



# **BRAND GUIDE**

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*South Pole Illuminated Festival 2023,  
Oval Park at McAllen Convention Center*

# Mission Statement

*Dedicated to consistently providing high quality services and quality of life to all who live, work, and visit the City of McAllen.*

## Core Values

### **Integrity**

*Devoted to truth and honesty.*

### **Accountability**

*Provide courteous, open, and responsible public service.*

### **Commitment**

*Dedicated to responsiveness and excellence.*

# Voice

McAllen's **voice** is clear, service-centered, and approachable. It communicates with authority and confidence while inviting participation and engagement from the community.

We speak with purpose, delivering information, guidance, or encouragement in a concise, respectful, and accessible manner. Empowering our workforce to act as ambassadors, to share the city's story with care, clarity and confidence.

# Tone

McAllen's **tone** is honest, inclusive, and welcoming. It conveys a sense of belonging and pride in our city, our achievements, and our history. We work to inspire confidence in city government and services while making every resident feel heard, valued, and respected.

Guiding city staff, we work to communicate with kindness, transparency and care by building trust and fostering strong connections.

# Our Logo

## Introducing The Modern “M”



**BEFORE**



**AFTER**

### **Logo Evolution**

The McAllen Modern M is embracing evolution with rounder corners and taking an upright posture. The update retains the proportions of the previous logo but has a fuller effect. The Modern M is colored in McAllen Dark Blue, reinforcing the city’s visual identity.

### **Meaning and Significance**

The Modern M reflects growth into an established center of progress that raises the quality of life for residents. It embodies our city’s core values: *integrity, accountability, and commitment.*

### **Guidelines for Use**

The integrity of the Modern M must be protected and never modified. Proper layout and proportions must be maintained to ensure clarity, balance, and a unified representation.

# Primary Logo

## Clear space

Always leave a buffer equal to the height of the "M" around the logo.

Colors and proportions may not be altered.



## Minimum size

Logo may not appear smaller than 1" in print and 150px wide in digital presentations.

McAllen

The "c" in McAllen must always be lowercase to explain the word's pronunciation, as "Mc" is an abbreviation of the prefix "Mac."

The primary logo is comprised of two elements, the logomark and logotype which encompasses the City of McAllen in its entirety. It is meant to be a strategic brand tool with the most power to be recognizable for the public.

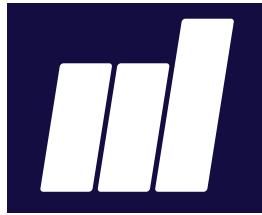
**Note:** Do not alter its appearance, proportions, colors, or attempt to recreate any part of the logo with other graphics

# Primary Logo Correct Usage

## COLORS



Blue



White



Black



Primary Horizontal



White Horizontal



Black Horizontal

*White and Black logos must be applied on an approved supporting color palette.*

## VERTICAL STACKED LOGO



## ALTERNATIVE HORIZONTAL LOGO



*Vertical stacked logo is available for vertical displays, square surfaces, and uses with limited horizontal space.*

# Incorrect Usage

A.



B.



C.



D.



E.



F.



G.



H.



I.



J.



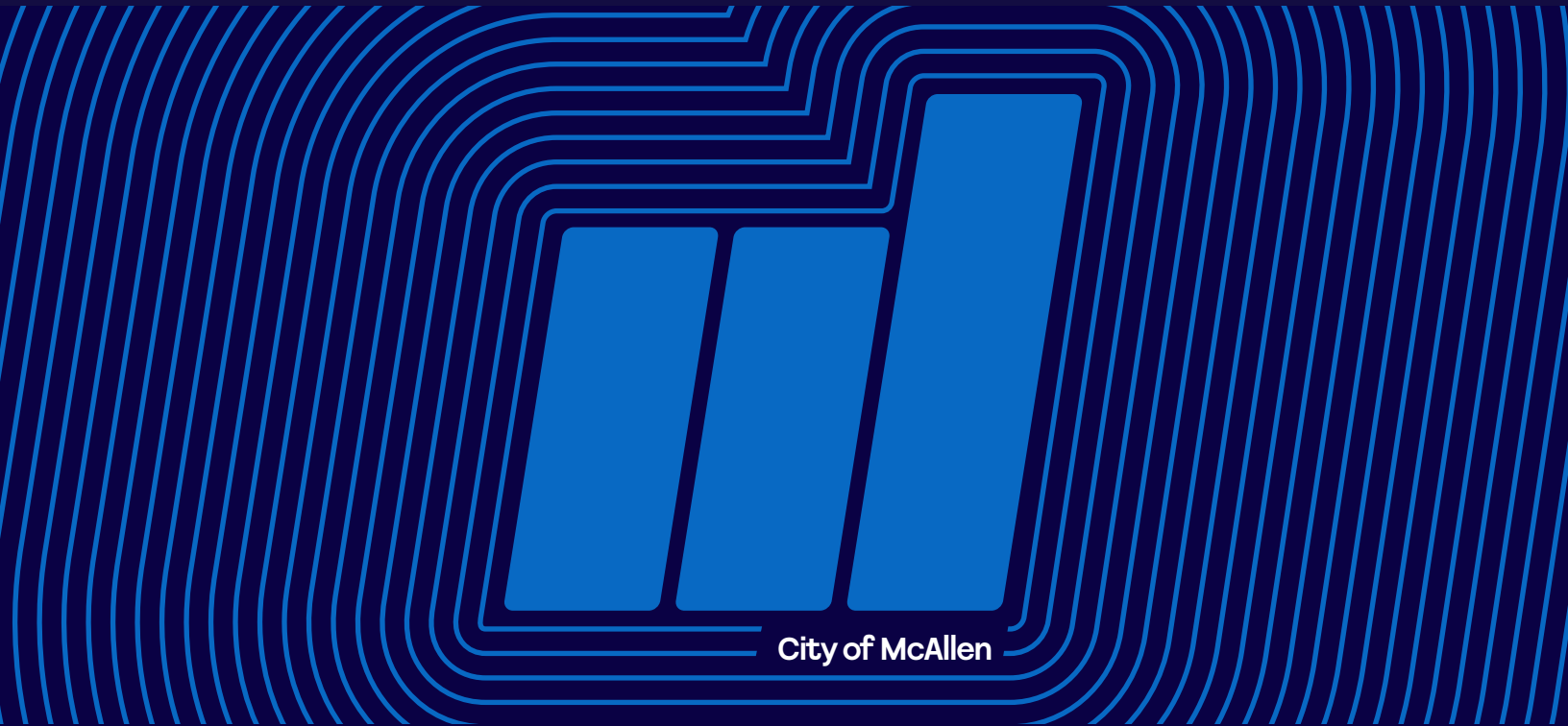
A. Outlined | B. Text Over Flying M | C. Hard Drop Shadowed | D. Altered Text | E. Altered Proportions  
F. Stretched | G. Pixelated or Compressed | H. Check Mark Over Logo | I. Department Logo Stretched  
J. Colored Logo

# Department Logos



Departments are required to use the approved stacked logo provided by the Office of Communications.

# Special Events / Product Brand Logos



Use of the McAllen Pulse logo is strictly limited to its intended purpose as a special event mark for digital applications and large scale visual displays.

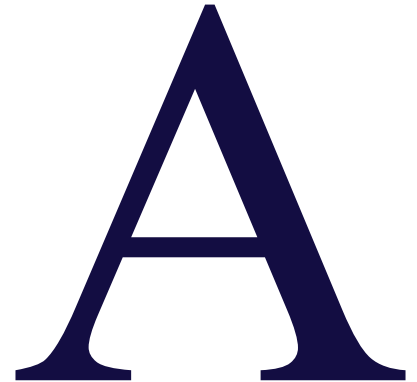
All Special Event and Product Brand logos must include the line "A City of McAllen Festival" placed directly beneath the logo without exception.

This requirement is mandatory and non-negotiable. Any request to use the Pulse logo or to develop new event branding must be submitted to and approved by City Manager Isaac J. Tawil prior to implementation.

# Typography

## Times New Roman

Times New Roman Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Times New Roman Regular  
**Times New Roman Bold**

Times New Roman Regular Italic  
*Times New Roman Bold Italic*

### Best Uses:

Formal letters, official correspondence, legal documents, contracts, reports, policy documents, agendas, meeting minutes, memorandums, internal documents, press releases, media advisories, grant applications, and government submissions.

# Typography

**Helvetica** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Helvetica Light  
Helvetica Regular  
**Helvetica Bold**

*Helvetica Light Oblique*  
*Helvetica Regular Oblique*  
***Helvetica Bold Oblique***

## Aptos

**Aptos** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Aptos Light  
Aptos Display  
**Aptos Bold**  
*Aptos Italic*

**Best Uses for News Releases & Media Advisories**

**Recommended Font Size:**

Headers no less than 16 | Sub headers no less than 14 | Content Copy no less than 12

# Primary Color Palette

# McAllen Dark Blue

R: 10  
G: 1  
B: 68

C: 100%  
M: 99%  
Y: 31%  
K: 53%

HEX CODE: 0A0144  
PANTONE:

## McAllen Airport Blue

R: 8  
G: 105  
B: 196

C: 87%  
M: 59%  
Y: 0%  
K: 0%

HEX CODE: 0869C4  
PANTONE:

## Black

R: 0  
G: 0  
B: 0

C: 75%  
M: 68%  
Y: 67%  
K: 90%

HEX CODE: 000000  
PANTONE: SOLEMNITY

## White

R: 255  
G: 255  
B: 255

C: 0%  
M: 0%  
Y: 0%  
K: 0%

HEX CODE: FFFFFFFF  
PANTONE:

## Gray

R: 96  
G: 97  
B: 102

C: 62%  
M: 54%  
Y: 48%  
K: 21%

HEX CODE: 606166  
PANTONE:

# Secondary Color Palette

## Border Bougainvillea

Festivals & Events  
Entertainment  
Tourism

R: 226  
G: 73  
B: 153

C: 5%  
M: 86%  
Y: 1%  
K: 0%

HEX CODE: E24999  
PANTONE:

## American Agave

Retail Development  
Commerce  
Engineering

R: 97  
G: 175  
B: 149

C: 63%  
M: 11%  
Y: 50%  
K: 0%

HEX CODE: 61AF95  
PANTONE:

## Quinta Mazatlán Green

Parks & Rec  
Ecology  
Recycling  
Metro

R: 121  
G: 180  
B: 25

C: 59%  
M: 7%  
Y: 199%  
K: 0%

HEX CODE: 79B419  
PANTONE:

## Mangonada Sunset

Libraries  
Airport  
Hospitality

R: 254  
G: 96  
B: 10

C: 0%  
M: 77%  
Y: 100%  
K: 0%

HEX CODE: FE600A  
PANTONE:

## Clear Skies

Public Works  
Utilities  
Bridges

R: 154  
G: 189  
B: 245

C: 36%  
M: 18%  
Y: 0%  
K: 0%

HEX CODE: 9ABDF5  
PANTONE:

## McAllen Shines Highlight

McAllen Shines

R: 251  
G: 211  
B: 9

C: 2%  
M: 14%  
Y: 19%  
K: 0%

HEX CODE: FBD309  
PANTONE:

# 4 Rules of News + Content Writing

(4-Point Copywriting Guide for writing news releases and content)

1. **Be direct:** are your chosen words relevant and necessary?
2. **Be engaging:** do your words address residents' interests?
3. **Be inclusive:** are your words understandable to every resident?
4. **Be open:** do residents know what comes next, what steps to take, and how to learn more?

## Character

Tone communicates the city's values. Speak with honesty, integrity, and commitment.

## Consistency

Ensure that all city communications, from transit signs to social media, look and sound like they come from the same entity.

## Accessibility & Inclusivity

Make sure information is easily understood by diverse populations and be respectful of all people's personal characteristics and backgrounds.

## Trust

Build public confidence through professional and uniform messaging.



# Social Media Guidelines

## **OUR SOCIAL VOICE**

Our voice reflects who we are as a city: transparent, responsive, and community focused. Every post, comment, and interaction is an opportunity to build trust and strengthen our connection with the residents we serve.

## **OUR APPROACH**

### **Be Clear and Transparent.**

Always represent your department honestly and clearly. Identify your account as an official City of McAllen channel and communicate your purpose. When appropriate, guide residents to verified City resources or contacts.

### **Provide Value.**

Content should inform, educate, and engage. Highlight services, share timely updates, and create meaningful connections that reinforce the City's role in everyday life.

### **Engage with Intention.**

Social media is a conversation. Maintain a professional, approachable tone while encouraging dialogue, feedback, and community participation.

## **OUR STANDARDS**

### **Protect Privacy and Security.**

Safeguard sensitive information at all times. Never share personal data related to residents, employees, or internal operations. Maintain strong account security and ensure appropriate administrative access.

### **Be Respectful and Professional.**

Treat all individuals with respect. Encourage constructive dialogue and avoid inflammatory or inappropriate language.

### **Follow Legal and Ethical Guidelines.**

Do not share confidential information or comment on legal matters without authorization. Personal opinions should never be presented as official City positions.

### **Keep Content Appropriate.**

All content must reflect the integrity of the City of McAllen. Offensive, discriminatory, or explicit material is not permitted.

# Photography Style



# Photography Best Practices

## Do's

### **Prioritize Quality & Light:**

Clean your camera lens, use natural light, and ensure images are crisp (not blurry).

### **Show Genuine Action:**

Capture employees in their real, natural, and engaging work environments.

### **Use Proper Orientation:**

Take both vertical and horizontal shots to suit different platforms (e.g., Instagram Stories vs. Facebook).

### **Maintain Branding:**

Keep backgrounds simple, clean, and representative of the city's brand.

### **Get Consent:**

Always obtain permission, especially if focusing on specific individuals, children, or in non-public spaces.

### **Use Diverse Angles:**

Take multiple shots from different angles to tell a better story.

## Don't's

### **Don't Use Stock Images, Clip Art or AI generated Images:**

Avoid generic, non-authentic imagery.

### **Don't Over-Filter:**

Avoid heavy filters that distort the reality of the scene.

### **Don't Capture Sensitive Info:**

Do not photograph screens, documents, or confidential data.

### **Don't Use Poorly Cropped Photos:**

Avoid cutting off important elements of a photo.

### **Don't Ignore Composition:**

Avoid busy, distracting, or messy backgrounds.

### **Don't Post Without Context:**

Every photo should tell a story or have a clear purpose.

*For visual assets, including photography and video from events, programs and community initiatives, visit the City's SmugMug account.*

# Stationary



To  
**Alfredo Garcia**  
*Director*

**3 February 2020**

**Company Name**  
123 Street Name city name  
1234 , Country

**Hello,**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et aliquet risus. Suspendisse mattis justo id velit mollis ullamcorper. Integer fermentum ornare egestas. Nunc facilisis enim id metus tempor, ac auctor velit iaculis. Integer semper rutrum volutpat. Donec ut lacinia tortor. Integer maximus nulla vel ante pretium maximus.

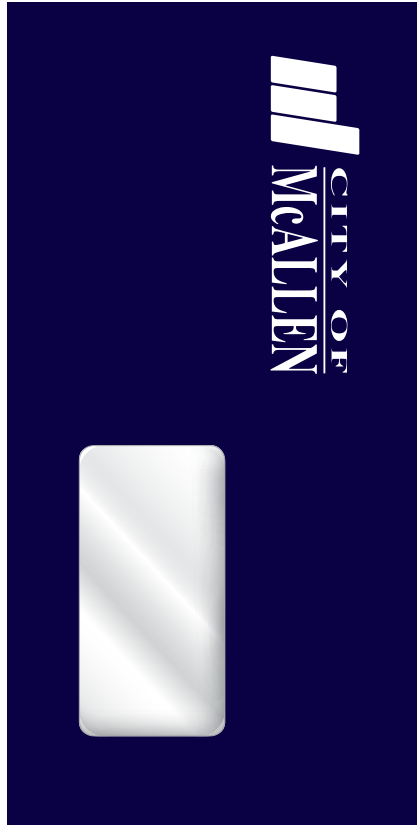
Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec lobortis quam ac mi aliquam, sed lacinia ligula cursus. Pellentesque ac velit sed lacus varius volutpat sit amet at sapien. Vivamus nec tempus ante. Donec volutpat diam et nibh lacinia, sit amet pulvinar dui vestibulum. Donec lobortis quam ac mi aliquam, sed lacinia ligula cursus. Fusce eget ipsum id libero facilisis ornare sed blandit sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec lobortis quam ac mi aliquam, sed lacinia ligula cursus. Pellentesque ac velit sed lacus varius volutpat sit amet at sapien, Vivamus nec tempus ante. Donec volutpat diam et nibh lacinia, sit amet pulvinar dui vestibulum. Fusce eget ipsum id libero facilisis ornare sed blandit sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Nunc a commodo erat.

In nec egestas purus, vehicula porttitor nunc. Donec faucibus velit nec lobortis hendrerit. Donec volutpat diam et nibh lacinia, sit amet pulvinar dui vestibulum. Fusce eget ipsum id libero facilisis ornare sed blandit sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Nunc a commodo erat. In nec egestas purus

*Name Surname*  
**Alfredo Garcia**  
*Director*

## Envelope



## Letterhead

# Merchandise & Promotional Materials





## Our Voice in Action

Friendly. Clear. Respectful.  
Professional, but never distant.  
Informative, but always engaging.

City of McAllen marketing and communications materials must be reviewed and approved by the Office of Communications. This process ensures that all official communications align with established brand standards, reflect current and accurate information, maintain an appropriate tone, and receive leadership approval.

[www.mcallen.net](http://www.mcallen.net)



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