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News Release

For Immediate Release

City offers updated logos, brand identity guidelines

The City of Springfield underwent a rebranding about 18 months ago. This includes new logo designs and branding guidelines for the City itself and all of its departments. The most noticeable change is the "spring water blue" color of the City logo from the previous maroon, and the slight tilt of the "S." If your organization continues to use the maroon version, we ask you to please download the updated version at www.springfieldmo.gov/logos/.

City of Springfield brand guidelines apply to all print collateral, and hard and electronic marketing/communications material, in addition to official correspondence, reports, fleet marketing, clothing and municipal signage. To download the new logos and branding guidelines, please visit www.springfieldmo.gov/logos/. If you have questions regarding the application of the guidelines, or require digital brandmark files, please e-mail mmontgomery@springfieldmo.gov or call 864-1027.

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