

Graphic Standards

Scope: CITYWIDE

Policy Contact

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Table of Contents

- 1- Policy
- 2- Graphic Standards Manual

Regulatory References

Not applicable

GRAPHICS STANDARDS

I. GENERAL

The City of Sacramento has established Graphics Standards to maintain consistency in City materials generated for external use and to create dynamic, professional and recognizable brand.

This policy applies to all City employees and all materials that are available to the public are expected to comply with the City Graphics Standards.

2. RESPONSIBILITY

The City's Media and Communication Manager is responsible for monitoring the use of City graphics and working with departments to ensure adherence to City Graphics Standards.

City Staff is responsible for making every effort to adhere to City Graphics Standards, and to contact the Media and Communication Manager if guidance is needed.

3. ENFORCEMENT

The City's Media and Communication Manager will provide counseling to ensure the City's graphic standards are met.

City of
SACRAMENTO

GRAPHIC STANDARDS MANUAL

March, 2013



"Urbs Indomita"

INTRODUCTION

Historically, City departments have inconsistently used the City Seal and a collection of non-uniform department and division logos on internal and external materials to identify the City, a particular department and/or division. The variety of designs and usage dilutes the City's ability to brand itself with the citizens and visitors first and foremost as "The City of Sacramento."



PURPOSE *of* GRAPHIC STANDARDS

To establish and maintain consistency in City materials generated for external use, a set of Graphic Standards has been created. These standards will not only provide consistency but also establish a sense of unity city-wide. Adhering to the guidelines herein is critical in creating consistent, dynamic, professional and recognizable brand.

The "signature" or word treatment has been designed to identify the City of Sacramento to external audiences. The word treatment is intended to establish a recognizable brand for the City of Sacramento.



USAGE SUMMARY

If you have not received a copy of the Graphic Standards, digital copies of all materials are available on the homepage of the City's intranet.

City Seal

While seals are often times useful in portraying importance and an official nature of a document, they don't always maintain a sense of mood or feeling. Further, seals tend to not reduce in size very well, leaving viewers of a document with little semblance of brand recognition. However, the Graphic Standards do not render the seal obsolete.



Signature/Word Treatment

The City of Sacramento signature/word treatment should be used on all other printed and electronic materials, especially those used externally for the purpose of identifying the City, for educational and promotional purposes.

The font, color, and proportions of this signature may not be altered. Consistency in look and feel is paramount to building recognition and clarity.

When using the signature/word treatment, always utilize reproduction artwork supplied by the City's Media and Communications Office.

The signature/word treatment may also be used in conjunction with the current City seal where applicable as in a formal or legal document as described above.



LOGO ELEMENTS

The elements of the signature include two aspects, font and color, that represent values, resources and history of the City. Please note, these standards do not dictate font use for all standard documents. Most normal Word or Publisher documents can still be produced using your usual fonts.

Font

Garamond is a classic, clean, and fluid typeface. It offers elegance, while not appearing stuffy. It is widely considered the most legible serif typeface, and it is also one of the most eco-conscious fonts in terms of ink usage. It has characteristics similar to the Times typeface, though with much more flexibility.

While Gill Sans dates back to the 1920's, it has found myriad uses in modern design. A sans-serif typeface, it is clean, well-proportioned and highly legible. The look and feel offers an inviting presence, while at the same time remaining professional.

Both type-faces, used with appropriate size, are accessible. Please consult the City's ADA Coordinator, Neal Albritton at NAalbritton@cityofsacramento.org for further questions on ADA Accessibility relative to font choice, as well as color. Either of the above fonts may be purchased for departmental use at www.MyFonts.com. Make sure to purchase exact style listed below:

Gill Sans Pro Light – Desktop use, OpenType OTF
Garamond Premier Pro Display Light Italic – Desktop use, OpenType OTF

The logo for the City of Sacramento, featuring the words "City of" in a blue, elegant, cursive script font.The word "SACRAMENTO" in a blue, all-caps, sans-serif font.

Color

Three colors were chosen as the City's primary swatch.

A deep cobalt blue represents Sacramento's values.

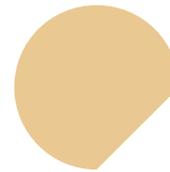
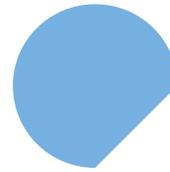
- Safety, respect, pride and strength.

The lighter, slate blue represents the City's natural resources and climate.

- Sacramento and American rivers, plentiful blue skies, upbeat and friendly attitude.

Finally, a feathered gold signifies the area's historical significance and future.

- Gold rush history, prosperous future and abundant opportunities.



The following defines color specifications that can be used for reproducing the signature/word treatment.

-Cobalt blue: 2758 C

-Slate blue: 284 C

-Feather gold: 7509 C

For a more exact color match, the following CMYK or RGB values can be used:

-Cobalt blue: C94 M83 Y34 K22

-Slate blue: C51 M18 Y0 K0

-Feather gold: C8 M20 Y47 K0

-Cobalt blue: R42 G59 B102

-Slate blue: R118 G175 B223

-Feather gold: R233 G199 B145

CONFIGURATIONS

Department/Division Logos

Most City departments and divisions currently have logos and/or brands used on promotional material, event equipment, business cards, letterhead, and more. Such equipment, material, and supplies should be used before being replaced by the Graphic Standards. Program specific brands and logos should be coordinated with the Office of Media and Communications so that there is consistency in look and feel.

The individual elements of the City word treatment may not be altered in ways unless expressed in this document.

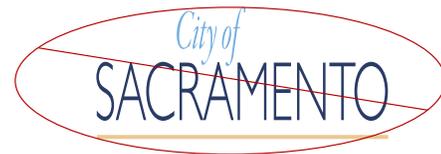
Do NOT rearrange the spacing or elements of the treatment.

Do NOT change the proportions of the elements.

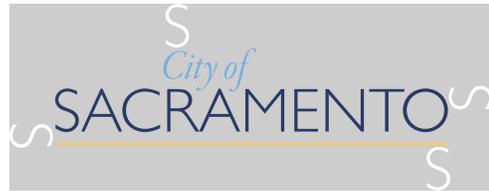
Do NOT change the aspect ratio of the logo.

Do NOT change the colors of the logo.
(Black and white versions are acceptable)

In order to ensure a clean presentation is maintained, a minimum amount of spacing must be provided, from the outside dimensions of the logo, to any other graphic elements, edges of pages, folds, etc.



This measure should be a minimum of the height of the letter “S” from the Sacramento in the logo.



To maintain clarity, the minimum size of the signature/word treatment should be reduced to no smaller than one inch in printed or screen width.



DOCUMENT FORMATS

Your department may already have some document materials that are set up in specific formats, such as business cards or letterhead. Use what you have until your physical stock of these documents runs out. These standards provide templates for you to use when you need to create new versions of these documents.

- Business cards- A template will be set up with a city-wide print vendor, so that new requests may be sent and modified automatically, per individual business card needs. Departments will work individually on these requests. An available print ready template will also be available for departments that wish to use their own vendor.
- Letterhead- A city-wide letterhead template will be distributed.



PHOTOGRAPHY *and* ART

The City is rich with visual opportunities. It is necessary, though, to maintain a set of standards for color or black and white photographs. Photographs should be composed and convey a welcoming and friendly atmosphere. Having professional and clean images that match these moods are invaluable in portraying Sacramento's setting.

Full color or grayscale photographs that are printed or on-screen should be displayed at their appropriate resolutions. Printed photographs should be maintained at 300 dpi, or more, while on-screen material at 72 dpi, or more. If enlarging photos, do not enlarge beyond what the image can handle to avoid pixelation or muddy looking images.

A photographic stock library will be available for use from the Office of Media & Communication, email celiason@cityofsacramento.org.

Using these guidelines for photographs will help ensure that the City's image is clean and professional.



CHECKLIST

Before finalizing your documents, make sure that:

- the City signature and seal are used properly
- graphic elements are the correct colors and orientation
- photos are high quality: in focus, clean, clear and not pixelated
- the correct fonts are used, if applicable

QUESTIONS *or* CONCERNS?

If you have further questions, please contact the Media and Communications Manager, Amy Williams at

awilliams@cityofsacramento.org,

or the Creative Outreach Specialist, Carlos Eliason at

celiason@cityofsacramento.org.

FURTHER ITERATIONS

Future phases for these graphic standards are currently in the works. These phases will include details on uniforms, vehicle decals, and updates of the City seal.