

**City of Georgetown**  
**Most Beautiful Town Square in Texas**  
***Trademark Usage Guide***

The Most Beautiful Town Square in Texas marketing slogan and insignia were created in 2011 by the City of Georgetown, Texas to be used for tourism marketing and promotions. This *Trademark Usage Guide* provides background on the development of the marketing slogan and insignia, as well as guidance on the use of the Trademark in advertisements or on promotional items or apparel. A separate Licensing Agreement contract must be executed for non-City organizations or businesses interested in using the Most Beautiful Town Square in Texas insignia in advertisements or on promotional items or apparel.

**Historical Background**

Georgetown, Texas, founded in 1848, is a city of 47,400 (in 2010) north of Austin. From its early days, the Courthouse Square has been a community focal point for Georgetown. At the center of the town square is the Williamson County Courthouse, built in 1911 and completely restored and renovated in 2007. Many of the commercial buildings around the town square in Georgetown date to the nineteenth century and early twentieth century.

The Courthouse Square in Georgetown contains one of the best collections of Victorian-era nineteenth-century commercial buildings in Texas. Efforts to preserve and restore that architectural history date to the 1970s. Georgetown's Town Square Historic District, including the Courthouse Square and adjacent blocks, was established in 1975. The Georgetown Main Street program, started in 1983, has spurred renovation and investment on the town square. In addition to major renovations by building owners, the City has led a public-private partnership to install brick pavers, antique-style street

lamps, benches, pocket parks, and landscaping to enhance the pedestrian experience. Power lines were buried on the Square to improve the aesthetics of the visual landscape. The Historic and Architectural Review Commission, established in 2002, is a volunteer board that reviews exterior building façade changes and new commercial signs to maintain the historic character of the downtown district.

### **Development of the Idea: Most Beautiful Town Square in Texas**

In 2011, the City of Georgetown Economic Development Department commissioned the firm IF Marketing and Advertising to conduct a study titled *Market Study for Downtown District*. The study assessed Georgetown’s tourism assets and made recommendations for increasing visitors to Georgetown.

The study noted that “historic” Georgetown or Georgetown’s “historic Square” were frequently-used tourism phrases, yet the word “historic” also is used by many other cities. Virtually any city in the country has historic buildings or sites, so “historic” does not denote unique or specific attractions in Georgetown. The study recommended that the City “needs to develop a core attraction, support it, and commit to it as a way to expand its visitor base.”

In July 2011, a working group of community members used the findings of the *Market Study for Downtown District* as a starting point to discuss Georgetown’s tourism attractions and core identity. The town square, as the heart of the community and a stage for festivals, was a common thread among the discussions.

City staff took recommendations from the working group, as well as the *Market Study*, as the basis for further discussions on Georgetown’s core tourism assets and identity. Out of those discussions, and based on results of the community working group and the Market Study, the following ideas formed the basis for a new slogan or nickname for Georgetown:

- 1) The consensus that the town square—including its buildings, shops, attractions, and festivals—is at the core of Georgetown’s identity and is its main tourism attraction.
- 2) Visitors frequently comment that Georgetown’s town square is the prettiest they have ever seen.
- 3) In surveying other town squares in Texas and beyond, no other town square matched the beauty of the Victorian-era buildings on the Georgetown square.

With these premises as the foundation, the phrase “Most Beautiful Town Square in Texas” was created. Most Beautiful Town Square in Texas captures something unique about Georgetown—unlike “historic”—and is centered on the city’s chief attraction to visitors. The phrase also does not depend on any individual business, organization, or building to maintain its integrity, but represents the collective whole, including physical elements of the architecture as well as festivals and events held on the town square. Most Beautiful Town Square in Texas is a claim based on more than 160 years of Georgetown history and 30 years of renovation and preservation efforts by property owners, business owners, and community members, and city efforts.

Most Beautiful Town Square in Texas is a slogan or nickname that captures the core identity of Georgetown, and like memorable nicknames or slogans for other cities, it can serve as an anchor for new ventures. The phrase is both descriptive of present Georgetown and aspirational for future enhancements to the town square. For a similar example, Austin, as the Live Music Capital of the World, has cultivated that nickname by expanding the South by Southwest and Austin City Limits festivals, both of which have an international audience. Memphis, as the Birthplace of Rock n’ Roll, highlights Graceland and Sun Studio, successful tourist attractions in the city.

## Development of Most Beautiful Town Square in Texas Trademark

With the Most Beautiful Town Square in Texas slogan as a launching point, designer Nick Ramos created a Trademark design that incorporates the words in a graphic. The insignia uses architectural elements of the Williamson County Courthouse, the most recognizable building on the town square.

### Purpose for Trademark

The Most Beautiful Town Square in Texas slogan and Trademark were developed for tourism marketing purposes for the Georgetown Convention and Visitors Bureau and other City of Georgetown departments involved in tourism marketing. The Trademark may be used by non-City organizations and businesses in Georgetown with the execution of a Licensing Agreement (see below).



### Other City Slogans or Logos

The Most Beautiful Town Square in Texas slogan and insignia do not supplant other slogans or nicknames for Georgetown like the “Red Poppy Capital of Texas” or “Sincerely Yours.” Each of those slogans may still be used in appropriate contexts. For example, in promoting the annual Red Poppy Festival, the Georgetown Convention and Visitors Bureau will continue to promote Georgetown as the Red Poppy Capital of Texas.

In addition, the Most Beautiful Town Square in Texas slogan and insignia does not replace or supplant the script G as the logo for the City of Georgetown. The script G logo will continue to be used by most City departments and continues to be the logo for the City of Georgetown. (A separate Logo Usage Guide exists for use of the script G logo.)

### **Most Beautiful Town Square in Texas Trademark Versions**

The Trademark is available in black, white, red, and blue. In a given application, designers should choose the version that provides contrast with background colors and complements other colors in a given design.

### **Integrity of Trademark**

The Most Beautiful Town Square in Texas Trademark should not be altered, distorted, broken apart, re-colored, textured, or used with colored borders or other graphic effects. The Trademark is an integral whole to be used as an unaltered graphic file.

### **Space Border**

The Most Beautiful Town Square in Texas Trademark should be used with adequate space around its perimeter. This space border is approximately 25 percent of the size of the Trademark.



## **Minimum Size**

The following minimum width sizes should be used for the Most Beautiful Town Square in Texas Trademark:

Newspaper ads: 1-inch

Color glossy or matte stock ads or pamphlets: 1-inch

Websites: 1-inch

Products: varies, consult with City

## **Colors Values**

The following color values should be used when producing the Trademark in print pieces, products, or apparel items.

Use these Pantone colors for the red and blue values in the Trademark in color print ads or products.

Red: PMS 1807U

Blue: PMS 289U

Use these hexcodes if rendering the Trademark on a computer screen:

Red: \_\_\_

Blue:\_\_\_

Use these thread color numbers if creating an embroidered version of the Trademark for use on apparel items:

Red: \_\_\_

Blue: \_\_

## **File Types**

When using the Trademark in a print ad, or on a product or promotional item, use of a vector file such as an AI, EPS, or PDF is preferred since it will not become pixelated and will not get distorted when sizing. The Trademark is available in AI, EPS, and GIF file formats.

## **Distortion Prevention**

When making the Trademark larger or smaller, make sure to hold the shift key in order to retain the correct proportions. Failure to use the shift key when sizing the Trademark will distort its proportions, which should be avoided.

## **Prior Review of Design with Trademark Use Required**

Before any use of the Trademark, the user shall provide the City Public Communications Department with a proof, schematic design, or proposed design illustration or drawing showing the use of the Trademark in the proposed advertisements, products, promotional items, and promotional materials. The user shall not implement said use until written approval of proof, schematic design, or proposed design illustration or drawing showing the use of the Trademark is received from the City. Use of Trademark without prior review and approval by the City is grounds for termination of a License Agreement. The City contact for prior review is: Public Communications Department, [pio@georgetown.org](mailto:pio@georgetown.org), (512) 930-3652. Address: City of Georgetown, 113 E. Eighth Street, Georgetown, Texas, 78626.

## Examples of Correct Use of Trademark

The following are examples of the correct use of the Most Beautiful Town Square in Texas Trademark.



Coffee mug



Coffee mug



Shopping bag



Cloth bag





Fan



Polo shirt

### **Improper Use of Trademark**

The Most Beautiful Town Square in Texas Trademark should not be altered, distorted, broken apart, re-colored, textured, or used with colored borders or other graphic effects. The Trademark is an integral whole to be used as an unaltered graphic file.

### **Apparel and Product Uses**

The Most Beautiful Town Square in Texas Trademark may be used on shirts or other apparel or products. Embroidery thread colors for use on apparel are listed above.

### **Use of Trademark by Non-City Organizations**

The Most Beautiful Town Square in Texas Trademark may be used by non-City organizations or businesses for authorized uses. A Licensing Agreement must be

executed before any non-City organization or business can use the Trademark on websites or in advertisements, products, promotional items, and promotional materials.

### **Licensing Agreement**

No fee is required for the reproduction of the Most Beautiful Town Square in Texas Trademark in advertisements, products, promotional items, or promotional materials. However, a Licensing Agreement must be executed before any non-City organization or business can use the Trademark in an advertisements, products, promotional items, and promotional materials.

To inquire about a License Agreement, contact the City of Georgetown Public Communications Department at [pio@georgetown.org](mailto:pio@georgetown.org) or (512) 930-3652.

### **Inquires or Questions**

For inquires or questions about the use of the Most Beautiful Town Square in Texas Trademark, contact the City of Georgetown Public Communications Department at [pio@georgetown.org](mailto:pio@georgetown.org) or (512) 930-3652.