



City Council Agenda Item Report

FROM: Ryan Cummins, City Manager

MEETING DATE: October 13, 2026

SUBJECT: Brand Guidelines

DESCRIPTION:

On August 24, City Council approved the recommended City of Saugatuck brand direction and logo as presented by Concept A Creative Studio.

Since that time, Concept A has completed phase 4 of their scope of work:

- Create and share brand guidelines outlining color, typography, usage guides, and application concepts.
- Share templates for communications, presentations, and digital use, such as: Letterhead, Press Release Template, Memo Template, Business cards, Email signature standard, PowerPoint/meeting template, and social media graphics templates.

Staff have reviewed the guidelines and templates and recommends approval.

BUDGET ACTION REQUIRED:

None. Dollars were budgeted for a firm to assist with a logo and branding refresh project.

LEGAL REVIEW:

N/A at this time.

SAMPLE MOTION:

Motion to approve the City of Saugatuck brand guidelines as prepared by Concept A Creative Studio.



Brand Guidelines

Overview

Your brand is one of your most valuable assets. Every interaction you have on behalf of the City of Saugatuck is an opportunity to build (or break) your brand. That's why it's important for every interaction to be consistent and compelling—because everything matters.

That's where this guide comes in. Use it to better understand your brand and how it can be best represented in all the things you create.

Brand Pillars & Attributes

01. Authentic at its core

The brand should feel grounded and genuine, while also reflecting the individuality of the community, where character, nostalgia, and a touch of quirk exist side by side.

02. Artful by nature

The brand should reflect a sense of artistry that feels natural and integrated in the everyday, not applied or decorative.

03. Elevated yet approachable

Saugatuck is defined by a rare “high-low” dynamic, where small-town warmth and charm coexist with a level of refinement that never feels out of reach. The brand should feel distinctive, yet easy to engage with and understand.

Brand Attributes

Authentic
Contemporary
Creative
Approachable
Confident
Fresh
Welcoming
Elevated
Relevant
Full of Character
Quirky

Getting Started

Dropbox Link

Canva Link

STEP 1: DOWNLOAD FONTS

Be sure to download the brand font, Figtree. This free [Google Font](#) can be downloaded to your computer and added to your font library. Font files have also been included in the Dropbox folder above for your convenience.

STEP 2: DOWNLOAD LOGOS

Logo files are available in both vector (EPS, AI, SVG) and PNG formats and can be accessed through the Dropbox link above.

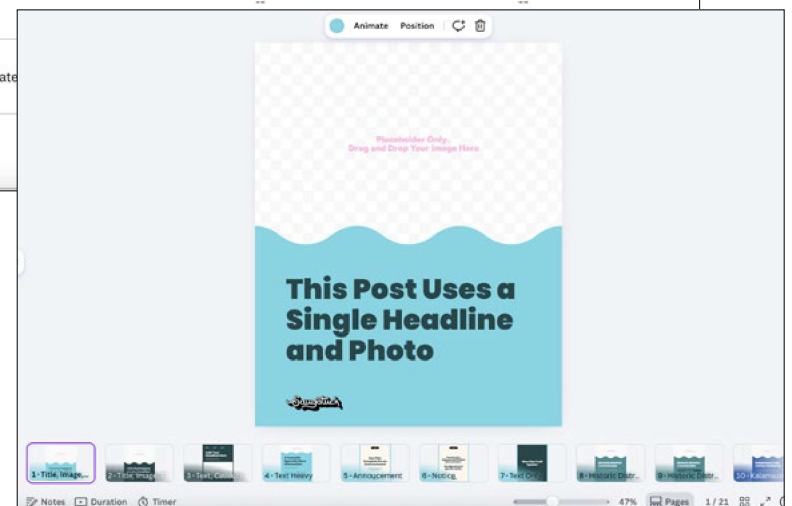
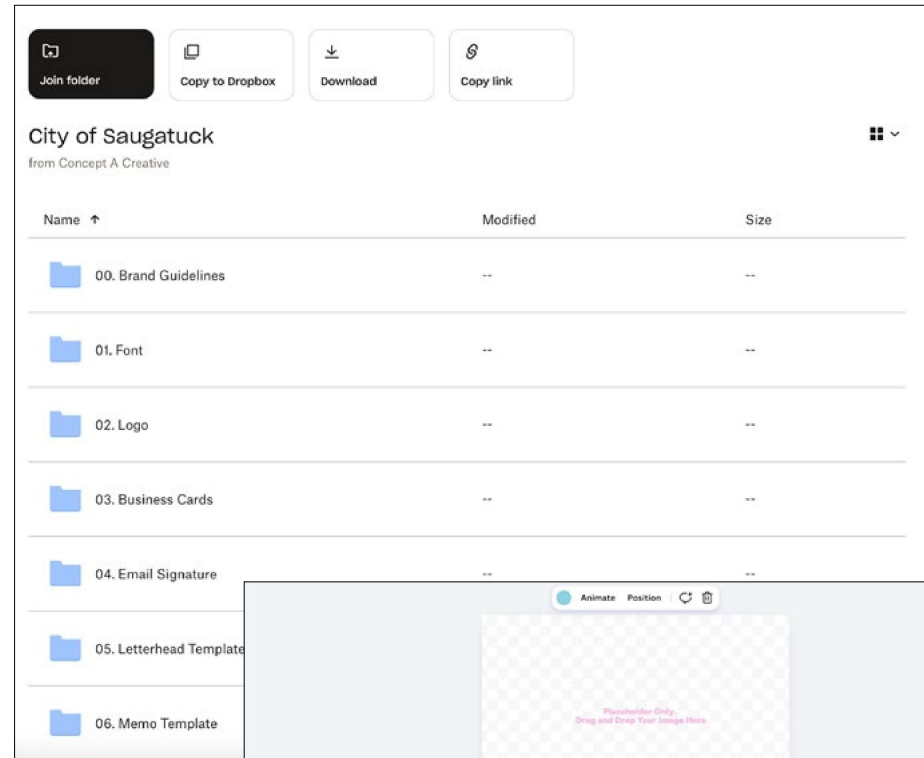
STEP 3: DOWNLOAD TEMPLATES

Word and PowerPoint templates are available through the Dropbox link above. We recommend downloading all templates to your computer so the files are always easily accessible.

Social media templates are available in Canva. Use the Canva link above to access, update, and export templates as JPGs.

An email template is available in your Mailchimp account. You can find it under Campaigns > Email Templates > New Branding Template.

Dropbox



Social Templates in Canva

Identity



Logo

Primary: City of Saugatuck

This is the primary logo and should be the default logo used across brand communications and applications whenever possible.

Primary



On Dark Backgrounds



On Light Backgrounds



Logo

Secondary: Saugatuck Wordmark

This simplified version is intended for small-scale applications where the “City of” text may not remain legible, including social media profiles, email signatures, and other limited-space applications.

Wordmark



On Dark Backgrounds



On Light Backgrounds



Logo

Secondary: Full Logo with Established Date

Use this version for official and formal brand applications where the full logo and established date can be displayed clearly, including business cards, letterhead, memos, and other official City documents.

Full



On Dark Backgrounds



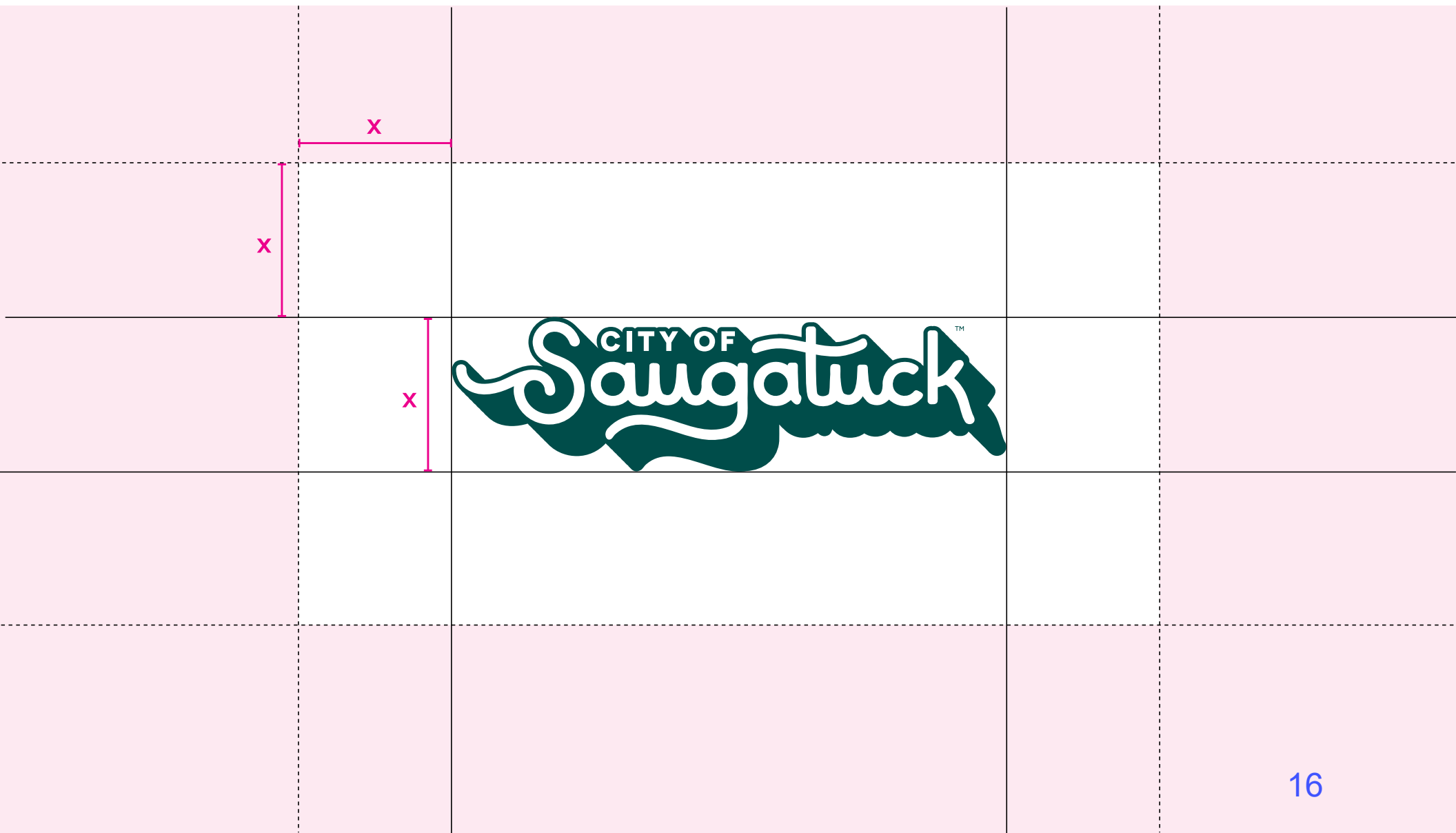
On Light Backgrounds



Logo

Clear Space

The area that surrounds the logo is as important as the logo itself. A space equal to the height of the logo should always be kept as empty space around the mark in order to provide breathing room and eliminate any visual clutter that might compete with legibility.



Logo

Sizing

The minimum size for the full color logo and icon should be sized to the below guidelines.
Consider whether the color or black and white coloring will provide the best legibility.

Primary Logo Minimums	Secondary Wordmark Minimums	Secondary Full Logo Minimums
 1.5"	 1"	 1.5"

Color

Primary Colors

The two primary colors are teal and blue. These are the colors that should be used the majority of time: with the logo, on official documents, business cards, presentations, social profile.

Teal
CMYK 92 49 63 40
RGB 0 77 74
HEX #004d4a
PMS 3165 U

Blue
CMYK 43 0 10 0
RGB 138 212 227
HEX #8ad4e3
PMS 291 U

Color

Secondary Colors

A palette of secondary colors is available to use sparingly for applications like social media posts, and accent colors for the website. These colors can help establish hierarchy or visual cues on social for departments. They should be secondary to the primary colors.

Navy CMYK 90 73 47 43 RGB 31 54 74 HEX #1F364A PMS 295 U	Royal Blue CMYK 100 83 2 0 RGB 20 71 158 HEX #14479E PMS 286 U	Periwinkle CMYK 38 25 0 0 RGB 153 175 231 HEX #99AFE7 PMS 2716 U	Spruce CMYK 61 23 30 0 RGB 105 162 171 HEX #69A2AB PMS 5493 U	Lime CMYK 17 0 58 0 RGB 217 229 138 HEX #D9E58A PMS 2281 U	Orange CMYK 4 80 86 0 RGB 232 89 56 HEX #E96244 PMS 172 U	Cream CMYK 0 2 4 0 RGB 255 247 239 HEX #FFF7EF PMS Warm Gray 1 U
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Color

Color Usage

The secondary palette is reserved for accents in charts, graphs, and for differentiating departments on social media. Follow the social templates for color guidelines.



Historic District Commission



Kalamazoo Lake Harbor Authority



Parking Improvements Task Force



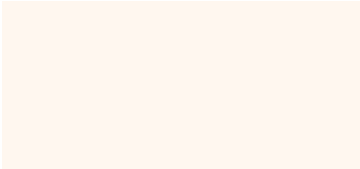
Parks & Public Works



Planning Commission



City Council Workshop



Tri-Community Wildlife Committee

Brand Consistency

Keeping The Brand Together

The City of Saugatuck logo should not be adjusted or transformed in any way other than what is approved in these guidelines.



Do not color the logo in any colors besides the provided black and teal variations, even if the color is part of the brand palette.



Avoid adding any special effects to the logo like drop shadows.



Do not tilt or rotate the logo.



Do not stretch or skew the logo.



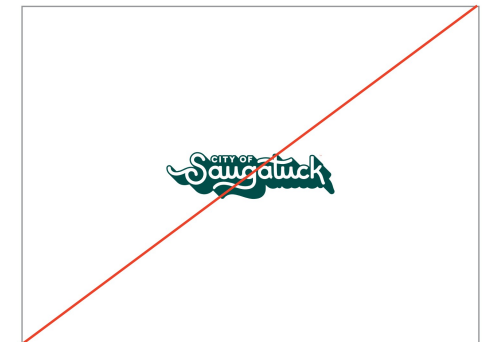
Do not add "City of" to the Saugatuck Wordmark, or create new logos out of the provided versions.



Do not use the full-color logo on background colors that reduce its legibility. Instead, use the provided dark and light background logo versions.



Do not place the logo over distracting backgrounds that reduce legibility.



Do not use the logo smaller than the established minimum sizes.

Typography

Primary Font

The primary font, Figtree, should be used for all headlines and body copy. Figtree is a free font available to everyone for download on Google Fonts.

Brand Font / Figtree

**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**

Aa

Typography

Alternative Font

When the primary font (Figtree) cannot be used, Arial may be used in its place. This is a system font available on every computer. The primary font should always be used whenever possible.

Alternative System Font / Arial

**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**

Aa

Typography

Establishing Hierarchy

Type sizes and weights can help establish hierarchy for print and digital applications as well as help readability. Follow these guidelines when formatting text.

Subheadline

Font: Figtree
Weight: Black
Style: All Caps

Headline

Font: Figtree
Weight: Black

Large Body Copy

Font: Figtree
Weight: Light

Body Copy

Font: Figtree
Weight: Medium

FISCAL YEAR 2026–2027

Proposed Budget Presentation

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Application

Application

Business Cards

[Download InDesign Template](#)



Application

Letterhead

[Download Word Template](#)



Recipient Name
[Company]
[Street Address]
[City, ST, Zip Code]

September 1, 2026

To Recipient Name,

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Sincerely,

Ryan Cummins
City Manager
rcummins@saugatuckcity.com

102 Butler St., PO Box 86
Saugatuck, MI 49453

269.857.2603
saugatuckcity.com

Application

Press Release

[Download Word Template](#)



FOR IMMEDIATE RELEASE

Saugatuck City Staff and Council Recognize 2025/2026 Accomplishments

Identify Priorities for Coming Fiscal Year.Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa malesuada lacinia tempor integer posuere. Hendrerit semper vel class aptent taciti sociosqu. Ad torquent per conubia nostra inceptos himenaeos.

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CONTACT:
Ryan Cummins
City Manager
rcummins@saugatuckcity.com
269 857 2603

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Saugatuck, MI 49453

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saugatuckcity.com

Application

Memo Template

[Download Word Template](#)



City Council Agenda Item Report

From	Ryan Cummins, City Manager
Meeting Date	July 14, 2026
Subject	Creation of an Advisory Parking Improvements Task Force and Request for Proposals for Consulting Support

Headline

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas, laculis massa malesuada lacinia tempor integer posuere. Hendrerit semper vel class aptent taciti sociosqu. Ad torquent per conubia nostra inceptos himenaeos.

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102 Butler St., PO Box 86
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Application

Email Signature

Download Word Template

Type set in Sans Serif, Normal Size. Download the Word Template above to copy and paste into your email provider's Signature settings.

Ryan Cummins
City Manager

City of Saugatuck
102 Butler St., PO Box 86
Saugatuck, MI 49453
saugatuckcity.com
ph: 269 224 9443



Ryan Cummins
City Manager

City of Saugatuck
102 Butler St., PO Box 86
Saugatuck, MI 49453
saugatuckcity.com
ph: 269 224 9443



✎ Describe your message

Send



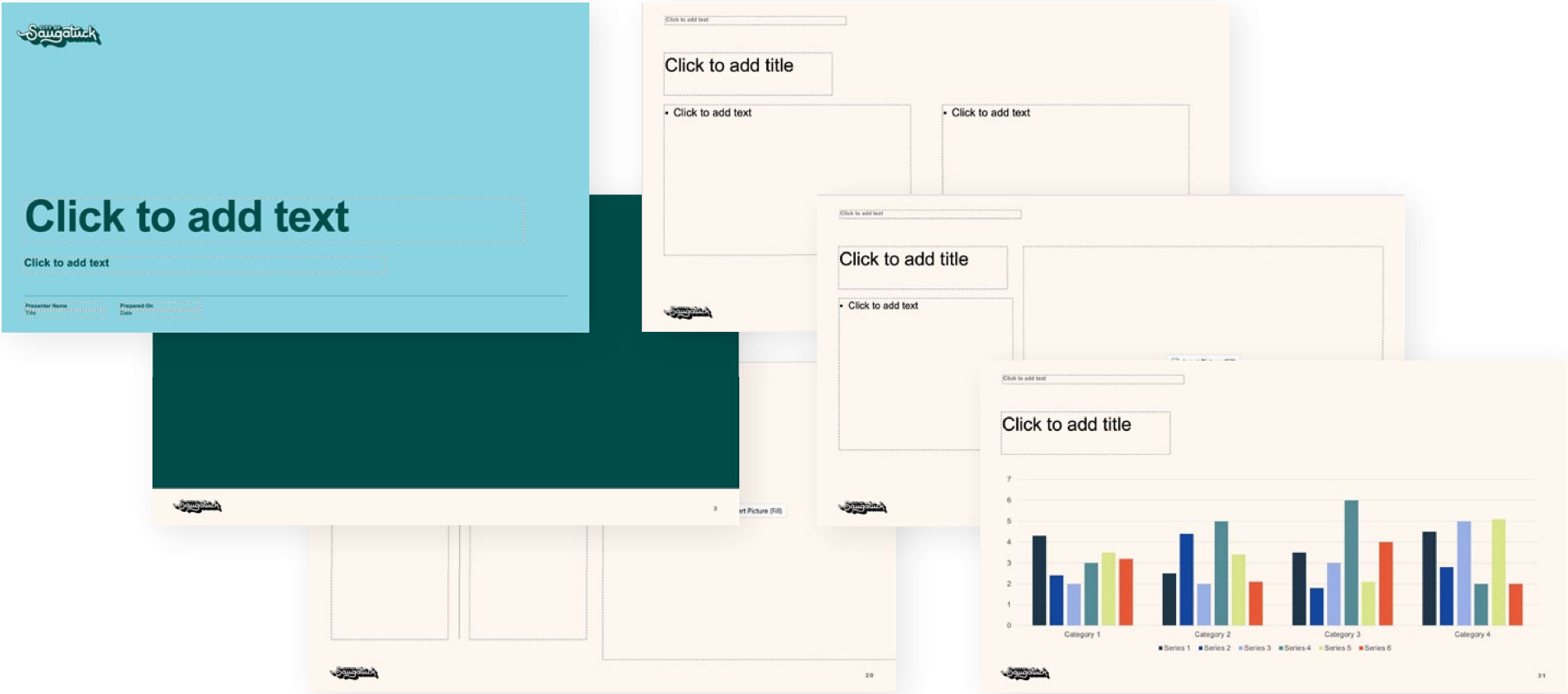
Aa



Application

PowerPoint Template

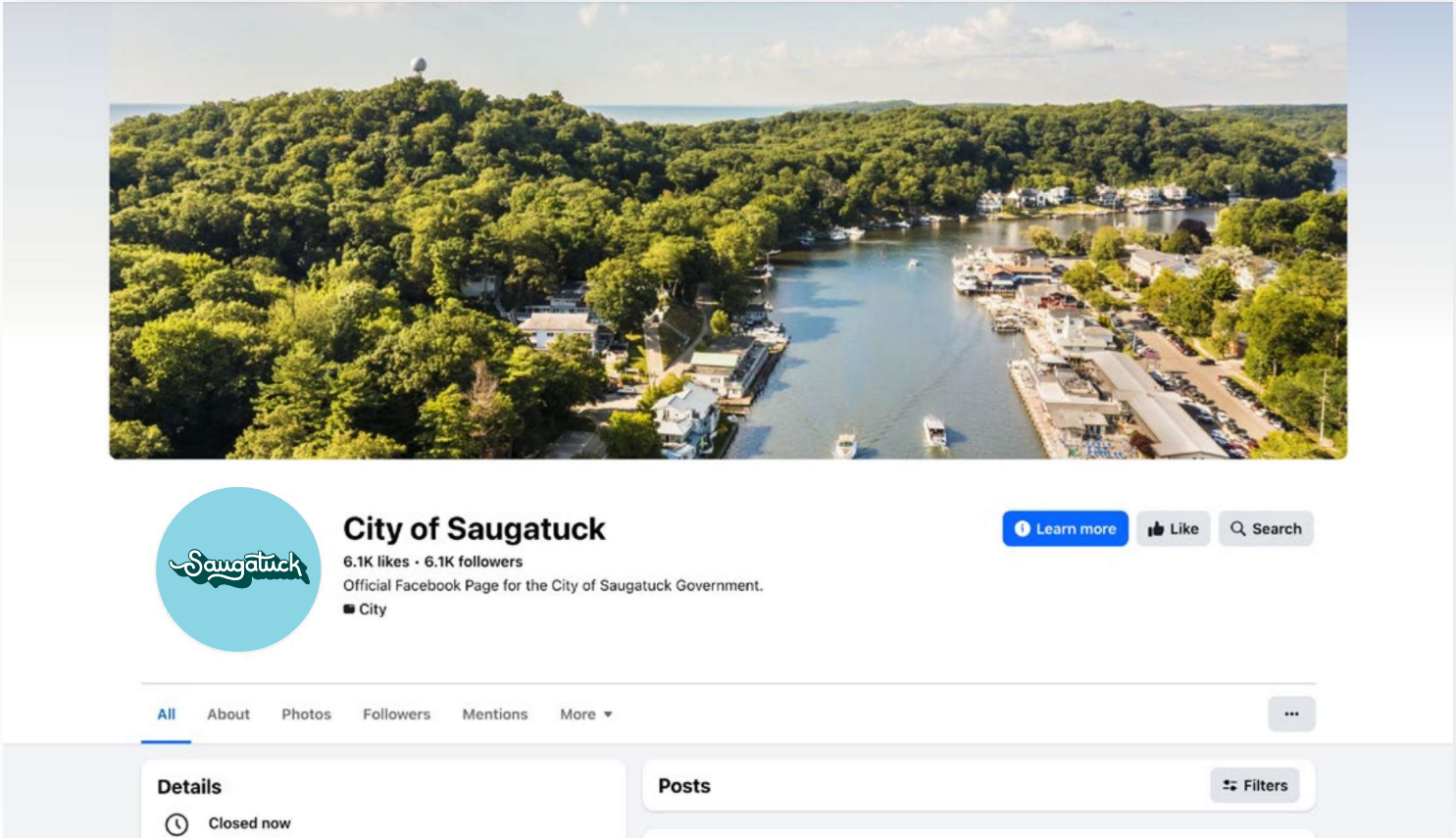
[Download PowerPoint Template](#)



Application

Social Profile

[Download Profile Image](#)



Application

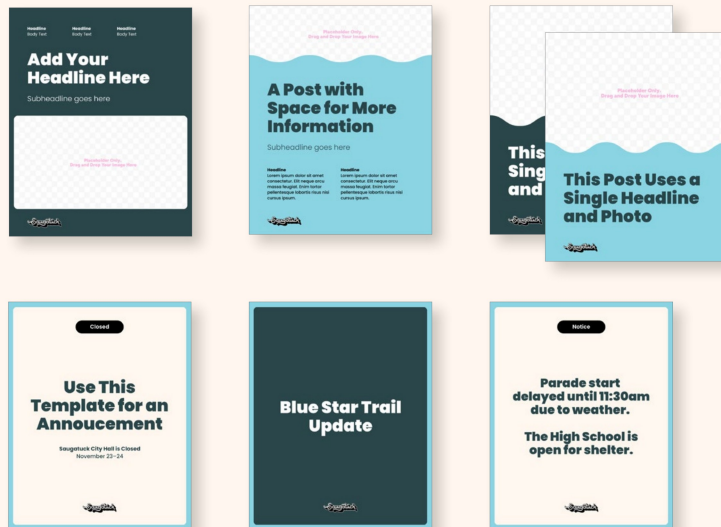
Social Templates

Social templates are available on Canva. A set of general post templates have been created using the brand blue and teal colors. Secondary colors are reserved to differentiate between departments. A set of these department templates are also available in Canva.

Note: Canva templates utilize a third, Canva-only brand font (Poppins).

[Link to Editable Templates in Canva](#)

General Social Posts



Department Social Posts

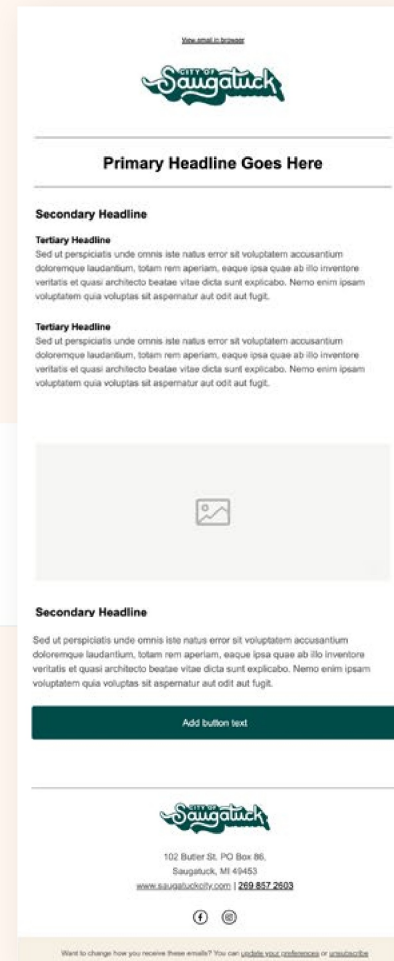


Application

Email Newsletter

Email template is available inside your Mailchimp account.

Go to Campaigns > Email Templates > New Branding Template to access.



Application

Department of Public Works: Truck & Signage Concepts



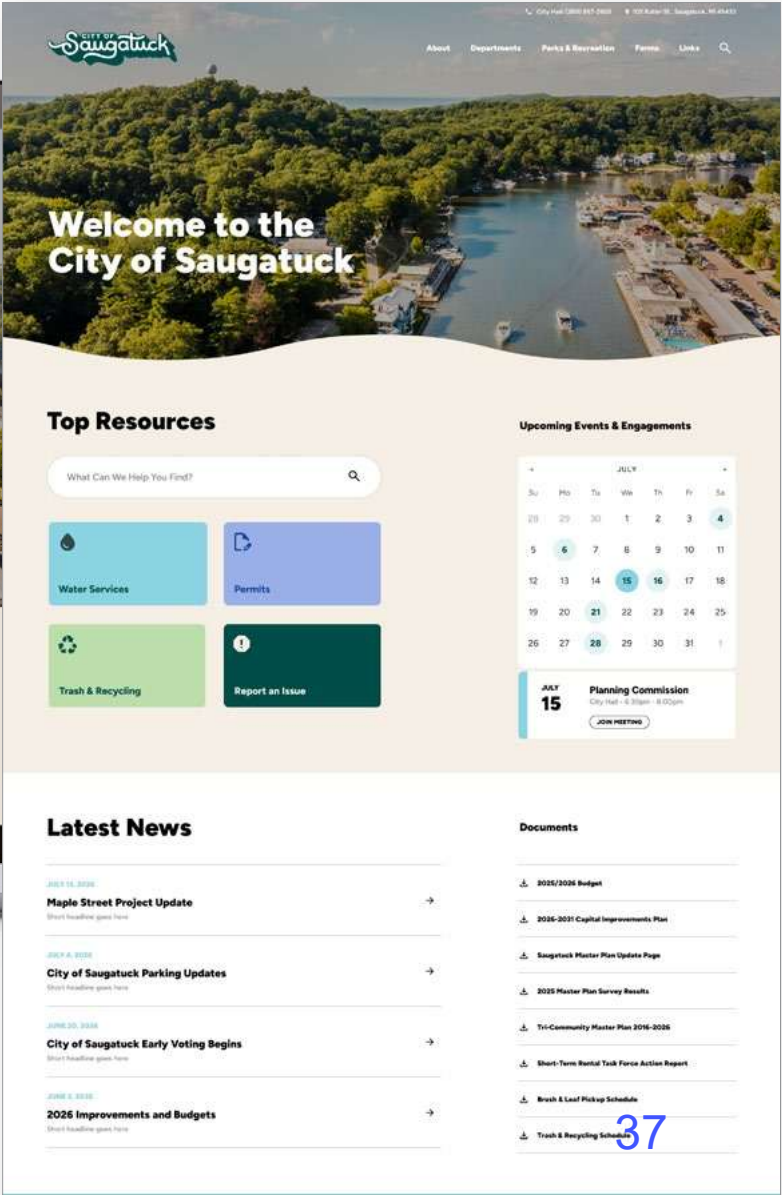
Application

Signage Concepts



Application

Website Concept





City of Saugatuck Brand Guidelines
Designed by Concept A Creative Studio
Released in September 2026