

CivicPlus Brand Style Guide

Brand Attributes.

How the elements of our brand come together.

Our attributes give us one voice, instills trust and exudes the energy we need to connect to our audiences. Designers, agencies or anyone that authorizes creative, needs to understand the essence of our identity and who we are.

Whether you're developing an email campaign, building a new product feature, or working on new ways for customers to discover and use our solutions, make sure whatever you're working on is an experience that is aligned with our pillars and ultimately helps customers and residents have positive civic experiences.

Human

This attribute differentiates us as a company, fosters trust and loyalty, and creates meaningful connections with customers based on authenticity, empathy, and a genuine concern for human well-being.

Sage

This attribute is a powerful differentiator, encompassing notions of wisdom, trust, quality, and support.

Unified

This attribute emphasizes consistency, clarity, collaboration, and effectiveness, all of which are essential for building a strong and resilient brand that resonates with customers and drives long-term success.

Approved Terminology

Our approved terminology refers to the specific language, vocabulary, and terminology that has been officially sanctioned for use in describing the CivicPlus products, services, values, and identity.

	Use	Do Not Use
We serve	Customers	Client
And their	Residents	Constituents or Citizens*
Use our full company and product names	<ul style="list-style-type: none"> • CivicPlus • Codification • Municipal Websites • Agenda and Meeting Management 	<ul style="list-style-type: none"> • CP • CP Platform • CPP • CivicEngage • V5 • Aurora • CivicClerk
Spell our product names correctly in all uses	<ul style="list-style-type: none"> • CivicPlus • CivicEngage • Alert Center • Notify Me* • News Flash 	<ul style="list-style-type: none"> • Civic Plus • Civic Engage • AlertCenter • Notify Me • NewsFlash
Capitalize module names	Alert Center	alert center
Write URLs in lowercase with no authority or scheme	civicplus.com	https://www.CivicPlus.com
In formal customer correspondence such as emails, documents, and chats	Use business professional writing	<ul style="list-style-type: none"> • Emojis • Exclamation Points • Colloquialisms • Idioms
Language	Use inclusive language that is sensitive to all genders, ethnicities, religions, and peoples	Do not use words and phrases with racist connotations like: Blacklist and whitelist, Powwow

Note:

*In customer-specific communications, defer to how a customer refers to those they serve (citizens vs. constituents vs. residents)

Time Zones

All U.S. based CivicPlus digital events (e.g.; webinars, digital panels, internal meetings) are to be promoted in the Central Time zone with Pacific, Mountain, and Eastern time zones noted in a parenthetical citation ordered from west coast to east.

Example:

Webinar: The Clerk's Role in Digital Transformation

Thursday, July 27, 2023, at 1 p.m. CT

Brand Voice Tone

Brand voice tone refers to the consistent style, manner, and personality expressed through the CivicPlus brand communication.

Our Personality

CivicPlus external communications should reflect our culture and leadership position in the industry.

We are:

- Knowledgeable, a leader in government technology
- Passionate about community, local government, and citizen engagement
- Warm, inviting, and friendly
- A partner
- Professional

Our Style

Style

Our marketing communications leverage Associated Press (AP) Style.

- [Refer to the Associated Press Stylebook for specific writing conventions.](#)

Dates and Times

- Dates should always be listed using Arabic figures without the st, nd, rd, or th (example: "Join us on April 1, 2024" not "Join us on April 1st, 2024")
- Always list times in all four continental U.S. time zones from (left to right) Pacific to Eastern.
- Display the day part as a.m. and p.m., not AM PM or am pm or A.M. P.M.
- Do not add 00 for times reflected on the hour (e.g, 1 p.m. not 1:00 p.m.)
- Always list the 12 p.m. hour as Noon, not 12 p.m. or 12:00 p.m. or noon
- If the event spans multiple days, list as Month Day - Day (e.g., March 8 - 11. Do not use th or st (e.g, 8th - 11th). Use a hyphen with spaces on both sides to separate the dates (e.g., 8 - 11 not 8-11 or 8- 11 or 8 -11 or 8 — 11)

Our Tone

Our customers are educated professionals. In all external communications, write professionally with writing that reflects a Flesh-Kincaid Readability score of 50.0 – 70.0 (an eighth to twelfth-grade reading level).

All external communications should be:

- Succinct but not abrupt
- Confident but not arrogant
- Comprehensive but not complicated
- Friendly but not casual or informal

Corporate Communication

The practices and processes of conveying information, messages, and content in alignment with the established brand identity and guidelines of CivicPlus.

Our Name

CivicPlus is always spelled as one word with a large C and P. Do not refer to our company as CP in external communications. Respect the integrity, history, and success of our brand by using our full, formal name.

Our Mission

To make government work better.

Our Vision

Building trust with government by providing consistently positive digital experiences.

Our Tagline

Powering and Empowering Government

Boilerplate

CivicPlus® is a trusted technology company dedicated to empowering government staff and powering exceptional digital experiences for residents. With a comprehensive suite of solutions that combine to form THE Modern Civic Experience Platform, we strive to create one-stop, frictionless, interactions that delight residents and help staff collaborate and work efficiently. As a result, government administrations that choose CivicPlus realize greater trust and satisfaction among their community members.

Backed by over 25 years of experience and leveraging the insights of more than 850 team members, our solutions are chosen by over 10,000 global entities and are used daily by over 340 million people in the U.S. and Canada alone. For more information, please visit civicplus.com.

Elevator Pitch

Community members trust that their government will promptly deliver the services they need and operate in their best interest.

CivicPlus is the only government technology company focused exclusively on building trust in government by fostering consistently positive digital experiences for residents and staff.

As a result, the thousands of governments partnering with CivicPlus streamline operations, save money, and create positive civic experiences that build resident trust and appreciation.

Trademarks

In external marketing and corporate communications, use a superscript trademark symbol on the following trademarked terms on the first use in text per piece:

1. CivicPlus®
2. Notify Me®

For external marketing emails, include a trademark on the terms above when used in the subject line, preview text, and body of the email.

Category Marketing

Approach

Strategy

Implement the migration to category branding using a two-phase approach (three-phase if recently acquired).

In-Transition

- Recently acquired
- Product retains existing branding
- Logo is adapted to include "Powered by CivicPlus" tag

Phase 1

- Create and adopt a single corporate color pallet to be used for solutions.
- Determine each solution's ideal category name.
- Begin representing both the previous Civic-product name and category name in marketing communications.

Phase 2*

When quantitative and qualitative data affirm that we have achieved market awareness for our solutions categorically and the former civic names hold no equity, drop the old Civic name from all communications.

*Phase II timing considerations to be made at the solution level to accommodate various levels of product brand equity, accommodate our most recent acquisitions, and align with product strategy roadmap needs.

Retired Naming

In 2021, after the Municode acquisition, the CivicPlus Marketing Department completed a quantitative and qualitative brand equity study. The research aimed to determine how to integrate the Municode brand into our brand architecture.

The research revealed that most customers and prospects were:

Unfamiliar with the types of software we offered

Could not recall our products accurately by brand name—even those they used daily

Finding our product pages on our website after searching not for our solutions by brand name but by the type of software we offer (e.g., mass notification software rather than CivicReady)

In addition, a Brand Impact Gap™ Analysis conducted by Insight Partners revealed that our CivicPlus brand was failing to meet the standards to which they hold their portfolio customers in brand equity and awareness. Insight Partners has issued a directive to CivicPlus to elevate our brand awareness in the public sector.

In tandem with the Marketing team's brand equity research, the CivicPlus Executive Leadership Team approved an initiative to shift our product branding and marketing strategy from a product brand strategy in which all products are marketed under unique brand names to a category brand strategy in which CivicPlus markets the CivicPlus brand and the types of software it offers using industry-standard category language (e.g., municipal websites instead of CivicEngage).

Goals

Elevate awareness of the CivicPlus brand in the public sector as the leading provider of integrated technology solutions

Market, sell, and serve customers using a product marketing strategy predicated on software category terminology that resonates with our audience

Optimize marketing spending and cross-sell capabilities with unified branding that underscores our integrated solution suite value proposition

Stop competing against ourselves for share-of-voice with a single branding identity

Create a brand system within which all employees, regardless of role or product focus, can leverage to represent consistently a single corporate brand identity.

Alternate Naming

Former Product Name	Solution Category Name	Short Alternative
Do Not Use	Approved for Use	Approved for Use
CivicClerk	Agenda and Meeting Management Select	Select
Municode Meetings	Agenda and Meeting Management Essential	Essential
Municode	Municode Codification	Codification
MunicodeNEXT	Online Code Hosting	Online Code
CivicEngage Open	Municipal Websites Open	Open
CivicEngage Central	Municipal Websites Central	Central
CivicEngage Evolve	Municipal Websites Evolve	Evolve
CivicOptimize	Process Automation and Digital Services	Automation
CivicReady	Mass Notification	Notification
SeeClickFix	SeeClickFix 311 CRM	CRM
Civicgov	Community Development	Development
Code Enforcement, Permitting, and Licensing	Community Development	Development
CivicRec	Recreation Management	Rec or Rec Management
Archive Social	Social Media Archiving	Archiving
N/A	Web Accessibility	Accessibility
NextRequest	TBD	TBD

Acceptable Use:

- Do not use in writing or verbal communications former product names except in the context of explaining our brand updates (e.g., “Our CivicReady solution is now branded CivicPlus Mass Notification software)
- Always use the full category name in written and verbal communications on first use
- If you feel like you must shorten a category name, only use the marketing-approved short alternates here
- Do not abbreviate the category names using acronyms (e.g., Do not refer to our Agenda and Meeting Management software as AMM; our goal is to reinforce the type of software we offer by communicating our software categories by name)

Mascots

Why Our Brand is More than Any Character

Brand Authenticity

The Power of Brand Authenticity

At CivicPlus®, we strive to uphold a strong and consistent brand image that resonates with our government audience, reflects our core values, and embodies our brand tone and identity.

As part of our commitment to authenticity and clarity, we have consciously chosen not to adopt a mascot or retain the names, iconography, or likenesses of past mascots from CivicPlus or any previously acquired entities for use in internal and external communications. This decision includes Patti, the dog; Cody, the turtle; and Lumi, the octopus.

While those characters served a purpose at a point in time in CivicPlus, Munciode, and Optimere’s history, today, we are united under a singular mission: to make government work better. It is a serious mission that no real or imaginary animal can fully embody.

Mascot-Free Brand

Why We Have Chosen a Mascot-Free Brand

While we have fun at work and in our interactions with each other and our customers, we have chosen not to embrace a character to embody our core values, culture, or mission for several reasons:

Cultivating Brand Consistency

We prioritize brand consistency across all communication channels by foregoing the use of mascots and past mascot-related elements. Consistency is crucial for building brand recognition and fostering trust among our stakeholders. A mascot-free approach ensures that our messaging remains focused on our government customers, enabling our audience to associate our brand with the essence of who we are: a technology partner whose solutions foster resident trust and satisfaction rather than being distracted by external characters.

Emphasizing Clarity and Professionalism

A mascot can inadvertently dilute the seriousness and professionalism that underpins our brand. While mascots can be engaging and entertaining when used internally and externally, they can convey a sense of informality or playfulness that does not align with the image we aim to project. Adopting a mascot-free approach reinforces our commitment to clarity and professionalism and treats our work with the respect it deserves, even while we have fun doing it.

Fostering a Modern and Timeless Identity

CivicPlus has seen tremendous growth and change over the past 25 years and will likely continue to evolve as we move forward. For this reason, we aim now to securely establish a brand that can be adaptable without the risk of losing its essence. By their nature, mascots can be tied to specific time periods or trends, potentially limiting their longevity. Our mascot-free approach allows us to project a modern and timeless identity that can evolve with our brand's growth and adapt to changing market demands. It ensures that our visual and verbal communications remain relevant and resonate with our audience for years.

Encouraging Individuality and Diversity

In a mascot-free environment, we emphasize the individuality and diversity of our employees. By not relying on mascots or past mascot-related elements, we empower our staff to be the face and voice of our brand. This approach allows our employees to shine as the ambassadors of our values, expertise, and unique personalities, strengthening the human connection with our prospects and customers and fostering genuine partnerships.

How You Can Express Being CP Proud

Please help us present a consistent brand identity internally and externally by using marketing-approved brand imagery, logos, and iconography. Please do not create or use existing slide presentations, apparel, Slack icons, avatars, favicons, trade show promotional items or other digital or printed graphics that leverage Patti, Cody, or Lumi.

And if you see the real Patti, the dog, give her a scratch behind the ears and thank her for the work she did several years ago as an incredible office perk for employees in the Manhattan office. We hope she is enjoying her retirement.

Solution Communications (excerpts)

Agenda and Meeting Management

Naming

In many marketing and introductory sales conversations, this software category term is sufficient to describe CivicPlus' offering. However, if you need to explain the differences between our two systems, use the names Essential and Select accordingly.

Refer to the solution as:	Or:
Agenda and Meeting Management	CivicPlus Agenda and Meeting Management
Agenda and Meeting Management software	Agenda and Meeting Management solution
Agenda and Meeting Management software set	Agenda and Meeting Management solution suite
CivicPlus Agenda and Meeting Management software	CivicPlus Agenda and Meeting Management solution
CivicPlus Agenda and Meeting Management software set	CivicPlus Agenda and Meeting Management solution suite
The CivicPlus Agenda and Meeting Management software	The CivicPlus Agenda and Meeting Management solution
The CivicPlus Agenda and Meeting Management software set	The CivicPlus Agenda and Meeting Management solution suite
Our Agenda and Meeting Management software	Our Agenda and Meeting Management solution
Our Agenda and Meeting Management software set	Our Agenda and Meeting Management solution suite

Versions

CivicPlus has two software options within our Agenda and Meeting Management solution suite:

Solution Type	Solution Name	Formerly
The name used to describe our Agenda and Meeting Management solutions.	Agenda and Meeting Management	CivicClerk
Everything a clerk would need in an Agenda and Meeting Management software at a base price.	Agenda and Meeting Management Essential	Municode Meetings
Additional functionality optimized for small to medium-sized communities.	Agenda and Meeting Management Select	CivicClerk

CivicPlus Agenda and Meeting Management Essential

Solution Name:	Shortened Alternative:
Agenda and Meeting Management Essential	Essential

Refer to the solution as:	Or:
Essential Agenda and Meeting Management solution	Essential Agenda and Meeting Management software
Our Essential Agenda and Meeting Management solution	Our Essential Agenda and Meeting Management software
The CivicPlus Essential Agenda and Meeting Management solution	The CivicPlus Essential Agenda and Meeting Management software
Our Essential software	Our Essential option
Agenda and Meeting Management Essential software	Agenda and Meeting Management Essential solution

CivicPlus Agenda and Meeting Management Select

Solution Name:	Shortened Alternative:
Agenda and Meeting Management Select	Select

Refer to the solution as:	Or:
Select Agenda and Meeting Management solution	Select Agenda and Meeting Management software
Our Select Agenda and Meeting Management solution	Our Select Agenda and Meeting Management software
The CivicPlus Select Agenda and Meeting Management solution	The CivicPlus Select Agenda and Meeting Management software
Our Select option	Our Select software
Agenda and Meeting Management Select software	Agenda and Meeting Management Select solution

Usage

Agenda and Meeting Management

Always capitalize Essential. Never pluralize it (Essentials). When used with CivicPlus, add a registered mark to CivicPlus on first use.

Agenda and Meeting Management Essential

Always capitalize Essential. Never pluralize it (Essentials). When used with CivicPlus, add a registered mark to CivicPlus on first use.

Do not use:

- Municode Meetings

When conducting a software demonstration until the software's UI/UX is updated to remove the Municode Meetings logo, explain that CivicPlus' Essential Agenda and Meeting Management system is formerly known as Municode Meetings because CivicPlus acquired Municode in 2021. Explain that we are currently planning a UI update that will eventually replace the Municode Meetings logo displayed in the software with CivicPlus branding.

Until category names are added to NetSuite and Salesforce, when answering questions about invoices or sales proposals, address any product name questions by explaining that CivicPlus'

Essential Agenda and meeting Management software is formerly known as Municode Meetings because CivicClerk acquired Municode in 2021, and we are currently updating our systems to replace Municode Meetings with Essential Agenda and Meeting Management in our systems.

Agenda and Meeting Management Select

Always capitalize Select. When used with CivicPlus, add a registered mark to CivicPlus on first use.

Do not use:

- CivicClerk

When conducting a software demonstration, until the software's UI/UX is updated to remove the CivicClerk logo, explain that CivicPlus' Select Agenda and Meeting Management system is formerly known as CivicClerk and that we are currently planning a UI update that will eventually replace the CivicClerk logo currently displayed in the software with CivicPlus branding.

Until category names are added to NetSuite and Salesforce, when answering questions about invoices or sales proposals, address any product name questions by explaining that CivicPlus' Select Agenda and meeting Management software is formerly known as CivicClerk, and we are currently updating our systems to replace CivicClerk with Select Agenda and Meeting Management in our systems.

Example Language

"CivicPlus' Civic Experience Platform includes two Agenda and Meeting Management solutions scalable to fit every budget."

"For the do-it-all clerk, our Essential Agenda and Meeting Management solution offers a Microsoft Word-based agenda creation functionality and meaningful integrations. Our Select option offers enhanced functionality for clerks who need a more robust solution with more integrations, including Zoom and our CivicPlus Media solution."

"Both our Select and Essential Agenda and Meeting Management systems integrate with our Online Code Hosting solution, making it easy and convenient to keep the public informed about code updates."

Community Development

We offer a scalable solution for all community development needs government has.

Naming

CivicPlus Community Development

Solution Name:	Shortened Alternative:
Community Development	Development

Refer to the solution as:	Or:
CivicPlus' Community Development system	The CivicPlus Community Development system
CivicPlus' Community Development software	The CivicPlus Community Development software
CivicPlus' Community Development solution	The CivicPlus Community Development solution
Our Community Development system	Our Community Development solution
Our Community Development software	

Usage

Always Capitalize Community Development when discussing our software. When used with CivicPlus, add a registered mark to CivicPlus on first use.

Do not use:

- Civicgov
- Code Enforcement, Permitting, and Licensing

When conducting a software demonstration until the software's UI/UX is updated to remove the Civicgov logo, explain that CivicPlus' acquired Wagsys in 2021, including its Civicgov software. CivicPlus has rebranded the software as our Community Development system. We are planning a UI update that will eventually replace the Civicgov logo currently displayed in the software with CivicPlus branding.

Until category names are added to NetSuite and Salesforce, when answering questions about invoices or sales proposals, address any product name questions by explaining that CivicPlus'

acquired Wagsys in 2021, including its Civicgov software. CivicPlus has rebranded the software as our Community Development system. We are currently updating our systems to replace Civicgov with Community Development in our systems.

Example Language

“CivicPlus offers a Community Development solution designed by former government leaders for government leaders.”

“Our Community Development solution also offers integrated fire and life safety inspection functionality.”

“Our integrated technology solution suite includes Community Development software.”

Restrictions on Product Names and Logos

Marketing is responsible for the final name, logo, and color for all new products and services. Please note the following brand architecture conventions:

As of 2021, CivicPlus is phasing our former Civic-branded product names (e.g., CivicEngage) and began marketing our solution using a category marketing approach. All staff should only use the new category solution names in all internal and external correspondence and should no longer use any of the former civic names in our communications.

More information is available here: [Product and Solution Communications | Category Marketing](#)

We do not use “CP” with any product or solution names (e.g., CP Pay, CP Media, CP Connect)

When launching a new product, please contact marketing for branding support.

Internal Brand Elements

Core Values

Our core values are the fundamental beliefs and principles that guide the behavior, decisions, and actions of CivicPlus and its employees. These values encapsulate our vision, mission, and goals.

Badges

Core Value Badges

The graphics below can be downloaded for use in internal communications.

