To remain competitive, the Town has built a strong identity to distinguish us from other municipalities. When used appropriately, the logos graphically represent our characteristics and build brand awareness and equity. It is essential to use official Town logos properly and within the established guidelines. Private vendors wishing to use logos on salable merchandise must contact the Town for rights and terms of use. Logos must also comply with the Town’s accessibility policies. Follow the guidelines for standard logo alt text when using any Town logo.

COLOR
Green, black and white are the official colors of the Town of Irmo and should always be primary colors used in design. Accent colors should never be used in place of green or black. Always reference the swatches for color accuracy.

Primary Colors
- HEX: #0E4D2A RGB: 14, 77, 42
- HEX: #000000 RGB: 0, 0, 0
- HEX: #FB452A RGB: 251, 69, 42

Accent Colors
- HEX: #E6D918 RGB: 222, 217, 24
- HEX: #F0E444 RGB: 240, 228, 68
- HEX: #B3928F RGB: 179, 146, 143
- HEX: #E39A8F RGB: 227, 154, 143
- HEX: #DADADE RGB: 218, 218, 218

COLOR COMBINATIONS
Below are the approved color combinations for all Town logotypes. The logotypes shown here have been specifically created for use across all media. Always use approved artwork. Do not attempt to typeset or create any logos on your own.
EMAIL SIGNATURES

Every communication from the Town of Irmo should reflect the brand – even the simplest email. Using consistent email signatures for @townofirmosc.com email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

- Less is more: Email signatures should not be longer than 12 lines. Refrain from the use of quotes or epigrams in business communication to keep the message professional and to avoid having others assume a particular statement represents the Town.
- Font: Use Helvetica which is a standard font on both MAC and PCs and works in all email clients. Nonstandard fonts may not translate across email clients.
- Color: Dark gray #404040 and Green #0E4D2A is preferable and consistent with the brand color palette.
- Phone numbers: Include the phone number you use regularly to make it easy for others to reach you. Don’t include a cell or fax if its not something you often use or want to share broadly.
- Social media: Adding links to social media is optional; feel free to promote the main accounts (see below). Using links is preferable to icons.
- Logo: Use the official Town of Irmo logo for email signatures.

Signature Details:
- Name: Helvetica Bold 14pt, #0E4D2A
- Title: Helvetica Bold 10pt, #404040
- Remaining text: Helvetica Regular 11pt, #404040
- Place a single space line between the “Town of Irmo” and the address/contact information.
- If using the logo, place a single space between it and the contact information above.

Bondoni MT

Bondoni MT is the brand’s secondary serif typeface. It helps balance the sleek modern feel of our brand.

Uses: Headlines, quotes, numbers
Font Weight: Normal

ARIAL ROUNDED MT BOLD

Arial Rounded MT Bold is the brand’s display typeface. It must always be set in all-caps. The font is bold, modern and strong, yet it still feels friendly and approachable.

Uses: Headlines, section headlines
Font Weight: Bold

Bahnschrift Light

Bahnschrift Light is the brand’s primary sans-serif typeface.

Uses: Subheads, body copy, quotes, names
Font Weight: Light

Georgia

Georgia is the brand’s primary serif typeface. It may be used in almost all applications.

Uses: Subheads, body copy, quotes, names
Font Weight: Normal

TYPEFACES

The Town’s brand includes a selection of typefaces that can support a variety of design and communication needs. Some sizes, weights and combinations work better than others. Learn about the preferred uses, sizes, weights and combinations for each typeface, and see examples of how to properly set various instances of type. Correct and consistent use of these official typefaces helps to reinforce the Town’s brand identity.

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Uses: Subheads, body copy, quotes, names
Font Weight: Normal

TEMPLATES

The Town letterhead, which contains the primary logotype, is used by all Town staff. For more information, contact: The Director of Communications

Questions? contact: The Director of Communications