Kemah Brand and Visual Identity Guide

August 2025
Working Copy

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KEMAH BRAND AND VISUAL IDENTITY GUIDE - 2025

WHY THIS GUIDE WAS UPDATED

The City of Kemah first developed brand standards in 2010 to bring consistency to our logos, colors, and communications. Since then, how we share information and connect with our community has evolved. This updated guide reflects where we are today, preserving our coastal charm while providing clear, practical tools for presenting a unified, professional image across all departments. Whether you're creating a flyer, posting online, or preparing a city document, this guide helps ensure everything we share looks and feels like Kemah.

PURPOSE OF THE UPDATE

This update simplifies and modernizes our original 2011 branding manual. It reflects how we communicate today, honors our city's charm and traditions, and ensures we present a consistent and professional image across all departments and materials.

WHO TO CONTACT

Questions about logos, colors, or anything related to city branding? Contact:

Patti Jett
Communications and Tourism Coordinator
281.334.1611 Ext. 1101
pjett@kemahtx.gov

APPROVED LOGOS

City Seal Usage

The City Seal represents the official **City of Kemah**. It is designated for formal city use, including letterhead, business cards, City Council business, official communications, and materials related to city operations and resident outreach.

Tourism Branding Usage

The tourism logo and supporting graphics are intended for casual, visitor-facing materials that promote Kemah's attractions, events, and coastal charm. These may be used on merchandise, tourism brochures and advertising, Discover Kemah social media posts, visitor website content, and event signage. They should not be used for official city business.

65th Anniversary Logo Usage

The special 65th Anniversary logo was created to commemorate this milestone year. It may be used in 2025 on City-sponsored event materials, celebratory merchandise, banners, and communications related to the anniversary. This logo is temporary and should be retired after December 31, 2025.

CITY COLORS

Stick with our classic palette:

- Dark Blue: PMS 289
- Bright Blue: PMS 298
- Water Blue: PMS 300
- Gold: PMS 130

TAGLINES

- *Gateway to the Bay* (official)
- Discover Kemah, Kemah – All Kinds of Fun (tourism-friendly, not to be paired with the seal)

FONTS*

- Primary: Arial or Helvetica
- Digital: Verdana, Arial, or Helvetica

Use bold, clear headings and easy-to-read body text. Keep things clean and uncluttered.

*For the Discover Kemah Brand, please refer to the Discover Kemah Brand Guidelines.

TEMPLATES & TOOLS

- Updated PowerPoint template (includes anniversary version)
- Standard letterhead, business cards, and envelopes are still required.
- Use UTM codes for tourism campaigns.
- Use the checklist before publishing: logo used correctly, colors match standards, fonts are readable, and the message feels like Kemah.

Checklist Before Publishing:

- ✅ Is the correct logo used?
- ✅ Are the colors and fonts brand-compliant?
- ✅ Is the tone in line with Kemah's voice?
- ✅ Does the message reflect Kemah's values?
- ✅ Is it readable and accessible on all devices?

DIGITAL & ACCESSIBILITY

- Follow ADA guidelines: strong contrast, alt text for images, and legible font sizes
- Keep social media graphics readable on phones
- Always use #DiscoverKemah for tourism content
- Use plain language and avoid jargon or acronyms unless defined

IMAGERY GUIDELINES

- Use real, local images whenever possible.
- Avoid stock photography
- Capture Kemah's coastal charm, people, and traditions.
- Make sure images reflect our diverse and welcoming community

COBRANDING & PARTNER EVENTS

When partnering with local businesses or outside sponsors for events, any use of city logos must be approved by the Communications and Tourism Coordinator. All co-branded materials should maintain visual balance and follow the city's typography and color guidelines.

BRAND PLEDGE

We pledge to represent the City of Kemah with professionalism by using our logos, colors, and voice consistently and respectfully. We will help ensure our brand reflects the pride, character, and identity of our coastal community.

REVIEW SCHEDULE

We'll revisit these guidelines every 2–3 years to keep them relevant and reflective of how Kemah continues to grow.