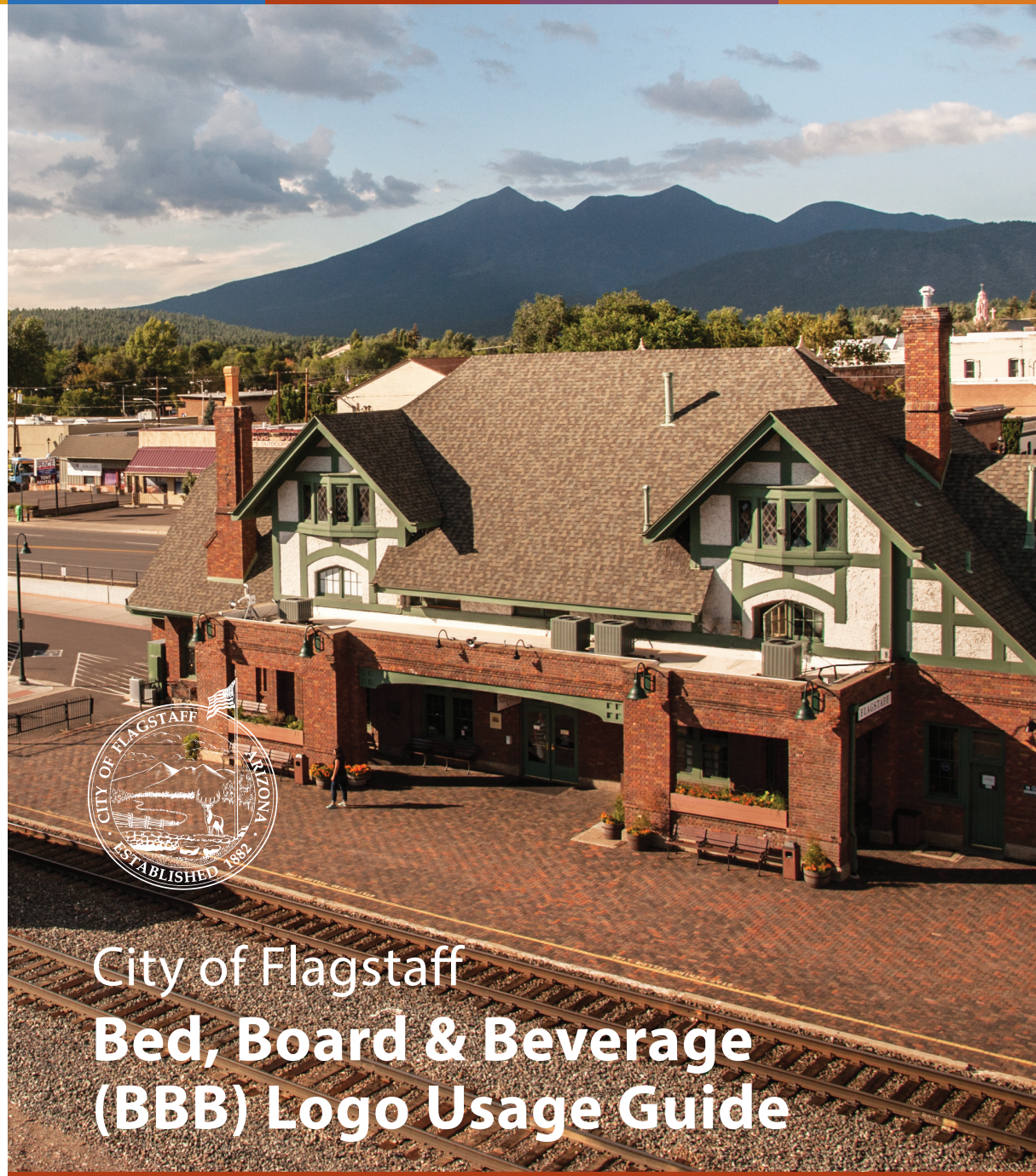
PARKS & RECREATION | BEAUTIFICATION | ARTS & SCIENCES | TOURISM | ECONOMIC DEVELOPMENT



City of Flagstaff
Bed, Board & Beverage (BBB) Logo Usage Guide

July 2023

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Brand Guidelines

Brand Positioning

Every use of the Bed, Board and Beverage Tax (BBB) brand conveys an association with the City of Flagstaff, its quality and breadth of integrity and endeavors. Therefore, the programming with which the BBB name is associated must be consistent with the City of Flagstaff's mission and values and with appropriate standards of quality and excellence.

Residents, businesses and partners share in the benefits associated with the BBB and therefore also share responsibility for their appropriate use.

These branding guidelines are intended to communicate the value of the City of Flagstaff's Bed Board and Beverage (BBB) tax collected by hotels, motels, campgrounds, short-term rentals, bars, restaurants and breweries on behalf of our residents for the Flagstaff quality of life we enjoy. BBB tax annually provides millions of dollars in funding to support community residents and businesses which includes the provision of tourism and visitor services (Discover Flagstaff), Economic Development, Beautification, Arts and Sciences, and Parks and Recreation.

For more information on City of Flagstaff BBB Tax Funds, visit **BBBrenewalflagstaff.com** or **BBBbenefitsflagstaff.com.**

Authorization of Use

If the organization has received BBB funding, there is an obligation to use the BBB logo consistent with this Branding Guide. The City has the right to require changes to materials if branding is inconsistent.

The BBB tax was originally adopted by the Flagstaff voters in 1988. *The tax is a 2% levy on the gross sales of revenue generated from hotels, motels, campgrounds, short-term rentals, bars, restaurants and breweries, and is in addition to all other taxes.*

Contact Discover Flagstaff Staff with Usage Questions and BBB Logo/Asset Requests

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Creative Services Specialist
jschaber@flagstaffaz.gov
928.213.2917

Ralph Schmid
Creative Services Manager
rschmid@flagstaffaz.gov
928.213.2925

Brand Guidelines

BBB Logo and BBB Programs Logo

The **BBB logos** (color or white) may be used on most applications using the guidelines outlined in this guide.



BBB Logo (Color)



BBB Logo (White)
Shown on solid background



BBB Programs Logo

Brand Guidelines

BBB Isolated Program Logos

FOR CITY OF FLAGSTAFF INTERNAL USE ONLY

The **BBB Isolated Programs Logos** may be used internally by City of Flagstaff staff when there is a need to establish a visual link between a specific City program and a BBB-funded project, or to illustrate the various City programs that receive funds to produce and manage BBB-funded projects.

NOTE: A logo highlighting both "Beautification" and "Arts & Sciences" is available for use. Please contact **jschaber@flagstaffaz.gov** for additional logo formats.



BBB Programs Logo



BBB Isolated Program Logo
Parks & Recreation



BBB Isolated Program Logo
Beautification



BBB Isolated Program Logo
Economic Development



BBB Isolated Program Logo
Tourism



BBB Isolated Program Logo
Arts & Sciences

Brand Guidelines

Branding Colors

Using a consistent color palette encourages brand cohesiveness and reinforces recognition of the BBB logo.

DO NOT alter the branding colors including changes to opacity, tone, tint, shade or value.



BBB Logo



BBB Programs Logo

Main Branding Colors

BBB DARK GREEN
PMS 350 CP
C80-M21-Y79-K64
R0-G73-B44
WEB #00492c

BBB LIGHT GREEN
PMS 7746 CP
C17-M0-Y88-K39
R145-G152-B44
WEB #91982c

Program Branding Colors

PARKS & RECREATION
PMS 7550 CP
C0-M34-Y98-K12
R224-G158-B25
WEB #e09e19

BEAUTIFICATION
PMS 7683 CP
C83-M55-Y0-K0
R49-G112-B183
WEB #3170b7

ECONOMIC DEVELOPMENT
PMS 7412 CP
C2-M58-Y96-K10
R217-G121-B36
WEB #d97924

TOURISM
PMS 5135 CP
C36-M68-Y10-K31
R126-G78-B120
WEB #7e4e78

ARTS & SCIENCES
PMS 1675 CP
C5-M83-Y100-K27
R176-G63-B25
WEB #b03f19

Brand Guidelines

Avoid Alterations

DO NOT alter the proportion, shape, color or text of any BBB logo.

DO NOT add borders, outlines or other design elements to any BBB logo.





DO NOT alter or distort the proportion and shape of any logo.



DO NOT alter any logo by adding design elements such as borders or outlines.



DO NOT change the color(s) of any logo.

Brand Guidelines

Using Backgrounds with BBB Logos

For best contrast and legibility, use the **color BBB Logo** on a white or light-colored solid background. Use the **white BBB Logo** on a dark-colored solid or photo background. Following these guidelines ensure the entire logo remains legible.



Use the **color logo** on **white** or **light-colored solid backgrounds**.



Use the **white logo** on **dark-colored solid backgrounds**.



Use the **white logo** on **photo backgrounds.** Entire logo must be legible.

Brand Guidelines

Backgrounds to Avoid with BBB Logo

DO NOT place a white box behind the BBB Logo on any background, use the logo on a background without sufficient color contrast, or one with a distracting pattern. Following these guidelines ensure the entire logo remains legible.



DO NOT place a **white box behind the logo** on **any background.**



DO NOT use the logo on a **background without sufficient color contrast.**



DO NOT use the logo on a **distracting patterned background.**

Brand Guidelines

Using Backgrounds with the BBB Programs Logo

For best contrast and legibility, use the **BBB Programs Logo** on a white or light-colored solid background. When a solid color or photo background is used, follow the guidelines below to ensure all program colors are clearly visible.

These guidelines also apply to the **BBB Isolated Program Logos**.



The **BBB Program logo** may be used on any **light-colored solid background** as long as **all program colors are clearly visible.**



The **BBB Program logo** may be used on any **dark-colored solid background** as long as **all program colors are clearly visible.**



The **BBB Program logo** may be used on photo backgrounds as long as **all program colors are clearly visible.**

Brand Guidelines

Backgrounds to Avoid with the BBB Programs Logo

DO NOT place a white box behind the **BBB Programs Logo** on any background, use the logo on a background without sufficient color contrast, or one with a distracting pattern. Following these guidelines ensure the entire logo remains legible.

These guidelines also apply to the **BBB Isolated Program Logos**.



DO NOT place a **white box behind the logo** on **any background.**



DO NOT use the logo on a **background without sufficient color contrast.**



DO NOT use the logo on a **distracting patterned background.**

Brand Guidelines

Color BBB Logo Versus White (Reversed) BBB Logo

When possible, it is preferred that either **color BBB logo** be utilized when other logos within the layout are in color. Use the **white BBB logo** when other logos within the layout are white (reversed).



Logo Usage Requirements

Placement

If the BBB is the largest contributor to your organization or funded project, the BBB logo placement should have more prominence and premier positioning among the organization's sponsors.

Digital and Print

Digital examples include websites, banner ads, newsletters, flip books and social media. Print examples include advertising, publications, flyers, posters, maps and special event banners. The logo must appear somewhere within the layout, and should have priority positioning and larger sizing if the BBB is the largest contributor to your funded project or organization.

Physical Installations

Physical installations and activations include interpretive signs or plaques identifying sculptures, murals, ball courts, parks, recreational fields and community gardens. Plan to provide space for logo placement on the funded piece as well as up to three lines of text in a minimum font size of 18 points. Special event banners and other large signage should also be BBB branded.

Video

The logo must appear 4-6 seconds in an appropriately sized logo for legibility and ensure other brand guidelines are maintained. For social media video, the logo must be used, but may be used at the end of the video understanding viewer engagement is needed at the beginning of the video.



1080p (1920x1080) video example

Logo Usage Requirements
Minimum Size

The use of an appropriately-sized logo or a line of text must appear on most views of communications, including print, digital, and video, on owned, earned and paid media, and on physical installations such as interpretive signage and informational plaques.

When the inclusion of a logo is not possible due to space limitations, the following statement must be included and followed by the URL of the official informational website for BBB tax funds, **BBBrenewalflagstaff.com or BBBbenefitsflagstaff.com,** and/or a scannable QR code to the website. A QR code is available in the BBB Assets folder.

Statement Examples:

The Bed, Board and Beverage (BBB) tax has funded this *(insert project, field or event name here)*.

This *(insert project, field or event name here)* was funded by Bed, Board and Beverage (BBB) Tax Revenues.

Minimum Size: Print

To ensure legibility in print communications at high-resolution (300 dpi), the BBB logo must be no smaller than 1" in diameter.





Minimum Size: Digital

To ensure legibility in digital communications at low-resolution (72 ppi), the BBB logo must be no smaller than 150 pixels or approximately 2" in diameter.





Logo Usage Requirements

Example A: Usage with Multiple Logos in Premier Positioning

If the BBB is one of the largest contributors to your organization or funded project, the BBB logo placement should have more prominence and premier positioning among the organization's sponsors. In this example, the top four organizations, including BBB, provided major funding and/or sponsorship and are therefore are represented larger than the four organizations below them.



(Shown reduced from actual size)



Example A: 8.5 x 11" flyer/poster

Minimum Size: Print

To ensure legibility in print communications at high-resolution (300 dpi), the BBB logo must be no smaller than 1" in diameter.





Logo Usage Requirements

Example B1: Usage with Other Logos in Equal Positioning

If the BBB is an equal or comparable contributor to your organization or funded project, the BBB logo should be of equal size among the organization's other sponsors. In this example, the three logos are represented at the same size proportionally.

BEAUTIFICATION, ARTS & SCIENCES

FLAGSTAFF AIRPORT
GRAND DESTINATIONS
flyflagstaffaz.com

Actual size



Example B1: The Coconino Scroll brochure (4 x 9")

Minimum Size: Print

To ensure legibility in print communications at high-resolution (300 dpi), the BBB logo must be no smaller than 1" in diameter.

1" minimum diameter

1" minimum diameter

Logo Usage Requirements

Example B2: Usage with Other Logos in Equal Positioning

If the BBB is an equal or comparable contributor to your organization or funded project, the BBB logo should be of equal size among the organization's other sponsors. In this example, the three logos are represented at the same size proportionally.



Actual size



Example B2: Flagstaff Public Art Map (4 x 7")

Minimum Size: Print

To ensure legibility in print communications at high-resolution (300 dpi), the BBB logo must be no smaller than 1" in diameter.





Logo Usage Requirements

Example C: Usage on Special Event Banners

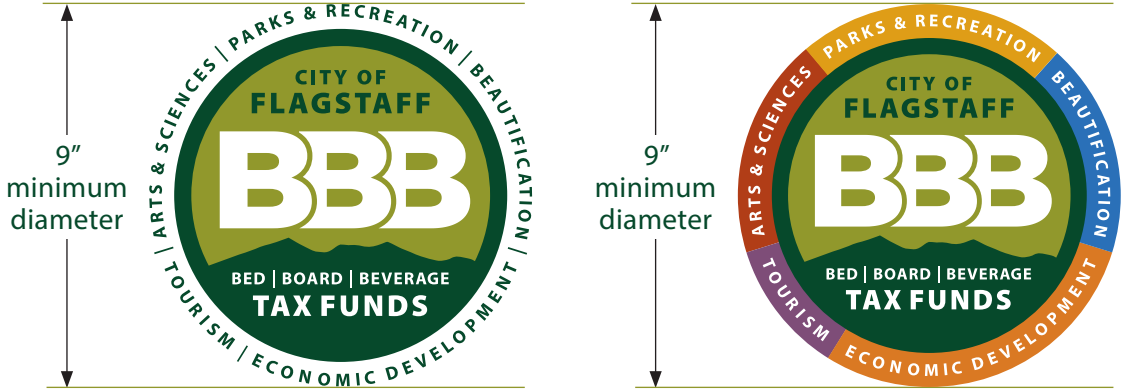
The BBB logo must be used on all special event banners for events that have received BBB funding. All other brand guidelines apply.



Example C: Special event banner (8′ x 4′)

Minimum Size: Special Event Banners

To ensure legibility on special event banners and other large signage, the BBB logo is recommended to be at least 9″ in diameter.



(Shown reduced from actual size)

Logo Usage Requirements

Example D: Usage on Interpretive Signage

The BBB logo must be used on all interpretive signage for projects that have received BBB funding. All other brand guidelines apply.

(Shown reduced from actual size)



Community Garden Interpretive sign (35 x 23″)

Minimum Size: Interpretive Signage

To ensure legibility on interpretive signage and other large permanent signage, the BBB logo must be no smaller than 2″ in diameter.





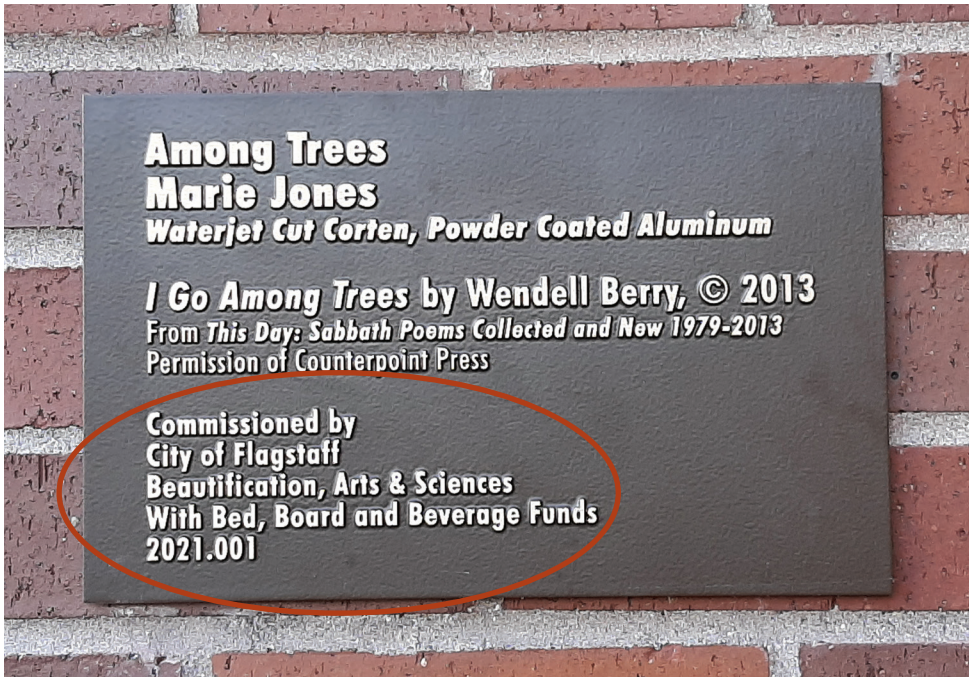
Logo Usage Requirements

Example E: Usage on Informational Plaques

When it is not possible to reproduce the BBB logo on signage such as engraved informational plaques identifying public art installations, a line of text acknowledging BBB funding must be included.

Statement Example:

Commissioned by City of Flagstaff Beautification, Arts & Sciences with Bed, Board and Beverage Funds



Example E: Informational plaque identifying public art at the Coconino County Courthouse

Print & Digital Assets

Logos

Email **jschaber@flagstaffaz.gov** to request access to the BBB Assets folder containing the logo files below. Use the City of Flagstaff logo only to acknowledge a City partnership or contribution made towards your project or event.



BBB Logo_color.eps
BBB Logo_color.png



BBB Programs Logo_color.eps
BBB Programs Logo_color.png



BBB Logo_white.eps
BBB Logo_white.png

(Shown on solid background)



City of Flagstaff Logo_color.png



City of Flagstaff Logo_white.eps
City of Flagstaff Logo_white.png

(Shown on solid background)

BBB Isolated Program Logos are for City of Flagstaff Internal Use Only



BBB Isolated Program Logo
Parks & Recreation
BBB Logo_parks & recreation.eps
BBB Logo_parks & recreation.png



BBB Isolated Program Logo
Beautification
BBB Logo_beautification.eps
BBB Logo_beautification.png



BBB Isolated Program Logo
Economic Development
BBB Logo_economic development.eps
BBB Logo_economic development.png



BBB Isolated Program Logo
Tourism
BBB Logo_tourism.eps
BBB Logo_tourism.png



BBB Isolated Program Logo
Arts & Sciences
BBB Logo_arts & sciences.eps
BBB Logo_arts & sciences.png



BBB Isolated Program Logo
Beautification, Arts & Sciences
BBB Logo_beautification-arts & sciences.eps
BBB Logo_beautification-arts & sciences.png

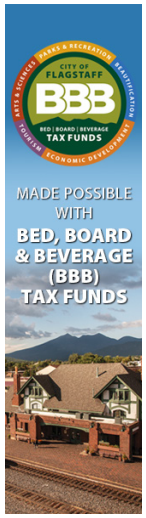
Digital Assets

Web and Social Media Banners

Contact **jschaber@flagstaffaz.gov** to request access to the BBB Assets folder containing the digital banner files below. After placement on your website or social media platform, please make banners clickable with a link to the official informational website about BBB tax funds, **BBBrenewalflagstaff.com** or **BBBbenefitsflagstaff.com**.



BBBfunded_300x600.jpg



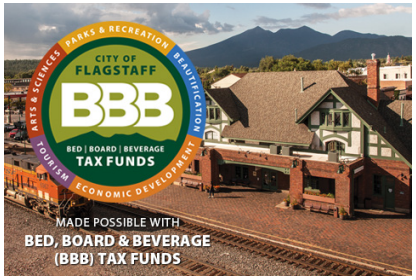
BBBfunded_160x600.jpg



BBBfunded_320x480.jpg



BBBfunded_970x250.jpg



BBBfunded_480x320.jpg



BBBfunded_336x280.jpg



BBBfunded_1200x627.jpg



BBBfunded_320x50.jpg



BBBfunded_300x50.jpg



BBBfunded_728x90.jpg



BBBfunded_300x250.jpg



CITY OF FLAGSTAFF
211 W. Aspen Ave.
Flagstaff, AZ 86001

BBBrenewalflagstaff.com
BBBbenefitsflagstaff.com