actions, damages, judgments, settlements, personal injury (including sickness, disease, death, and bodily harm), property damage (including loss of use), infringement, governmental action and all other losses and expenses, including attorneys' fees and litigation expenses (each, a "Demand or Expense" collectively "Demands or Expenses") asserted by a third-party (i.e. a person or entity other than City or Consultant) and that arises out of or results from the breach of this Agreement by the Consultant or the Consultant's negligent actions, errors or omissions (including any Subconsultant or Subcontractor or other person or firm employed by Consultant), whether sustained before or after completion of the Project.
- b. This indemnity and hold harmless provision applies even if a Demand or Expense is in part due to the Indemnified Party's negligence or breach of a responsibility under this Agreement, but in that event, Consultant will be liable only to the extent the Demand or Expense results from the negligence or breach of a responsibility of Consultant or of any person or entity for whom Consultant is responsible.
- c. Consultant is not required to indemnify any Indemnified Parties for, from, or against any Demand or Expense resulting from the Indemnified Party's sole negligence or other fault solely attributable to the Indemnified Party.

8.3 **Other Insurance Provisions.** The insurance policies required by the Section above must contain, or be endorsed to contain the following insurance provisions:

- a. **The City, its officers, officials, employees and volunteers are to be covered as additional insureds** of the CGL and automobile policies for any liability arising from or in connection with the performance of all tasks or work necessary to complete the Project as herein defined. Such liability may arise, but is not limited to, liability for materials, parts or equipment furnished in connection with any tasks, or work performed by Consultant or on its behalf and for liability arising from automobiles owned, leased, hired or borrowed on behalf of the Consultant. General liability coverage can be provided in the form of an endorsement to the Consultant's existing insurance policies, provided such endorsement is at least as broad as ISO Form CG 20 10, 11 85 or both CG 20 10 and CG 23 37, if later revisions are used.
 - b. For any claims related to this Project, the **Consultant's insurance coverage shall be primary insurance** with respect to the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees or volunteers shall be in excess of the Consultant's insurance and shall not contribute with it.
 - c. Each insurance policy required by this Section shall provide that coverage shall not be canceled, except after providing notice to the City.
- 8.4 Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best rating of no less than A: VII, unless the Consultant has obtained prior approval from the City stating that a non-conforming insurer is acceptable to the City.
- 8.5 Waiver of Subrogation. **Consultant hereby agrees to waive its rights of subrogation which any insurer may acquire** from Consultant by virtue of the payment of any loss. Consultant agrees to obtain any endorsement that may be necessary to effect this waiver of subrogation. The Workers' Compensation Policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Consultant, its employees, agent(s) and subcontractor(s).
- 8.6 Verification of Coverage. Within 15 days of the Effective Date of this Agreement, Consultant shall furnish the City with original certificates and amendatory endorsements, or copies of any applicable insurance language making the coverage required by this Agreement effective. All certificates and endorsements must be received and approved by the City before work commences. Failure to obtain, submit or secure the City's approval of the required insurance policies, certificates or endorsements prior to the City's agreement that work may commence shall not waive the Consultant's obligations to obtain and verify insurance coverage as otherwise provided in this Section. The City reserves the right to require complete, certified copies of all required insurance policies, including any endorsements or amendments, required by this Agreement at any time during the Term stated herein.
- Consultant's failure to obtain, submit or secure the City's approval of the required insurance policies, certificates or endorsements shall not be considered a Force Majeure or defense for any failure by the Consultant to comply with the terms and conditions of the Agreement, including any schedule for performance or completion of the Project.
- 8.7 Subcontractors. Consultant shall require and shall verify that all subcontractors maintain insurance meeting all requirements of this Agreement.
- 8.8 Special Risk or Circumstances. The City reserves the right to modify these insurance requirements, including any limits of coverage, based on the nature of the risk, prior experience, insurer, coverage or other circumstances unique to the Consultant, the Project or the insurer.
9. **E-verify, Records and Audits.** To the extent applicable under A.R.S. § 41-4401, the Consultant warrants its compliance and that of its Subconsultants with all federal immigration laws and regulations that relate to their employees and compliance with the E-verify requirements under A.R.S. § 23-214(A). The Consultant or Subconsultant's breach of this warranty shall be deemed a material breach of the Agreement and may result in the termination of the Agreement by the City under the terms of this Agreement. The City retains the legal right to randomly inspect the papers and records of the other party to ensure that the other party is

complying with the above-mentioned warranty. The Consultant and Subconsultant warrant to keep their respective papers and records open for random inspection during normal business hours by the other party. The Consultant and Subconsultant shall cooperate with the City's random inspections, including granting the City entry rights onto their respective properties to perform the random inspections and waiving their respective rights to keep such papers and records confidential.

10. **No Boycott of Israel.** The Parties agree that they are not currently engaged in, and agree that for the duration of the Agreement they will not engage in, a boycott of Israel, as that term is defined in A.R.S. §35-393.

11. **Attestation of PCI Compliance.** When applicable, the Contractor will provide the City annually with a Payment Card Industry Data Security Standard (PCI DSS) attestation of compliance certificate signed by an officer of Contractor with oversight responsibility.

12. **Notices.**

12.1 A notice, request or other communication that is required or permitted under this Agreement (each a "Notice") will be effective only if:

- a. The Notice is in writing; and
- b. Delivered in person or by overnight courier service (delivery charges prepaid), certified or registered mail (return receipt requested).
- c. Notice will be deemed to have been delivered to the person to whom it is addressed as of the date of receipt, if:
 - (1) Received on a business day before 5:00 p.m. at the address for Notices identified for the Party in this Agreement by U.S. Mail, hand delivery, or overnight courier service; or
 - (2) As of the next business day after receipt, if received after 5:00 p.m.
- d. The burden of proof of the place and time of delivery is upon the Party giving the Notice.
- e. Digitalized signatures and copies of signatures will have the same effect as original signatures.

12.2 **Representatives.**

- a. Consultant. Consultant's representative (the "Consultant's Representative") authorized to act on Consultant's behalf with respect to the Project, and his or her address for Notice delivery is:

Catapult Strategic Design, LLC
c/o Dave Duke
1690 N. McClintock Dr
Tempe, AZ 85281
Email: dduke@catapultu.com

- b. City. City's representative ("City's Representative") authorized to act on City's behalf, and his or her address for Notice delivery is:

City of Glendale
c/o Kevin Phelps
5850 W. Glendale Avenue, Ste 431
Glendale, Arizona 85301
Email: citymanager@glendaleaz.com
Copy to: bstoddard@glendaleaz.com, jgoad@glendaleaz.com, jmoreno@glendaleaz.com

With required copy to:

City Manager
City of Glendale
5850 West Glendale Avenue
Glendale, Arizona 85301

City Attorney
City of Glendale
5850 West Glendale Avenue
Glendale, Arizona 85301

c. Concurrent Notices.

- (1) All notices to City's representative must be given concurrently to City Manager and City Attorney.
- (2) A notice will not be deemed to have been received by City's representative until the time that it has also been received by the City Manager and the City Attorney.
- (3) City may appoint one or more designees for the purpose of receiving notice by delivery of a written notice to Consultant identifying the designee(s) and their respective addresses for notices.

13. Entire Agreement; Survival; Counterparts; Signatures.

13.1 Integration. This Agreement contains, except as stated below, the entire agreement between City and Consultant and supersedes all prior conversations and negotiations between the parties regarding the Project or this Agreement.

- a. Neither Party has made any representations, warranties or agreements as to any matters concerning the Agreement's subject matter.
- b. Representations, statements, conditions, or warranties not contained in this Agreement will not be binding on the parties.
- c. Inconsistencies between the solicitation, any addenda attached to the solicitation, the response or any excerpts, if any, and this Agreement, will be resolved by the terms and conditions stated in this Agreement.

13.2 Interpretation.

- a. The parties fairly negotiated the Agreement's provisions to the extent they believed necessary and with the legal representation they deemed appropriate.
- b. The parties are of equal bargaining position and this Agreement must be construed equally between the parties without consideration of which of the parties may have drafted this Agreement.
- c. The Agreement will be interpreted in accordance with the laws of the State of Arizona.

13.3 Survival. Except as specifically provided otherwise in this Agreement, each warranty, representation, indemnification and hold harmless provision, insurance requirement, and every other right, remedy and responsibility of a Party, will survive completion of the Project, or the earlier termination of this Agreement.

13.4 Amendment. No amendment to this Agreement will be binding unless in writing and executed by the parties. Electronic signature blocks do not constitute execution for purposes of this Agreement. Any amendment may be subject to City Council approval.

13.5 Remedies. All rights and remedies provided in this Agreement are cumulative and the exercise of any one or more right or remedy will not affect any other rights or remedies under this Agreement or applicable law.

13.6 Severability. If any provision of this Agreement is voided or found unenforceable, that determination will not affect the validity of the other provisions, and the voided or unenforceable provision will be reformed to conform with applicable law.

13.7 Counterparts. This Agreement may be executed in counterparts, and all counterparts will together comprise one instrument.

14. Term.

14.1 The term of this Agreement commences upon the effective date and continues for a one-year period. There are no automatic renewals.

14.2 Extension for Procurement Processes. Upon the expiration of the Term of this Agreement, including the initial term and any renewals, at the City's sole discretion, this Agreement may be extended on a month-to-month basis for a maximum of six (6) months to allow for the completion of work to be provided under this Agreement. The City will notify the Contractor in writing of its intent to extend the Agreement at least thirty (30) calendar days prior to the expiration of the Term. Any extension provided under this subsection will continue under the same terms and conditions as in effect immediately prior to the expiration of the then-current term.

15. Dispute Resolution. Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration administered according to the American Arbitration Association's Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

16. Exhibit. The exhibit, with reference to the terms in which they are first referenced, are incorporated by this reference and includes:

Exhibit A: Project Description, Scope of Work, Compensation with Progress Payment Detail, and Project Schedule

[SIGNATURES ON FOLLOWING PAGE.]

The parties enter into this Agreement effective as of the date shown above.

City of Glendale,
an Arizona municipal corporation

By: Kevin R. Phelps
Its: City Manager

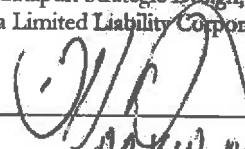
ATTEST:

Julie K. Bower
City Clerk (SEAL)

APPROVED AS TO FORM:

Michael D. Bailey
City Attorney

Catapult Strategic Design, LLC,
a Limited Liability Corporation



By: DAVID M. V. R. S.
LLC MEMBER

EXHIBIT A
Services Agreement

PROJECT DESCRIPTION
SCOPE OF WORK
COMPENSATION/PROGRESS PAYMENTS
SCHEDULE

1690 N McClintock Dr

Tempe, Arizona 85281

C A T A P U L T

602.381.0304 telephone

www.catapultu.com web

**City of Glendale, Arizona
Logo & Comprehensive Graphic Standards Guide
Proposal & Estimate**

Project Description

Provide consulting services related to brand perception and positioning, new/refreshed logo concept development and design, stakeholder testing of new logo, artwork layout through finished electronic files, project management, artwork materials, client meetings as needed, and local travel. Includes two rounds of modest revisions to logo design concepts.

Scope of Work

Brand Positioning Development \$3,400

The positioning statement becomes the foundation for all aspects of the brand's development. It provides a means for communicating the city of Glendale's marketing strategy to all people involved in the management and vision of the City. It gives consistency the brand's messaging and its marketing decisions for the short term and the long term.

Meet individually with Council members to gain insights into Glendale's brand perception.

Conduct half-day brand positioning workshop to guide key city of Glendale management [up to 10 participants] through the development of a formal brand positioning statement for Glendale. Catapult will publish and distribute meeting notes.

- The brand's position precedes and affects all decisions about the marketing of the city of Glendale across all channels, including a new tagline.
- It will give continuity to Glendale's marketing activities since the position represents a long-term view of the municipality
- It provides a common, objective basis on which to evaluate all marketing ideas and programs, etc.

City of Glendale Logo No Charge/Pro Bono

Develop for presentation up to seven initial design concepts. Client to select three for refinements, as needed, for testing or for client to select one for final approval and development of graphics standards guide.

Research to Test Logo \$2,000

Catapult to design and program a survey instrument to gather targeted feedback from business owners, residents, neighborhood leaders, etc. Client will field survey using their existing databases of email addresses.

City of Glendale Graphic Standards Guide \$57,950

Establish usage guidelines for all aspects of the new logo and numerous applications in a comprehensive manual for use throughout the City. City will own logo and content. Catapult retains rights to use artwork for self-promotion purposes only. Content items for the Graphic Standards Guide are based on the Specifications List shown herein and includes:

- Create design guidelines for up to 45 different design projects
- Layout up to 40 pages, including nine section dividers, front and back covers
- Exploration of four to five sub-brand/department identities
- Five professionally bound copies of the Guide and complete electronic files [excluding type fonts which are copyrighted and licensed].

Photography and/or Additional Printing Production [estimate] \$1,650

Placeholder for photography [stock or original], illustrations, Photoshop revisions to images [if needed], or additional printing production. These expenses be billed separately. Photography and illustrations, as needed, will denote usage rights and terms.

Total Estimate: **\$65,000**

Compensation [Progress Payments]

Payment #1: \$3,400

Description: Brand Positioning Development

Due: Required to begin work

Payment #2: \$15,000

Description: Deposit – credited towards the cost of Graphic Standards Guide

Due: Prior to logo development

Payment #3: \$15,000

Description: Progress Payment – credited towards cost of Graphic Standards Guide

Due: After presentation of initial design concepts

Payment #4: \$2,000

Description: Progress Payment – logo testing

Due: Upon receipt of research report

Payment #5: \$15,000

Description: Progress Payment – credited towards cost of Graphic Standards Guide
Due: After selection of final logo and sub-brand/department identity logos

Payment #6: \$12,950

Description: Final Progress Payment – Graphic Standards Guide
Due: Upon delivery of hard copy and electronic Graphic Standards Guide

Optional: \$1,650

Description: Additional printing, research, design, or photography work
Due: As needed

If the project is inactive for more than 30 days fees and any expenses to date will be billed.

Key Date Schedule

Council Member Interviews	July 9 & 10
Brand Positioning Workshop	w/o July 16
Begin Development of the City's New Logo	w/o July 16
Present Initial Concepts	July 31
Refine Selected Concepts [3-4]	August 7
Finalize Research Instrument/Survey	August 7
Field Research to Test Final Selection of Concepts	August 8-17
Final Logo Selection	w/o August 20
Begin Development of Graphic Standards Guide	August 27
Present Initial Page Layouts	September 5
Ongoing Development Guide	September 6 – October 26
Review Draft of Guide	October 29 - 31
Finalize Graphic Standard Guide	November 1
Produce Five Hard Bound Copies	w/o November 5

Graphic Standards Specifications List

This list is intended to serve as a guide to the final development of the Graphic Standards Guide, but may be subject to substitution or reduction as needed. Cost quoted includes development of design guidelines for up to 45 different design projects our about 54 pages.

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|-----|--|-----|---|
| 1. | Logo | 26. | Printed/Digital Materials - Small Brochure Format |
| 2. | Logo - Color(s) (full color, b/w, single color, reverse) | 27. | Printed/Digital Materials - Flyers |
| 3. | Logo - Clear Space | 28. | Printed/Digital Materials - Newsletters |
| 4. | Logo - Alignment Options | 29. | Printed/Digital Materials – PowerPoint template |
| 5. | Logo – Minimum size | 30. | Signs - Welcome to Glendale Monument Major |
| 6. | Logo – Departments/Divisions (need a clear policy on when to use city vs department vs facility) | 31. | Signs - Welcome to Glendale Minor |
| 7. | Logo - Lock up with tag line | 32. | Signs – It’s Our Town Please Slow Down (anti-speeding signs) |
| 8. | Logo - Dos and Don’ts | 33. | Signs - Interior Directional with ADA Required |
| 9. | Tagline[s] | 34. | Signs - Building Monument Major |
| 10. | Color Palettes - Primary and Secondary | 35. | Signs - Building Monument Minor and Directional |
| 11. | Color Palettes - Coated, Uncoated, CMYK and Web Versions | 36. | Signs - Temporary Post and Panel |
| 12. | Typography - Font Families | 37. | Signs - Entry Door Information Vinyl |
| 13. | Email Signature | 38. | Signs – Street Name Sign |
| 14. | Stationery - Letterhead | 39. | Flag – City |
| 15. | Stationery - #10 Envelope | 40. | Vehicles – Side Door |
| 16. | Stationery - Windowed Billing Envelope | 41. | Vehicles – Front and Back |
| 17. | Stationery – Utility Bill | 42. | Uniforms - Name and Department Patches |
| 18. | Stationery - #A6 Envelope and Note Card (with optional name personalization) | 43. | Uniforms – Police Patch (maintain overall patch design but replace logo in center) |
| 19. | Stationery – Business Cards | 44. | Public Works – Manhole Covers |
| 20. | Forms - Certificate | 45. | Public Works – Bridges/ Overpasses/Park Benches (logo imprinted in concrete w/ or w/o text/tagline) |
| 21. | Forms - Memorandum | | |
| 22. | Forms - Public Notice | | |
| 23. | Forms - Public Hearing | | |
| 24. | Printed/Digital Materials - Basic Guidelines | | |
| 25. | Printed/Digital Materials - Large Brochure Format | | |

Document Only: Police & Fire Logo and City Seal