



Instant. Informative.
Messaging Redefined.

Brand Assets & Guidelines

Logo, icon, and wordmark in every variant you need — plus the colors, type, and a few simple rules. Use them to reference CityApp™ accurately in articles, presentations and online.

Logos

Download the official CityApp™ logos and icons are in PNG or SVG. Please note that CityApp™ is a registered trademark and it's logos, icons and wordmark must not be altered or modified in any way. If you have a specific use case not presented here please contact us.

Logo with Tagline - Landscape



Logo with Tagline - Portrait



Logo Wordmark



App Icon



Wordmark

CityApp® is written with a capital C and A as a complete word and must always include the ® Trademark symbol.

✓ CityApp®

✗ City App

✗ cityapp

✗ CityApp

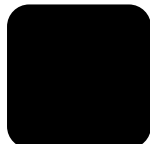
Colours

PRIMARY



#007A33
rgb(0, 121, 50)
Pantone 356 C

TEXT



#23282D
rgb(35, 40, 45)
Pantone Black

Fonts

Fonts used by CityApp are available free on Google Fonts.

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

A Few Simple Rules

Here are a few simple rules to our CityApp™ brand is displayed and used as intended.

- ✓ Keep clear space around the logo at least equal to the height of the letter "C" in CityApp™.
- ✓ Use the white or ink outline variants on photos and busy backgrounds.
- ✓ Keep the icon at 16px or larger so the glyph stays legible.
- ✓ Use the CityApp Logo with Tagline by default; the icon alone only where space is tight.
- ✗ Recolor the marks or add gradients, shadows, or strokes of your own.
- ✗ Stretch, rotate, skew, or distort any part of the logo.
- ✗ Rebuild the wordmark in another typeface or change the primary brand colour.
- ✗ Place the logo on low-contrast backgrounds.