CITY OF BLUFFTON, INDIANA
ORDINANCE NO. 1686

AN ORDINANCE AMENDING THE MUNICIPAL CODE OF THE CITY OF BLUFFTON, INDIANA TO ADD A NEW TITLE 19 TO ADOPT THE OFFICIAL CIVIC IDENTITY, BRAND STANDARDS MANUAL, FLAG, AND GATEWAY-SIGNAGE POLICY OF THE CITY OF BLUFFTON, INDIANA

WHEREAS, the City of Bluffton ("City") has a distinct history, character, and civic identity that should be represented consistently in public communications, facilities, signage, equipment, and official materials; and

WHEREAS, a unified civic identity improves public recognition, strengthens community pride, supports clear governmental communication, and presents the City consistently to residents, businesses, visitors, and prospective investors; and

WHEREAS, the City has developed and begun implementing an updated municipal logo and visual identity reflecting the City's heritage, character, and direction; and

WHEREAS, the City has selected a municipal flag and desires to formally designate the flag as the official flag of the City of Bluffton; and

WHEREAS, the City's adopted plans call for consistent branding, wayfinding, gateway signage, public-space improvements, and clear identification of City facilities and community destinations; and

WHEREAS, historical records, contemporary public reporting, and the continued presence of associated signs indicate that the City participated in the National League of Cities' Partnership for Working Toward Inclusive Communities; and

WHEREAS, although the City has not located a recorded ordinance or resolution formally documenting that participation, the initiative was publicly associated with principles including equal opportunity, fairness, citizen participation, community engagement, dignity, and respect; and

WHEREAS, the Common Council desires to preserve and accurately document that civic history while recognizing that preservation does not require the indefinite display of any particular sign, program logo, wording, or physical artifact at a City gateway; and

WHEREAS, the City desires a comprehensive and enduring civic-identity framework that identifies and welcomes people to the City while permitting reasonable administrative flexibility in technical and operational applications; and

NOW, THEREFORE, BE IT ORDAINED BY THE COMMON COUNCIL OF THE CITY OF BLUFFTON, INDIANA, AS FOLLOWS:

SECTION 1. A new Title 19 is added to the Code of Ordinances of the City of Bluffton, Indiana in the form as set forth in "**Exhibit A**" attached hereto and is to be enforced as an ordinance of the City of Bluffton, Indiana, and is to be titled "City of Bluffton Official Civic Identity."

SECTION 2: If any provision, sentence, clause, phrase, or application of this Ordinance is held invalid or unenforceable, the remaining provisions and applications remain in full force and effect.

SECTION 3: This Ordinance shall be in full force and effect from and after its passage by the Common Council of the City of Bluffton, approval of the Mayor and filed in the records of Wells County, Indiana.

Adopted by the Common Council of the City of Bluffton, Indiana, this 7 day of July 2026, by the following vote:

Councilperson	AYES 7	NAYS 0	ABSENT 0
Rickey D. Elwell			
Janella J. Stronczek			
Joshua D. Hunt			
Ronald J. Neuenschwander			
Blake A. Fiechter			
Sarah J. Reed			
David P. Teeple			

Mayor Scott Mentzer, Presiding Officer

ATTEST:

Bri Lautzenheiser, City Clerk-Treasurer

Presented by me to the Mayor of the City of Bluffton, Indiana, at 5:30 o'clock p.m. this 7th day of July, 2026.

Bri Lautzenheiser, City Clerk-Treasurer

Approved by me this 7 day of July, 2026.

Mayor Scott Mentzer

EXHIBIT A TO ORDINANCE NO. 1686

TITLE 19 CITY OF BLUFFTON OFFICIAL CIVIC IDENTITY

CHAPTER 19.10 PURPOSE

A. Establish the official civic identity of the City of Bluffton.

B. Formally adopt the City of Bluffton Brand Standards Manual, including the official logo, emblem, wordmark, colors, typography, and municipal flag identified within it.

C. Establish policy for consistent municipal use of the civic identity.

D. Provide a framework for gateway, directional, facility, and wayfinding signage.

E. Protect the integrity of the City's official marks while allowing reasonable administrative implementation.

F. Preserve the historical record of prior City symbols, signs, programs, and civic initiatives.

CHAPTER 19.20. DEFINITIONS

A. "Manual" means the City of Bluffton Brand Standards Manual, Version 1.0, adopted as Exhibit A, together with administrative updates made in accordance with this Ordinance.

B. "Core Identity Elements" means the principal City logo, emblem, wordmark, official flag design, and principal brand colors designated as Core Identity Elements in the Brand Standards Manual.

C. "Administrative Standards" means technical, production, application, accessibility, template, file-format, departmental, signage, and implementation guidance that does not materially alter a Core Identity Element.

D. "Material Change" means a change that substantially alters the appearance, meaning, composition, or public recognition of a Core Identity Element.

CHAPTER 19.30 ADOPTION OF OFFICIAL CIVIC IDENTITY AND BRAND STANDARDS MANUAL

A. The document entitled "City of Bluffton Brand Standards Manual, Version 1.0," attached to and incorporated into this Ordinance as "**Exhibit A**", is adopted as the official Brand Standards Manual of the City of Bluffton, Indiana ("**Manual**").

B. The logo, emblem, wordmark, principal color palette, typography, flag, and other Core Identity Elements identified in the Manual, as amended, are adopted as the official civic identity of the City of Bluffton.

C. The Manual governs authorized reproduction, application, and use of the City's civic identity in City communications, facilities, signage, equipment, digital media, public spaces, and other municipal applications.

D. The official civic identity does not replace the City's legal name, corporate seal, or any symbol or form required by state or federal law.

CHAPTER 19.40 ADMINISTRATIVE UPDATES AND MATERIAL CHANGES

A. The Mayor, or the Mayor's designee, may approve administrative updates to the Manual that do not materially alter a Core Identity Element.

B. Permitted administrative updates may include file formats; print, paint, vinyl, fabric, embroidery, and production equivalents; minimum reproduction sizes; clear-space standards; accessibility and contrast guidance; templates and examples; departmental and program lockups; vehicle, uniform, facility, and signage applications; vendor requirements; and corrections or clarifications.

C. Administrative updates must be dated, recorded in the Manual's change log, and maintained with the official copy of the Manual.

D. A Material Change to a Core Identity Element requires approval of the Common Council by an ordinance amending this .

E. Administrative authority does not include replacement of the official logo, emblem, wordmark, flag design, or principal brand colors without Common Council approval.

CHAPTER 19.40 APPLICATION TO CITY OPERATIONS

A. The official civic identity shall be applied prospectively and as reasonably practicable to official correspondence, websites, digital communications, public notices, reports, presentations, publications, vehicles, equipment, employee identification, uniforms, municipal facilities, public spaces, signage, event materials, banners, and other City applications.

B. Existing materials, signs, equipment, uniforms, and printed inventories need not be immediately replaced solely for cosmetic consistency.

C. Implementation may occur through normal replacement cycles, scheduled maintenance, capital projects, procurement cycles, or as funding becomes available.

D. Immediate replacement may be authorized when necessary for safety, legal compliance, public clarity, consistency with an approved project, condition, efficiency, or another documented municipal purpose.

CHAPTER 19.50 GATEWAY AND COMMUNITY-IDENTIFICATION SIGNAGE

A. Gateway and community-identification signage installed or replaced by the City shall clearly identify the City of Bluffton, present a welcoming message, substantially conform to the Manual, and be designed for visibility, readability, durability, maintenance, accessibility, and safety.

B. Gateway signage may include the words "Welcome to Bluffton," the official emblem or logo, an approved community identifier or nickname, and approved decorative, landscaping, lighting, or structural features.

C. The Mayor, acting through the appropriate departments, boards, and consultants, may approve reasonable variations in size, orientation, materials, illumination, landscaping, foundation, placement, graphic arrangement, and engineering details, provided the signage remains substantially consistent with the official civic identity.

D. The precise location, engineering, procurement, construction, maintenance, and replacement of individual signs shall be handled through the legally appropriate administrative, fiscal, departmental, or board process.

E. No provision authorizes installation within a state, county, railroad, utility, or private right-of-way without the required consent, permit, easement, or approval.

CHAPTER 19.60 SIGN INVENTORY AND COORDINATED SIGNAGE MANAGEMENT

A. The City department designated by the Mayor shall periodically inventory City-owned or City-maintained signs and may evaluate location, ownership, purpose, condition, visibility, legal or operational necessity, redundancy, branding consistency, historical significance, maintenance requirements, and recommended action.

B. Regulatory and traffic-control signs shall be evaluated separately from civic, gateway, directional, commemorative, and identity signage.

C. No regulatory or traffic-control sign may be removed or altered contrary to law, engineering standards, or another governmental agency's authority.

CHAPTER 19.70 HISTORICAL AND LEGACY SIGNS

A. Before removing or disposing of a City sign having potential historical, commemorative, or cultural significance, the City may photograph and document it, research its history, retain a representative example, offer it to an appropriate museum or archive, and preserve related records.

B. The City may preserve a sign or its history without continuing to display the sign at its original location.

C. Removed signs may be donated, transferred, retained, declared surplus, recycled, or otherwise disposed of through the process applicable to City-owned property.

D. Historical preservation decisions should recognize both the value of an accurate civic record and the City's continuing authority to update public spaces, signage, communications, and visual identity.

CHAPTER 19.80 NATIONAL LEAGUE OF CITIES INCLUSIVE-COMMUNITY HISTORY

A. The Council acknowledges Bluffton's historical participation in the National League of Cities' Partnership for Working Toward Inclusive Communities, as evidenced by historical records, public reporting, and the City's display of signs associated with that initiative.

B. The City has not located a recorded ordinance or resolution formally authorizing or documenting that participation. Nothing in this Ordinance shall be interpreted as making a finding that such an ordinance or resolution was adopted unless additional official records are later located.

C. Nothing in this Ordinance shall be interpreted as repudiating or diminishing the principles historically associated with that initiative, including equal opportunity, fairness, citizen participation, community engagement, dignity, and respect.

D. The City may preserve and interpret that history through the City website, the Wells County Historical Museum or another appropriate repository, municipal archives, photographs, digital records, historical displays, and other educational or commemorative methods.

E. The Council finds that preserving and recognizing the history and principles associated with the initiative does not require the permanent display of any particular sign, program logo, wording, or physical artifact at a City gateway.

CHAPTER 19.90 AUTHORIZED USE OF OFFICIAL CITY MARKS

A. City departments, boards, commissions, utilities, officers, and employees may use official City marks for authorized governmental purposes consistent with the Manual.

B. The Mayor or designee may authorize use by governmental partners, nonprofit organizations, contractors, vendors, community organizations, event organizers, grant recipients, or project partners when the use supports an authorized City purpose.

C. Authorization may include conditions concerning design, context, duration, reproduction, quality, and discontinuation.

D. Authorization does not constitute City endorsement of any person, business, product, political candidate, committee, campaign, ideology, or private organization.

E. The City may require correction or discontinuation of uses that misrepresent sponsorship, distort the identity, create confusion, produce unauthorized commercial gain, are associated with unlawful conduct, or otherwise compromise the integrity of official City marks.

CHAPTER 19.100 POLITICAL AND CAMPAIGN USE

A. No candidate, candidate's committee, political action committee, political party, or campaign organization may use the official City logo, wordmark, seal, flag, or a confusing imitation in a manner suggesting official City endorsement.

B. This restriction does not prohibit photographs of City buildings, flags, signs, or public events; factual references to the City; commentary, criticism, parody, or other legally protected expression; or uses otherwise protected by law.

C. This Section shall be interpreted and enforced consistently with applicable constitutional and statutory protections.

CHAPTER 19.110 ADMINISTRATION

A. The Mayor has general administrative responsibility for implementation of the civic identity and brand standards as specified in the Manual, subject to the lawful authority of the Council, Board of Public Works and Safety, City utilities, departments, boards, and commissions; appropriation and procurement requirements; applicable law; and required permits or third-party approvals.

B. The Mayor may designate a Brand Administrator to maintain approved files, templates, technical specifications, the official change log, and the implementation process.

C. Department heads shall reasonably coordinate new purchases, signs, vehicles, equipment, uniforms, publications, and digital applications with the Manual.

D. Implementation is subject to available appropriations and lawful expenditure authority.

CHAPTER 19.120 NO MANDATORY PRIVATE USE

Nothing in this Ordinance requires a private person, resident, business, organization, property owner, or nongovernmental entity to use or display the City's civic identity, except as voluntarily agreed through a contract, grant, sponsorship, development agreement, license, partnership, or other lawful arrangement.

CHAPTER 19.130 LEGAL NAME AND CORPORATE SEAL

A. Nothing in this Ordinance changes the legal name of the City of Bluffton.

B. Nothing in this Ordinance abolishes, replaces, or modifies the City's corporate seal unless expressly stated in a separate ordinance.

C. When law or a legal instrument requires the corporate seal, legal name, or prescribed form of execution, that requirement controls.

CHAPTER 19.140 CONFLICTS

A. All ordinances or portions of ordinances in direct conflict with this Title are repealed only to the extent of the conflict.

B. A prior resolution, policy, or practice concerning a former logo, flag, sign, or graphic identity is superseded only to the extent it conflicts with the official identity established by this Title.

C. Nothing in this Title shall be interpreted as repealing or superseding any prior ordinance or resolution relating to the National League of Cities' Partnership for Working Toward Inclusive Communities, should such a legislative record later be located, except to the extent that a direct conflict is expressly identified and addressed by the Common Council.

EXHIBIT A

BLUFFTON

CITY OF BLUFFTON

Brand Standards Manual — Version 1.0

1. Authority, Purpose, and Status

This manual establishes the official civic identity of the City of Bluffton and provides practical standards for its use across municipal communications, facilities, signs, vehicles, equipment, digital platforms, events, and partnerships. It is intended to make City materials recognizable, professional, readable, accessible, and unmistakably Bluffton.

Relationship to the ordinance

This manual is adopted as Exhibit A to the City's branding ordinance. The ordinance controls legislative authority, administration, material changes, gateway-sign policy, historical preservation, and authorized use. This manual controls design, production, application, and implementation standards.

Core Identity Elements

- Principal City logo and wordmark
- Official emblem or icon
- Principal brand colors
- Official City flag design
- Other elements expressly designated as Core Identity Elements in this manual

A material change to a Core Identity Element requires Common Council approval by amendatory ordinance. Administrative and technical standards may be updated as authorized by the ordinance and must be recorded in the change log.

Implementation principle

The City should implement the brand prospectively and through normal replacement cycles. Existing serviceable items do not need to be discarded solely for cosmetic consistency unless replacement is otherwise justified by condition, safety, clarity, efficiency, an approved project, or another documented municipal purpose.

2. Brand Foundation

Bluffton's identity should reflect a strong, connected, welcoming small city that values public service, local heritage, downtown and riverfront character, practical progress, and pride of place.

Brand Attribute	Practical Meaning
Welcoming	People should immediately understand that Bluffton welcomes residents, visitors, businesses, and investment.
Grounded	The identity should reflect a practical small-city character rather than imitate a large metropolitan brand.
Confident	Materials should look intentional and professional without becoming elaborate or wasteful.
Connected	The identity should reinforce community participation, public spaces, downtown, riverfront, neighborhoods, and civic pride.
Consistent	Residents should recognize City communications and facilities regardless of which department produced them.

Voice and tone

City communications should be clear, direct, grounded, civic-minded, and understandable. They should explain what happened, why it matters, what the City can and cannot do, and what happens next. Avoid inflated claims, excessive slogans, consultant language, and unnecessary political framing.

3. Official Logo and Emblem System

Use only approved source files maintained by the City. Do not recreate the logo or emblem from screenshots, web images, photographs, or scanned documents.



Primary horizontal logo — Core Identity Element



Circular logo — Core Identity Element

Approved configurations

- Primary horizontal logo for letterhead, signs, website headers, vehicles, and wide spaces.
- Circular or compact logo where a square or circular footprint is more effective.
- Emblem-only version for signage, flags, embroidery, icons, vehicles, or applications where the City name appears separately.
- One-color version for engraving, embroidery, single-color printing, and limited-production applications.
- Reversed version for approved dark backgrounds when adequate contrast is maintained.

Clear space and minimum size

Maintain clear space around the logo equal to at least the height of the capital "B" in BLUFFTON. No text, border, photograph, sponsor mark, or decorative element should enter this area.

General design guidance: do not reproduce the horizontal logo smaller than 1.5 inches wide in print or 180 pixels wide digitally. Do not reproduce the compact mark smaller than 0.65 inch in print or 72 pixels digitally. Increase these minimums whenever fine details lose clarity.

Prohibited alterations

- Do not stretch, compress, rotate, skew, outline, bevel, shadow, or animate the logo.
- Do not change individual colors or substitute unofficial colors.
- Do not rearrange components or type the City name in place of the approved wordmark.
- Do not add department names, slogans, dates, or event titles inside the logo unless an approved lockup exists.
- Do not use low-resolution artwork for permanent signs, vehicles, banners, uniforms, or printed materials.

4. Official Color Palette

The following values are working values based on available City artwork. Final Pantone, CMYK, RGB, HEX, paint, vinyl, fabric, thread, and sign-production equivalents must be confirmed before adoption.

Color	Swatch	Working HEX	Primary Use
Bluffton Navy		#1B3353	Primary institutional color; headings, backgrounds, signs, vehicles.
Bluffton Green		#07783F	Primary accent; emblem, highlights, wayfinding accents.
Bridge Gold		#E3B651	Bridge element, borders, heritage accents, selected highlights.
River Blue		#2DA9E1	Water element and secondary accent.
White		#FFFFFF	Primary clean background and reversed text.
Black		#24313A	Body text and neutral applications.

Contrast and accessibility

Normal body text should meet a minimum WCAG contrast ratio of 4.5:1; large text should meet at least 3:1. Do not rely on color alone to convey status, urgency, direction, or meaning. Regulatory and safety requirements control over decorative brand preferences.

5. Typography

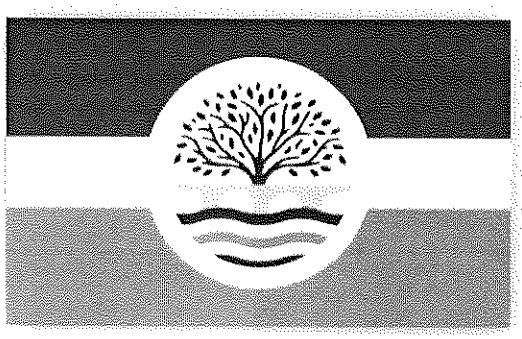
Typography should be readable, widely available, and consistent across departments. When available, use the following municipal office standards.

Use	Interim Standard	Notes
Headings	Monserrat Bold	Use sentence case. Reserve all caps for short labels.
Subheadings	Biryani	Preferred for business cards.
Body copy	Aptos Regular	Preferred for documents, email, reports, and presentations.
Data and tables	Aptos or Arial	Prioritize alignment, legibility, and accessibility.
Signage	Monserrat Bold	Use a road-readable font approved by the sign engineer or fabricator.
Web	Accessible system sans serif	Preserve accessibility and page-load performance.

Basic document hierarchy

- Title: 24–32 pt, Bluffton Navy, bold.
- Section heading: 16–20 pt, Bluffton Navy, bold.
- Subheading: 12–15 pt, Bluffton Green or Navy, bold.
- Body: 10–11 pt, Charcoal or black.
- Caption or source note: 8–9 pt, Charcoal or black.

6. Official City Flag



Flag use

- Display at City Hall, Council and Board chambers, municipal facilities, ceremonies, and approved public spaces.
- Follow United States and Indiana flag protocol when flown together.
- Do not add dates, department names, sponsor logos, or event wording to the official flag.
- Banners based on the brand may be developed separately but must not be represented as the official flag.
- Replace damaged or badly faded flags through normal facility-maintenance procedures.

7. Core Municipal Applications

Letterhead and official correspondence

- Use the approved City letterhead for formal external correspondence.
- Keep department contact information in a consistent footer or contact block.
- Use the corporate seal only when legally or ceremonially appropriate.
- Do not build independent department letterheads without approval.

Reports, agendas, presentations, and forms

- Use a consistent cover, heading hierarchy, page number, and footer.
- Use accessible tables and charts; include labels rather than relying on color alone.
- Use approved presentation and agenda templates where available.
- Retire outdated templates during normal revision cycles.

Email signatures

Use a standard text-first signature containing name, title, department, City of Bluffton, telephone number, email, and City website. Keep logo graphics small. Avoid quotations, political slogans, background images, and oversized social-media icons.

8. Gateway, Facility, and Wayfinding Signage

Signage must combine brand consistency with safety, readability, durability, maintenance, accessibility, and jurisdictional requirements. Traffic-control standards, engineering judgment, INDOT requirements, and applicable law take precedence over decorative preferences.

Gateway signs

- Prominently identify BLUFFTON and use a clear welcoming message.
- Use the official emblem or an approved simplified sign version.
- Be readable at the expected vehicle speed and viewing distance.
- Coordinate materials, lighting, landscaping, foundations, sight distance, and maintenance access.
- Avoid excessive wording, sponsor clutter, small type, or competing messages.
- Include a documented maintenance and replacement plan.

Facility identification

- Use a consistent hierarchy: City identity first, facility or department second.
- Display street address and public entrance information clearly where useful.
- Provide accessible parking, entrance, and directional information in accordance with applicable standards.
- Avoid installing multiple signs in close proximity that communicate the same information.

Wayfinding

Wayfinding should use consistent arrows, terminology, symbols, colors, and destination names. Prioritize downtown, public parking, parks, trails, civic buildings, riverfront destinations, and other high-use public locations. Develop a sign-family sheet showing gateway, vehicular directional, pedestrian directional, parking, trail, and facility sign types.

Legacy and historical signs

Before removal, signs with historical or commemorative significance should be photographed and documented. Representative artifacts may be retained or offered to an appropriate museum or archive. Preserving history does not require permanent display at the original location.

9. Vehicles, Equipment, Uniforms, and Facilities

Vehicles and mobile equipment

- Apply branding primarily to new vehicles and equipment or during scheduled refinishing.
- Maintain sufficient contrast and visibility.
- Keep required unit numbers, emergency markings, reflective materials, and regulatory information legible.
- Public-safety standards and operational requirements take precedence.
- Avoid inconsistent custom graphics created independently by departments.

Uniforms and apparel

- Use an approved embroidered or screen-print configuration suitable for the garment and department function.
- Keep logo proportions intact.
- Public-safety badges, patches, rank, and certification requirements remain governed by department policy.
- Event apparel may include approved program wording but should remain recognizably City-branded.

Facilities and interiors

Use the brand selectively. Public service counters, meeting rooms, directional signs, chambers, and major public-facing walls may carry the City identity. Good maintenance, cleanliness, accessibility, and clear navigation are part of the brand experience.

10. Digital, Social Media, Video, and Photography

- Use approved profile images, cover graphics, and account names for official City accounts.
- Clearly distinguish official City accounts from elected-official campaign or personal accounts.
- Use readable captions and alt text where supported.
- Caption public videos and provide transcripts for substantive recordings when practicable.
- Use photographs of real Bluffton places, employees, residents, events, and projects rather than generic stock images when possible.
- Obtain required permissions, releases, and copyright licenses.
- Do not place the logo over faces, critical details, or visually busy areas without a clean background field.

11. Department, Program, Event, and Partner Branding

The City should operate as one recognizable organization. Departments and programs may need identifiers, but they should not create unrelated mini-brands without a documented reason and approval.

Department identifiers

Preferred format: official City logo plus a standardized department name below or beside it. The Bluffton Police Department and 911 Dispatch group have modified logos specific to their purposes. Additional departmental logos may be developed following the governance specifications and approvals in section twelve.

Programs and events

Major public programs may use a distinct campaign graphic while retaining visible City endorsement. Short-term event logos should be simple, legible, and reusable. Avoid spending public funds on a new logo for every initiative.

Co-branding and sponsorship

- Define the lead organization before creating the layout.
- Give required grantor or statutory marks the prominence required by the agreement.
- Use equal visual weight for true joint partnerships unless the agreement requires otherwise.
- Separate sponsor recognition from regulatory, directional, or safety information.
- Do not imply City endorsement of a private product, candidate, campaign, or ideology.

12. Governance, Approval, and File Control

Brand Administrator

The Mayor should designate a department or employee to maintain approved files, templates, technical specifications, the official change log, and implementation priorities. The Brand Administrator should answer routine questions and elevate material changes to the Mayor, Board of Works, Common Council, or City Attorney as appropriate.

Application	Recommended Approval	Examples
Routine use	Department head or trained designee	Approved letterhead, social template, or existing artwork.
New departmental application	Information Systems Director	Uniform placement, vehicle layout, or facility sign.
New public sign or permanent installation	Appropriate department plus Mayor, Board, or other authority	Gateway sign, major facility sign, permanent mural, or branded structure.
Administrative standards update	Mayor or designee	Technical specification, template, production equivalent, or approved example.
Material identity change	Common Council by amendatory ordinance	New principal logo, flag redesign, or principal color change.
Legal or sensitive use	City Attorney review	Trademark enforcement, political use, licensing, or constitutional concern.

File control

- Maintain one authoritative shared folder of approved artwork and templates.
- Use descriptive file names identifying format, color version, and date.
- Retain vector files for sign, vehicle, and large-format production.
- Do not distribute editable master artwork to vendors unless needed.
- Require vendors to return final proofs and source specifications when appropriate.

13. Implementation Plan

1. Confirm technical standards: obtain original designer files; confirm colors, fonts, logo variations, flag specifications, and production equivalents.
2. Inventory current applications: list department forms, signs, vehicles, uniforms, websites, social accounts, presentations, and public-facing materials.
3. Prioritize high-visibility corrections: official website, letterhead, major templates, City Hall interiors, gateway and facility signs, and new vehicle purchases.
4. Implement through replacement cycles: update items when reordered, replaced, renovated, refinished, or incorporated into an approved project.
5. Train responsible staff: provide short practical training for administrative assistants, department heads, communications staff, and frequent vendors.
6. Review annually: update administrative standards, approved files, inventory, sign plan, and implementation priorities.

14. Department Review Worksheet

Item to Review	Current Condition	Recommended Action	Owner
Letterhead and forms	Available	None	Information Systems Director
Website and social accounts	Various by Department	Develop Communication Strategy	Director, Mayor's Office & Communication
Email signatures	Varies	Standardize Policy	Information Systems Director
Vehicles and equipment	Mix of different logos	Standardize as vehicles are replaced	Department Heads/ Information Systems Director
Uniforms and apparel	Mix of different logos	Standardize as apparel are replaced	Department Heads/ Information Systems Director
Facility and directional signs	Mix of different logos	Standardize as signs are replaced	Mayor Office
Public notices and reports	Templates Available	None	Information Systems Director
Presentations and meeting materials	Templates Available	None	Information Systems Director
Program and event identities	Varies by Department	Gather, document, create standards	Director, Mayor's Office & Communication
Vendor-held artwork and templates	Unknown	Gather and document	Information Systems Director

☐ External use and enforcement policy

☐ Accessibility review and template testing

Appendix A. Approved Asset Register

Asset	File Name	Format	Version Date
Horizontal full-color logo	Horizontal Logo 2026-2870x945px.png	print, digital, etc	4/28/2026
Horizontal one-color logo	multiple, view in L:\City Resources\City Logos\Horizontal folder	print, digital, etc (no tagline)	12/20/2024
Circular full-color logo	blf1223-01-24_-Circle-FullColor.png	print, digital, etc	12/20/2024
Circular one-color logo	multiple, view in L:\City Resources\City Logos\Horizontal folder	print, digital, etc	12/20/2024
Emblem-only artwork	blf1223-01-24_-Icon.png	print, digital, etc	12/20/2024
Official flag	Bluffton Flag 2026.png	ornamental flag print	6/29/2026
Letterhead template	view all in L:\City Resources/Letterhead folder	print	1/20/2026
PowerPoint template	CityTemplate.pptx	print, presentations	8/5/2025
Social-media profile image	Website Logo 2025 340x100px.png	website / digital apps	1/17/2025
Gateway sign artwork	WELCOME_SIGN_2026.SVG	4' x 3' street sign	6/25/2026

Appendix B. Core Identity Change Control

The following changes require Common Council approval by amendatory ordinance:

- Replacement or substantial redesign of the principal City logo.
- Replacement or substantial redesign of the official emblem.
- Replacement or substantial redesign of the official flag.
- A principal brand-color change that materially alters public recognition.
- A new wordmark or principal identity structure intended to supersede the adopted identity.

The following may be handled administratively when they do not materially alter a Core Identity Element:

- Production equivalents and color conversions.
- Minimum-size, spacing, and accessibility refinements.
- Approved templates, examples, file formats, and technical instructions.
- Departmental lockups and program applications.
- Vehicle, uniform, facility, digital, and signage layouts.
- Corrections, clarifications, and updated vendor specifications.

Appendix C. Change Log

Version / Date	Change	Approved By	Notes

BLUFFTON

A consistent identity supports clear public service, pride of place, and a welcoming community.