Graphic Standards Manual
& Style Guide

THE CITY OF DURHAM

The City of Durham
Graphic Standards Manual & Style Guide

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Introduction: *The City of Durham Organizational Identity Program*

THE CITY OF DURHAM

The City of Durham consists of many departments whose goals are to improve the quality of life in our community by delivering cost-effective, highly responsive services with integrity and friendliness. While delivery of these services is primary, equally important is how the City communicates the types of services that it provides to both its internal and external customers. To achieve this goal, the City has adopted an updated organizational identity program that results in a unified and cohesive image. This identity must be used when creating materials for the City of Durham.

The City of Durham Organizational Identity

In 1991, the City of Durham adopted a logo to represent City government. This logo is used citywide to reflect the organizational identity of the City. Graphic standards have been established for usage of the logo to serve as a guide to departments and offices and are outlined in this manual.

ABOUT THE CITY'S LOGO

The City of Durham flag unites our rich history with what promises to be a dynamic and prosperous future. The flag, designed by artist Al Nichols, represents a simple, bold and beautiful emblem of which citizens can be proud. The flag colors represent the following:

Royal Blue: Courage
Red: Action and Progress
Gold: High Quality In All Growth
White: High Ideals

The seven stars on the flag represent a group of stars called the Pleiades or the "Seven Stars" found in the constellation Taurus. The stars reflect the "new spirit" of Durham in seven areas: the arts, commerce and industry, education, medicine, human relations, sports and recreation and the preservation of our rich heritage.

THE CITY OF DURHAM SEAL

The seal was adopted by Durham City Council on April 29, 1930, and was used for years in conjunction with the logo. Today, the seal should only be used on legal documents.

WHO SHOULD USE THIS STYLE MANUAL

This style manual was prepared for administrators, public affairs specialists, clerical staff and employees who create materials using the City's identity. To protect the City's organizational identity and ensure proper use of the logo, this manual should also be supplied to the appropriate external resources and/or vendors.

FOR MORE INFORMATION

If you have questions on the City's organizational identity program, please do not hesitate to contact the City's Office of Public Affairs at (919) 560-4123 or publicaffairs@durhamnc.gov.

Our Organizational Identity

The City of Durham's organizational identity is reflective of everything we do. This includes the City's attitude, actions and style as well as City services and buildings occupied by employees. Therefore, the standards and identity guidelines are meant to supplement and bolster the status of the logo through consistency of such elements as:

- Institutional color and typeface
- Forms and printed materials
- Advertising and promotional materials
- Signage and vehicles

Elements of the Logo

1

2

DURHAM

1 8 6 9
CITY OF MEDICINE

ELEMENTS OF THE LOGO

The City of Durham logo consists of two elements:

1 The graphic element of the flag.
2 The identifying logo-type (fonts) above and below the flag.

The specific letter spacing, proportions and spatial relationships establish the appropriate character of the logo. *None of the elements may be changed*. (Please refer to the following page for exact placement and measurement guidelines.)

SECONDARY LOGOS

The development or use of secondary identities dilutes the strength of the City's overall image and is strongly discouraged. Within the framework of the City's identity, however, some instances allow for a secondary logo. Exceptions are made for the departments listed below because of the nature of their services and because the need for a public identity was pre-existing prior to this identity program.

Durham Police Department   Durham Fire Department   Durham Parks & Recreation Department   Durham Area Transit Authority   Durham One Call   City/County Departments

When combining the elements of the identity, always follow the specific spatial relationships outlined on the following page. These guidelines have been set to ensure consistency throughout the organizational identity program.

Use of City Logo by External Organizations

Use of the City logo by external organizations without permission is prohibited. Since the use of the City's logo implies endorsement, the City logo can only be used when the City is supporting, sponsoring, partnering, funding or endorsing an external organization's program or event. When the City's logo is used by an external organization, that organization must provide a proof for review and approval by the Office of Public Affairs to ensure the guidelines of this manual are met. Questions regarding this policy should be directed to the Office of Public Affairs at (919) 560-4123 or publicaffairs@durhamnc.gov.

Official Placement of the Identity

PROPER PLACEMENT

The relationship of typography and secondary logos to the Durham City Flag should be strictly followed. The City logo should always be placed in an area void of other elements. The area of non-encroachment should always be placed in an area void of other elements. The area of non-encroachment is 1/3 the width of the logo. For example, if the logo is 3⁄4 inches in width, the area of non-encroachment is 1⁄4 inch. This space includes the entire circumference of the logo, which includes both sides of the logo as well as the top and bottom.

Width of Logo = 0.75 inches

Area of Encroachment = 0.25 inches
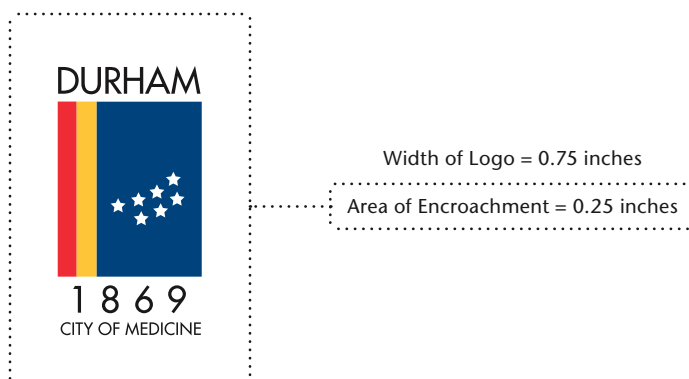
The only exception to this unit of measurement is the use of a ruled box around the logo. The frame may be as close at 1/6 the width of the logo. If the logo is 3⁄4 inches in width, a frame around the logo will measure 1/8 inch in any direction from the logo.

The middle example illustrates the use of the logo with an address block. The block of type does not protrude into the area of non-encroachment. In addition, the bottom of the flag lines up with the top of the type, also referred to as the letter's Cap Height.

The bottom example illustrates how to use the City logo with secondary logos. The size of the secondary logo may be equal to or smaller than the City logo, but never greater than. Please refer to the letterhead diagrams included in this manual for the actual placement.

Use of Logo with a Frame:
A frame around the logo may be as close at 1/6 the width of the flag.

DURHAM
1 8 6 9
CITY OF MEDICINE

Use of Logo with an Address:
The address block must be placed outside of the area of non-encroachment (1/3 the width of the logo).

DURHAM
1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
101 CITY HALL PLAZA
DURHAM, NC 27701

www.durhamnc.gov

Use of Logo with an Secondary Logo

DURHAM
1 8 6 9
CITY OF MEDICINE

OneCall
560-1200

Incorrect Use of the Identity

Careful consideration was given to provide appropriate emphasis to each element of the identity. Therefore, the identity must always be reproduced following the guidelines illustrated in this manual. Please do not alter the font, color or proportional size of the City logo. The following variations of the official identity should be avoided.

DO NOT reverse type out of a box.

DO NOT italicize type.

DO NOT place type within the area of non-encroachment.

DO NOT alter the graphic design or the elements in any way.

DO NOT put a black line around the flag.

DO NOT delete the type from the top or the bottom of the logo.

DO NOT change the width of the bars.

DO NOT change the colors or screen values of the bars or type.

DO NOT use a different typeface for the logo-type above or below the flag.

The Official Logo Colors

Color plays a very important role in the City's organizational identity. The colors shown below are the official City logo colors. They are taken from the Pantone® Matching System (PMS) and are readily available to any printer or other vendor. Always provide these colors when producing printed materials to ensure color accuracy.

It is difficult to exactly duplicate these colors as a process-built color. However, if this must be done, Pantone® recommends that the formulas below be followed:

GOLD

PANTONE®
122

OR   Process CMYK C-0 M-17 Y-80 K-0

RED

PANTONE®
185

OR   Process CMYK C-0 M-91 Y-76 K-0

BLUE

PANTONE®
541

OR   Process CMYK C-100 M-57 Y-0 K-38

The logo colors can be provided to your printer or vendor by number or actual color samples which are available in Pantone publications.
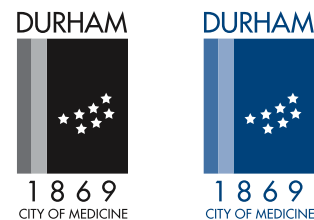
CORRECT USE OF COLOR

The consistent use of color plays an important role in the credibility and strength of our identity program. Established color relationships give appropriate emphasis to each element of the identity. Therefore, the logo must always be reproduced in an unaltered form. When only one color is available, the identity may be printed in either black or blue (Pantone® 541).
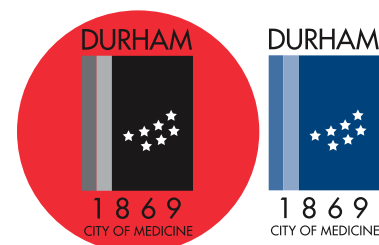
INCORRECT USE OF COLOR

The logo must always be printed in the same color. For example, do not print the flag in black and the typography blue or vice versa. In addition, do not print a dark background color behind the logo.

Correct Use of Color

Incorrect Use of Color

Typeface

The alphabets shown below are fonts used on the letterhead and many of the current publications for the City of Durham. It is recommended that for external publications and communications where an outside design firm is contracted, the font families of Stone Sans and Sabon should be used.

The fonts used for internal communications are Times New Roman and Arial. Use these fonts for letters, memos, forms, etc.

EXAMPLE:

The "City of Durham" uses the typeface Stone Sans Bold. When printing in color, this line should be reproduced in Stone Sans Bold, and may be reproduced in black.

CITY OF DURHAM
101 CITY HALL PLAZA
DURHAM, NC 27701

www.durhamnc.gov

CITY OF DURHAM OFFICIAL TYPEFACES

Stone Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()+={};':",./<>?

Stone Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()+={};':",./<>?*

Stone Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()+={};':",./<>?

Stone Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()+={};':",./<>?

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()+={};':",./<>?

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()+={};':",./<>?*

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()+={};':",./<>?

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()+={};':",./<>?*

The City of Durham Stationery

GENERAL LETTERHEAD

The specifications below are to be used in addition to the guidelines listed earlier in this manual. You may order stationary by using the order form available from the Print Shop/Mail Room Operations Division of the City's Department of Finance.

DURHAM

1869
CITY OF MEDICINE

CITY OF DURHAM
101 CITY HALL PLAZA
DURHAM, NC 27701

www.durhamnc.gov

Place Date Here

Mr. John Jones
XYZ Company
111 Sally Street
Durham, NC 27701

Dear City Employee:

Congratulations! If you are reading this letter, you are among the many employees using the new stationery. This new look and design is a part of the City's Organizational Identity program that you have been reading about on the previous pages.

Here is an example of how to use the City of Durham's new stationery. You will see that the letter is a block style. The body of the text is block with no paragraph intentions and the date and signature is flush left.

Your left margin should be 1.5 inches, to be even with the City of Durham address block and the right margin should be set at 1 to 1.25 inches depending on the length of the letter. If you are trying to fit the entire letter on one page, you may change your margins to a minimum of 1 inch on both the left and right margins.

If your division is not on the stationery, we recommend that you add your division name to your closing. For example:

Employee's Name
Title (Division Name)

We hope that you like the new updated look. Thank you in advance for your support and cooperation in helping the City of Durham have a cohesive and unified image.

Sincerely,

Employee
Title (Division Name)

cc: Jane Doe, Title

Good Things are Happening in Durham

Begin letter at 2.25 inches from top of the page.

Date (4 paragraph spaces)

Address (2 paragraph spaces)

Salutation, etc. (2 paragraph spaces)

Right margin should be 1 to 1.25 inches.

For the text of the letter, a point size of 11 or 12 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine. Font is Times New Roman or Arial.

Left margin should be 1.5 inches.

This allows the body of the letter to remain even with the "City of Durham" address block.

Try to stop the text on the first page at 1 inch from the bottom of the sheet so as not to crowd the tag line.

Please note this document is NOT actual size.

LETTERHEAD WITH LIST OF DIVISIONS

The same letterhead specifications apply when using letterhead with division listings. You may order stationary by using the order form available from the Print Shop/Mail Room Operations Division of the City's Department of Finance.

Please follow all of the specifications as outlined on the previous page.

The **address** will appear with the department name listed directly under the City of Durham in caps/lowercase and italicized.

The **division listing** will appear no more than 0.375 inches, right justified, directly under the City's logo and should be printed in the specified City of Durham blue.

The listing should be set in Stone Sans 8.5pt type with 10 point leading (space between lines) and 0.125 in after each paragraph.

Begin letter at 2.25 inches from top of the page.

Date (4 paragraph spaces)
Address (2 paragraph spaces)
Salutation, etc. (2 paragraph spaces)

Right margin should be 1 to 1.25 inches.

For the text of the letter, a point size of 11 or 12 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine. Font is Times New Roman or Arial.

Left margin should be 1.5 inches.

This allows the body of the letter to remain even with the "City of Durham" address block.

Try to stop the text on the first page at 1 inch from the bottom of the sheet so as not to crowd the tag line.

DURHAM
1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
Department of Finance
101 CITY HALL PLAZA, 4TH FLOOR | DURHAM, NC 27701

www.durhamnc.gov

Accounting Services
919.560.4125

Business License
919.560.4700

Delinquent
Collections
919.560.4412

Director's Office
919.560.4455

Enterprise
Resources
Planning (ERP)
919.560.1350

Print Shop/Mail
Room Operations
919.560.4120

Purchasing
919.560.4132

Revenue Collections
919.560.4351

Risk Management
919-560-4182

Treasury
Management
919.560.4511

Place Date Here

Mr. John Jones
XYZ Company
111 Sally Street
Durham, NC 27701

Dear City Employee:

Congratulations! If you are reading this letter, you are among the many employees using the new stationery. This new look and design is a part of the City's Organizational Identity program that you have been reading about on the previous pages.

Here is an example of how to use the City of Durham's new stationery. You will see that the letter is a block style. The body of the text is block with no paragraph intentions and the date and signature is flush left.

Your left margin should be 1.5 inches, to be even with the City of Durham address block and the right margin should be set at 1 to 1.25 inches depending on the length of the letter. If you are trying to fit the entire letter on one page, you may change your margins to a minimum of 1 inch on both the left and right margins.

If your division is not on the stationery, we recommend that you add your division name to your closing. For example:

Employee's Name
Title (Division Name)

We hope that you like the new updated look. Thank you in advance for your support and cooperation in helping the City of Durham have a cohesive and unified image.

Sincerely,

Employee
Title (Division Name)

cc: Jane Doe, Title

Good Things are Happening in Durham

Please note this document is NOT actual size.

LETTERHEAD WITH SECONDARY LOGO

The same letterhead specifications apply when using letterhead with secondary logos. You may order stationary by using the order form available from the Print Shop/Mail Room Operations Division of the City's Department of Finance.

The **address** will appear with the department name listed directly under the City of Durham in caps/lowercase and italicized.

The **secondary logo** will appear on the top right hand corner. The size of the logo will be no larger than 0.875 inches of the largest dimension.

Begin letter at 2.25 inches from top of the page.

Date (4 paragraph spaces)

Address (2 paragraph spaces)

Salutation, etc. (2 paragraph spaces)

Right margin should be 1 to 1.25 inches.

For the text of the letter, a point size of 11 or 12 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine. Font is Times New Roman or Arial.

Left margin should be 1.5 inches.

This allows the body of the letter to remain even with the "City of Durham" address block.

Try to stop the text on the first page at 1 inch from the bottom of the sheet so as not to crowd the tag line.

DURHAM
1869
CITY OF MEDICINE

CITY OF DURHAM
Fire Department
2008 EAST CLUB BOULEVARD | DURHAM, NC 27704
909.560.4242 | F 919.560.4256

www.durhamnc.gov

Place Date Here

Mr. John Jones
XYZ Company
111 Sally Street
Durham, NC 27701

Dear City Employee:

Congratulations! If you are reading this letter, you are among the many employees using the new stationery. This new look and design is a part of the City's Organizational Identity program that you have been reading about on the previous pages.

Here is an example of how to use the City of Durham's new stationery. You will see that the letter is a block style. The body of the text is block with no paragraph intentions and the date and signature is flush left.

Your left margin should be 1.5 inches, to be even with the City of Durham address block and the right margin should be set at 1 to 1.25 inches depending on the length of the letter. If you are trying to fit the entire letter on one page, you may change your margins to a minimum of 1 inch on both the left and right margins.

If your division is not on the stationery, we recommend that you add your division name to your closing. For example:

Employee's Name
Title (Division Name)

We hope that you like the new updated look. Thank you in advance for your support and cooperation in helping the City of Durham have a cohesive and unified image.

Sincerely,

Employee
Title (Division Name)

cc: Jane Doe, Title

Good Things are Happening in Durham

Please note this document is NOT actual size.

BUSINESS CARDS

The specifications below are to be used in addition to the guidelines listed earlier in this manual. You may order stationary by using the order form available from the Print Shop/Mail Room Operations Division of the City's Department of Finance.

Name	8.5/11 pt. Stone Sans Bold
Title	8.5/11 pt. Stone Sans Italics
City of Durham	8.5/10 pt. Stone Sans Bold, all Caps
Department/Secondary Title	8.5/10 pt. Stone Sans Italics
Address, etc.	8.5/10 pt. Stone Sans

1/4 inch border around the entire edge of the card.
1" left edge to line up text block.
All text is printed black.

EXAMPLES

0.25 inches to top of logo &
to cap height of individual listed

DURHAM

0.375 to left edge of logo

1 8 6 9
CITY OF MEDICINE

0.5 inches = logo width

Jane Doe
Public Affairs Director

CITY OF DURHAM
Office of Public Affairs
101 City Hall Plaza
Durham, North Carolina 27701
919.560.4123 x229
919.475.2362 Cell
919.560.4483 Fax
Jane.Doe@durhamnc.gov

DURHAM

1 8 6 9
CITY OF MEDICINE

James Doe
Fire Chief

CITY OF DURHAM
Fire Department
2008 East Club Boulevard
Durham, North Carolina 27704
919.560.4242
919.560.4256 Fax
James.Doe@durhamnc.gov

DEPARTMENTAL MISSION STATEMENTS

Mission statements should be centered on the back of the card, with statements printed in PMS 541, 10/12pt. Stone Sans Bold as seen in the sample below.

We Do More Than Fight Fires

Always leave a 1/4 inch border around the entire edge of the card as specified above.

ENVELOPES

The specifications below are to be used in addition to the guidelines listed earlier in this manual. You may order stationary by using the order form available from the Print Shop/Mail Room Operations Division of the City's Department of Finance.

Shown below are versions of the City of Durham envelopes. The specifications for the placement of the logo is indicated below. Please note that all envelopes should be printed in blue (Pantone 541).

City of Durham / Title	8.5/11 pt. Stone Sans Bold, All Caps
Department	8.5/11 pt. Stone Sans Italic
Address, etc.	8.5/11 pt. Stone Sans, All Caps
Responsibility Code	7pt. Stone Sans, All Caps

0.25 inches to top and left edges of logo

0.375 to top of "City of Durham" OR "City-County" listing

Responsibility Code should align with the bottom of the logo

Recipient's address should be set in Arial or Times New Roman, 12 pt. Address Block should be centered horizontally on envelope, and just below center vertically.

DURHAM

CITY OF DURHAM
Department of Finance
101 CITY HALL PLAZA
DURHAM, NC 27701

1 8 6 9
CITY OF MEDICINE
0011230

Mr. John Doe
111 Front Street
Durham, NC 27701

In the case of the City-County Department Envelopes, the County logo may be placed to the right of the flag and address.

DURHAM

DURHAM CITY-COUNTY PLANNING DEPARTMENT
101 CITY HALL PLAZA
DURHAM, NC 27701

1 8 6 9
CITY OF MEDICINE

Please note these documents are NOT actual size.

ENVELOPES WITH SECONDARY LOGO

The specifications below are to be used in addition to the guidelines listed for the City of Durham envelopes listed on the previous page.

DURHAM

1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
Fire Department
2008 EAST CLUB BOULEVARD
DURHAM, NC 27704

The **secondary logo** will appear on the bottom left hand corner. The size of the logo will be no larger than 0.375 inches of the largest dimension. It will also print in the City of Durham blue.
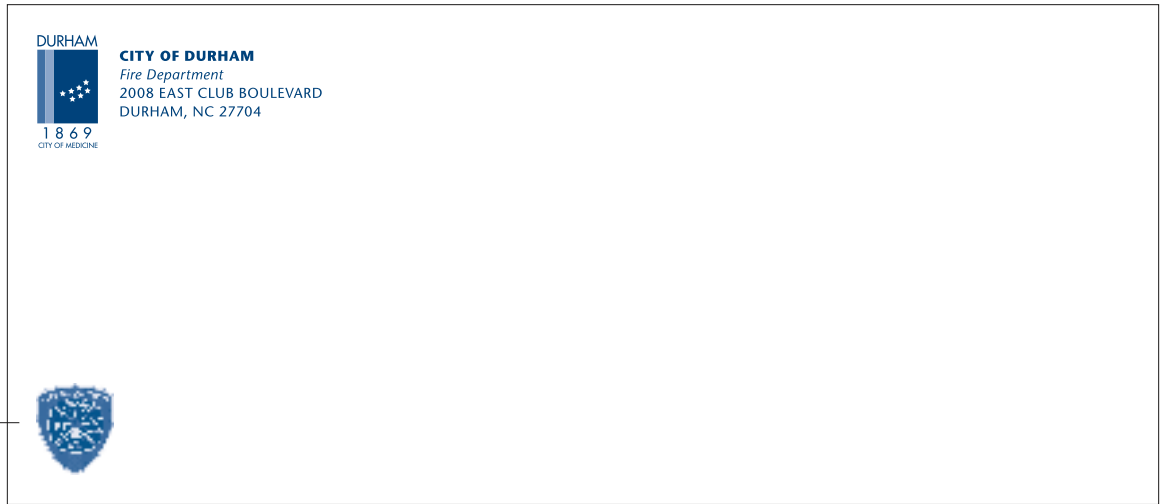
Please note this document is NOT actual size.

MAILING LABEL

(Actual Size Shown)

DURHAM

1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
101 CITY HALL PLAZA
DURHAM, NC 27701

www.durhamnc.gov

Recipient's address should be set in Times New Roman or Arial in 12 pt.

Address block should be centered horizontally on the label and just below center vertically.

Mr. John Doe
111 Front Street
Durham, NC 27701

Good Things are Happening in Durham
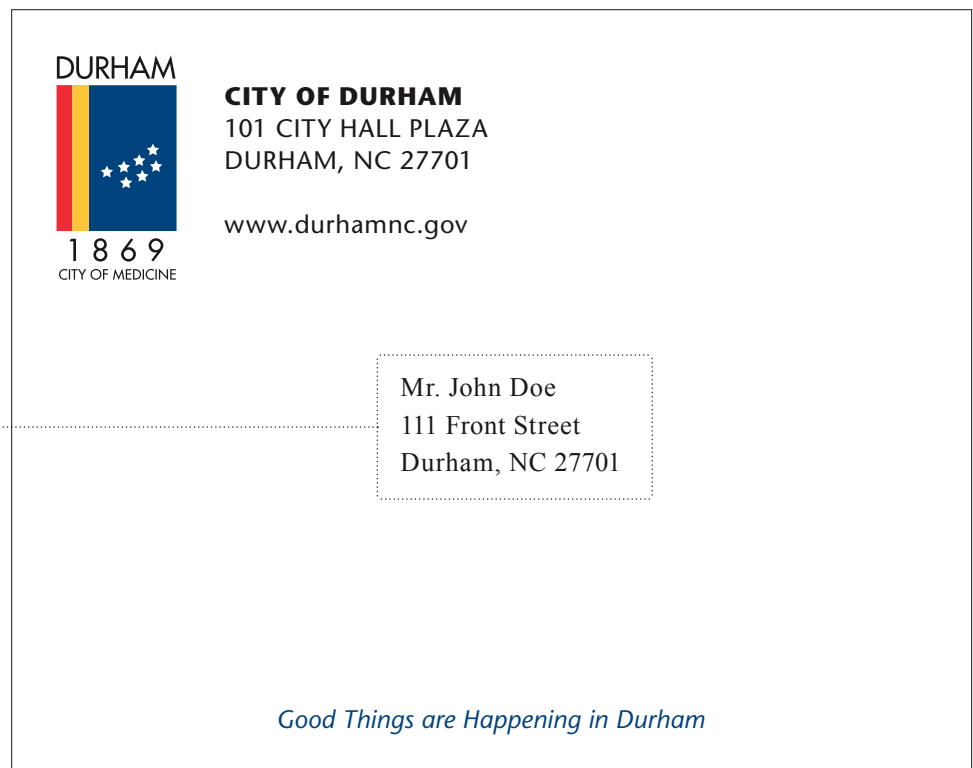
MEMO FORMS

To customize this Word document as a template, select the type next to the To: line and replace it with your specific information. Use the return key and tab key to position your cursor and replace the text as indicated.

You may also print this document directly from your computer. You will find it on the City of Durham Intranet at http://durham-intranet/departments/public/.

DURHAM

Memorandum

1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM

To: Name
From: Your Name
Date: Date
RE: SUBJECT

Congratulations! If you are reading this letter, you are among the many employees using the new stationery. This new look and design is a part of the City's Organizational Identity program that you have been reading about on the previous pages.

Here is an example of how to use the City of Durham's new stationery. You will see that the letter is a block style. The body of the text is block with no paragraph intentions.

Your left margin should be 1.5 inches, to be even with the City of Durham address block and the right margin should be set at 1 to 1.25 inches depending on the length of the letter. If you are trying to fit the entire letter on one page, you may change your margins to a minimum of 1 inch on both the left and right margins.

We hope that you like the new updated look. Thank you in advance for your support and cooperation in helping the City of Durham have a cohesive and unified image.

cc: Jane Doe, Title

Begin memo at 2.25 inches from top of the page.

Left margin should be 1.5 inches.
This allows the body of the letter to remain even with the "City of Durham".

Right margin should be 1 to 1.25 inches.

For the text of the letter, a point size of 11 or 12 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine. Font is Times New Roman or Arial.

DURHAM

1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM | NORTH CAROLINA

Date: Date

To: Name
Through: Name
From: Your Name
Subject: Subject

Good Things are Happening in Durham

Please note this document is NOT actual size.

For the City Council Agenda Memo form see the insert above for modifications to the standard memo form.

The date should come first, and allow 3-4 spaces before the next line. The "Date:, To:, Through:, From:, and Subject:" should all be in bold face. The text of the memo should follow the instructions listed above.

All pages should be prepared in numerical style and centered at the bottom of each page.

The headline "Memorandum" and tag line "Good Things are Happening in Durham" should be removed.

EXTERNAL CORRESPONDENCE – FAX FORMS

Select the type directly under the City of Durham line and replace it with your specific information. Use the return key and tab key to position your cursor and simply fill out the appropriate spaces. You may also print this document directly from your computer. You will find it on the City of Durham Intranet at http://durham-intranet/departments/public/.

Use the return key and tab key to position your cursor and simply fill out the appropriate spaces.

Use the return key and tab key to position your cursor and simply fill out the appropriate spaces.

DURHAM

1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
Department
ADDRESS LINE 1
ADDRESS LINE 2
PHONE
FAX

Fax Transmittal

DATE   PAGES

TO

COMPANY

FAX   PHONE

FROM   ☐ **Name, Title**
                PHONE   FAX

            ☐ **Name, Title**
                PHONE   FAX

            ☐ **Name, Title**
                PHONE   FAX

COMMENTS

Good Things are Happening in Durham

Please note this document is NOT actual size.

EXTERNAL CORRESPONDENCE – PRESS RELEASE

To customize this document use it as a Word template.

You may also print this document directly from your computer. You will find it on the City of Durham Intranet at http://durham-intranet/departments/public/.

The **address** will appear with the department name listed directly under the City of Durham in caps/lowercase and italicized.

DURHAM
1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
Office of Public Affairs
101 CITY HALL PLAZA
DURHAM, NC 27701

News Release

For Details, Contact
Name
Title
Phone
Fax
E-mail

Select the type box directly under the "For Details, Contact" line and replace it with your contact information.

For Immediate Release (Today's Date):

Type in the date after "For Release."

To format the Press Release use the following specifications:

Headline, Bold Arial, 14 pt.
Subhead, Italics Arial, 12 pt.

Headline, Bold Arial, 14pt. - Centered
Subhead, Italics Arial, 12pt. - Centered

Durham, N.C. – Body content, regular Arial, 11 pt.

Body Content, Regular Arial, 11pt. - Left Justified, with 1.5 line spacing

###

All margins should be 1"

All press releases should be 1.5 line spacing.

Margins should be 1 inch on top, bottom, left- and right-hand sides.

DURHAM
1 8 6 9
CITY OF MEDICINE

CITY OF DURHAM
Office of Public Affairs
101 CITY HALL PLAZA
DURHAM, NC 27701

News Release
Fire Department

For Details, Contact
Name
Title
Phone
Fax
E-mail

Good Things are Happening in Durham

For Press Release forms with a **secondary logo,** the logo will appear on the top right hand corner, directly to the left of the contact information. The size of the logo will be no larger than 0.625 inches of the largest dimension.

Please note these documents are NOT actual size.

EXTERNAL CORRESPONDENCE – FLYERS & POSTERS

To create flyers for announcements, use the below example as a guide. You may also print this document directly from your computer. You will find it on the City of Durham Intranet at http://durham-intranet/departments/public/.

Please note these documents are NOT actual size.

Announcement/Title of Flyer
Set in Arial or Times New Roman Bold
Large Size, ie. 36pt

Announcement Headline

Use clip art to grab the audience attention

List Event Date, Time & Location in Bold,
Arial or Times New Roman, 14-18pt.

Event Date: Bold Arial, 14 pt.

Event Time: Bold Arial, 14 pt.

Event Location: Bold Arial, 14 pt.

###

Additional information can be located near
the bottom, at 11 or 12pt copy

Additional Copy/ Information, Regular Arial, 11 pt.

Join us for lorem ipsum ex his omnes oporteat, per no dico lucilius,

sumo singulis no quo. Ancillae adipisci repudiare in quo,

velit senserit per cu. Vituperata intellegebat id sed, dicam constituto ne nec,

qui elitr doctus adipiscing eu.

The City of Durham logo, address and tag
line should be at the bottom of the page

DURHAM
1869
CITY OF MEDICINE

CITY OF DURHAM • 101 CITY HALL PLAZA • DURHAM, NC 27701 • www.durhamnc.gov
Good Things are Happening in Durham

Alternate Bottom

For flyers and posters with approved
secondary logos: the City logo should
always appear on the left, the secondary
logo should always appear on the right and
never measure larger than the City's logo

Please note the change in the format of
the department listing and the mission
statement placement

DURHAM
1869
CITY OF MEDICINE

CITY OF DURHAM • *Fire Department*
2008 EAST CLUB BLVD. • DURHAM, NC 27704 • www.durhamnc.gov

We Do More Than Fight Fires

POWERPOINT PRESENTATIONS

Following are the guidelines for PowerPoint presentations. Insert any additional copy here. You will find the template on the City of Durham Intranet at http://durham-intranet/departments/public/.

Please note these documents are NOT actual size.

Title the presentation with a large font
Typeface: Bold, Clean San Serif (Stone Sans recommended)
Type Size: 32pt recommended
Color: City's blue or black

Secondary Title
Typeface: Italic, Same face as used in Title
Type Size: 20pt recommended
Color: City's blue or black

Department Information
List Department and *optional:* Address, Phone & Fax numbers then e-mail address as shown
Typeface: Stone Sans as outlined on the letterhead documents
Type Size: 14/18pt recommended
Color: City's blue

Bullet Points
Typeface: Roman, Clean & Readable
Type Size: 9-12pt recommended
Color: City's blue or black

Tag & Web Address
Typeface: Stone Sans Italic & (Web) Semi-bold
Type Size: 12pt recommended
Color: White reversed in blue bar

Secondary Logos
Use only secondary logos that have been approved by the Office of Public Affairs. Secondary logos should never measure larger than the City logo.

Tag/Mission Statement & Web Address
Typeface: Stone Sans Bold & (Web) Semi-bold
Type Size: 12pt recommended
Color: White reversed in blue bar

EXTERNAL CORRESPONDENCE – POSTCARDS

To create postcards for announcements, use the below examples as guides. You may also print this document directly from your computer. You will find it on the City of Durham Intranet at http://durham-intranet/departments/public/.

Please note these documents are NOT actual size.

Date, Location, Sponsor Information, or Tag Line

Postcard Headline!

Postcard main body copy: Lorem ipsum ex his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo, velit senserit per cu. Vituperata intellegebat id sed, dicam constituto ne nec, qui elitr doctus adipiscing eu.

Web site address or Phone Number

DURHAM
1869
CITY OF MEDICINE

Postcard Headline!

DURHAM
1869
CITY OF MEDICINE

Date/Time, Location, or Sponsor Info

Postcard main body copy: Lorem ipsum ex his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo.

Good Things are Happening in Durham

www.durhamnc.gov

Postcard examples with approved secondary logo.

DPR

DPR provides opportunities for our community to Play More!

Postcard Headline!

Date/Time, Location, Sponsor Information, or Photograph

Postcard main body copy: Lorem ipsum ex his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo.

DURHAM
1869
CITY OF MEDICINE

Postcard Headline!

DURHAM
1869
CITY OF MEDICINE

Date/Time, Location, or Sponsor Info

Postcard main body copy: Lorem ipsum ex his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo.

DPR

DPR provides opportunities for our community to Play More!

Postcard back example

Headline Copy Again!

Postcard main body copy: Lorem ipsum his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo, velit senserit per cu.

Date/Time, Location, or Sponsor Information Reminder

General Tag Line / **Departmental Tag Line**

CITY OF DURHAM
Department Name
101 CITY HALL PLAZA
DURHAM, NC 27701
www.durhamnc.gov

Address Area

Post Office Use: Leave Blank

## EXTERNAL CORRESPONDENCE – TELEVISION PRODUCTIONS

Following are the guidelines for television production. The examples below should always appear at the bottom of the screen in a translucent box (image underneath should be visible). The left side of the box should be Blue and fade to nothing. All text should be printed in white.
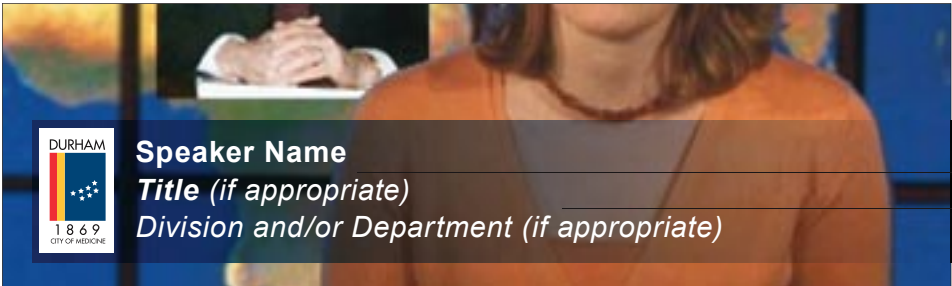
Speaker Name
Typeface: Arial Bold
Type Size: 18pt recommended
Color: White

Title
Typeface: Arial Bold Italic
Type Size: 18pt recommended
Color: White

City Logo should be placed in a white box and always appear on the left hand side of the screen as shown.
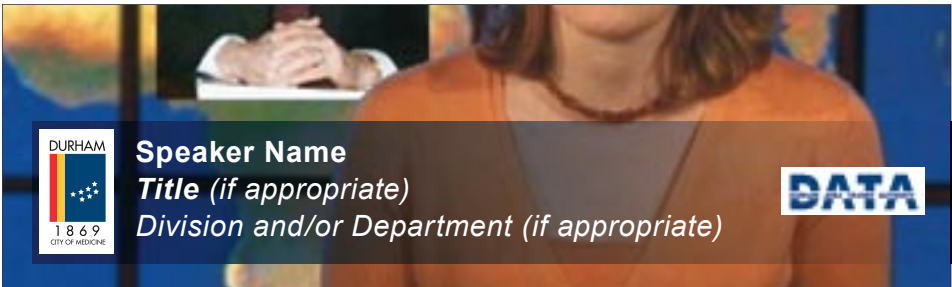
Secondary logo should appear on the right hand side of the screen. The use of any secondary logo should be approved by the Office of Public Affairs and not appear larger than the City's logo.

ON-SCREEN VIDEO IDENTIFICATION

The following should be used in on-screen video identification as a way of identifying people, locations, etc.

Name	Arial Bold, 18pt, Left Justified
Title	Arial Bold Italic, 18pt, Left Justified
Division and/or Department	Arial Italic, 18pt, Left Justified

Backgrounds: Solid color or solid to white fade - City blue (see page 7) preferred.

Font size and color: 18pt is preferred. If used on a blue background, type should appear in white.

Appearance on screen: Flush left, located on bottom left.

EXTERNAL CORRESPONDENCE – E-MAIL SIGNATURES

Following are the guidelines for the appearance and structure of e-mail signatures. Follow the guidelines below to set up your personal e-mail signature.

Typeface: Verdana or Arial
Size: between 10-12pt

Bold your **first** and **last name**
Italicize your *Title* & *Department*
All other information should be set in
Roman version of the chosen typeface

Bold the **P**, **F** & **Cell** in the information
listing to set apart from the numbers

Include your personal extension
with your phone number

Cell numbers and e-mail addresses
are optional information

Color: black and blue are recommended

First & Last Name
Your Title

Department, City of Durham
000 Street Address, Floor/Suite#
Durham, NC 277XX

P 919-000-0000, ext 000
F 919-000-0000
Cell 919-000-0000

your.email@durhamnc.gov
www.durhamnc.gov

Remember that listing any other information with your e-mail signature is a reflection of the City. Personal quotes are permitted as long as they are appropriate and non-offensive. List them *after* the above information and at the same or smaller type size.

Other information that may be included with your e-mail signature, because you are a city employee, are legal statements such as:

E-mail correspondence to and from this sender may be subject to the North Carolina Public Records Law and can be disclosed to third parties.

EXTERNAL CORRESPONDENCE – ADA DISCLAIMER

Below is the official notice under the ADA which should be inserted into all printed materials for dissemination to the public. A legible font size must be used for this disclaimer.

Notice Under the Americans with Disabilities Act

The City of Durham does not discriminate against qualified individuals on the basis of disability. Citizens who require an auxiliary aid or service for effective communications or assistance to participate in a City program or activity should contact the ADA Coordinator at (919) 560-4197 x237, TTY (919) 560-4809 or ADA@durhamnc.gov no later than 48 hours before the scheduled event.

For event advertisements, use the following sentence. A legible font size must be used for this disclaimer.

Notice Under the Americans with Disabilities Act

Citizens who require assistance should contact the ADA Coordinator at (919) 560-4197 x237, TTY (919) 560-4809 or ADA@durhamnc.gov no later than 48 hours before this event.

Section III : Advertising

Advertising

In advertising, the identity, consisting of the City's flag logo, will provide the visual signature for the City of Durham. It should always be presented prominently and consistently, maximizing the visibility and building on its impact and recognition.

The City identity may only be used in full color or black, when signing an advertisement as seen to the right.

The logo must comply with color and typeface standards set forth in this manual. Align the left or right edge of the logo with text margins, the edges of photographs, or other predominant graphic elements in the advertisement whenever possible. The logo may also be centered in the lower portion of an ad.

The logo should never appear to be cramped against the bottom or side of a page or ad margin. The logo must be separated from surrounding text or other graphic elements by a minimum clear space equal to the width of the logo. This clear space, or area of non-encroachment, is identified as the "X" height. It is the minimum space required around all sides of the logo.

Example represents lower portion of ad.
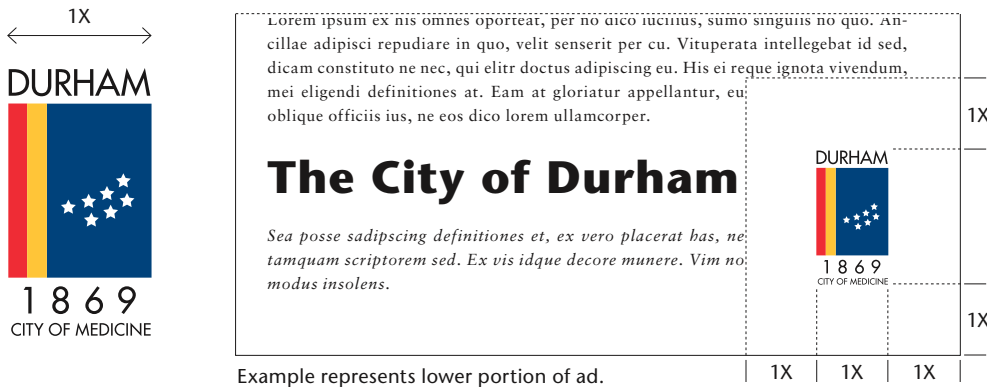
ADVERTISING WITH SECONDARY LOGOS

The following departments or services can use secondary logos in their advertising because of the nature of their services.

- Durham Police Department
- Durham Fire Department
- Durham Parks and Recreation Department
- Durham Area Transit Authority
- Durham One Call
- City/County Departments

When combining the elements of the identity, advertisements should always follow the specific spatial relationships outlined in Section I. These guidelines have been set to ensure consistency throughout the organizational identity program. See example next page.

Example of advertisement using the City of Durham logo and approved secondary department logo.

Lorem ipsum ex his omnes oporteat, per no dico lucilius, sumo singulis no quo. Ancillae adipisci repudiare in quo, velit senserit per cu. Vituperata intellegebat id sed, dicam constituto ne nec, qui elitr doctus adipiscing eu. His ei reque ignota vivendum, mei eligendi definitiones at. Eam at gloriatur appellantur, eu oblique officiis ius, ne eos dico lorem ullamcorper. Sea posse sadipscing definitiones et, ex vero placerat has, ne tamquam scriptorem sed. Ex vis idque decore munere.

1X

1X

DURHAM

1 8 6 9
CITY OF MEDICINE

The City of Durham

Support your local Fire Department

1X   1X   1X

Example represents lower portion of ad.

The secondary logo should never appear larger than the City of Durham logo.

Exterior Signage

Exterior signage is an integral part of the City's Identity System. The guidelines presented here are general and are intended to establish an overall look for City signage.

For exterior sign A, a specific configuration for the logo has been established which varies from the guidelines outlined earlier in this manual. When using the logo on exterior sign A, follow the specifications outlined here and consult with the City's Office of Public Affairs.

For signage attached to a building, see exterior sign B. When using the logo on exterior sign B, follow the identity guidelines on pages 5 and 6 which illustrate the structure of the official identity and the areas of non-encroachment.

Careful consideration should be given to architectural and environmental conditions when determining the appropriate sign size and fabrication materials. Consult the City's Office of Public Affairs to ensure proper graphic standards are followed when producing signage.

Notes on Typography Choices for Signage

Careful consideration should be given in the choice of typography used with signage. The choice should be a san serif font with a classic form and easy to read. Some recommended typefaces are:

Helvetica
Helvetica Bold
Helvetica Condensed
Helvetica Bold Condensed
Arial
Arial Bold
Univers
Univers Bold
Univers Condensed
Univers Bold Condensed
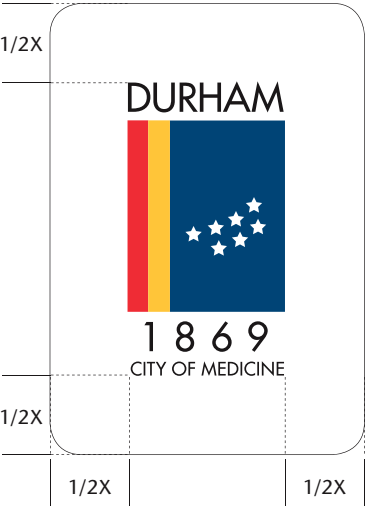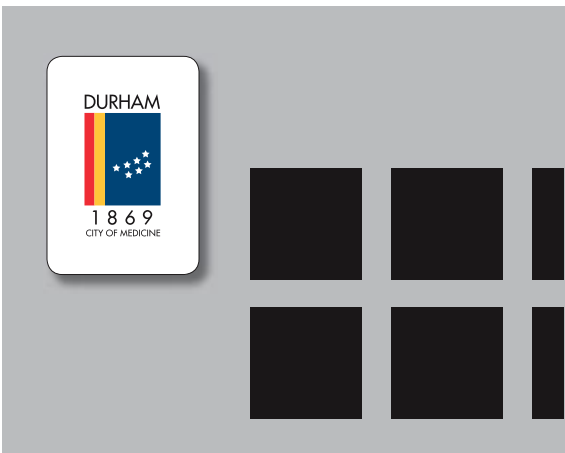Trade Gothic
Trade Gothic Bold
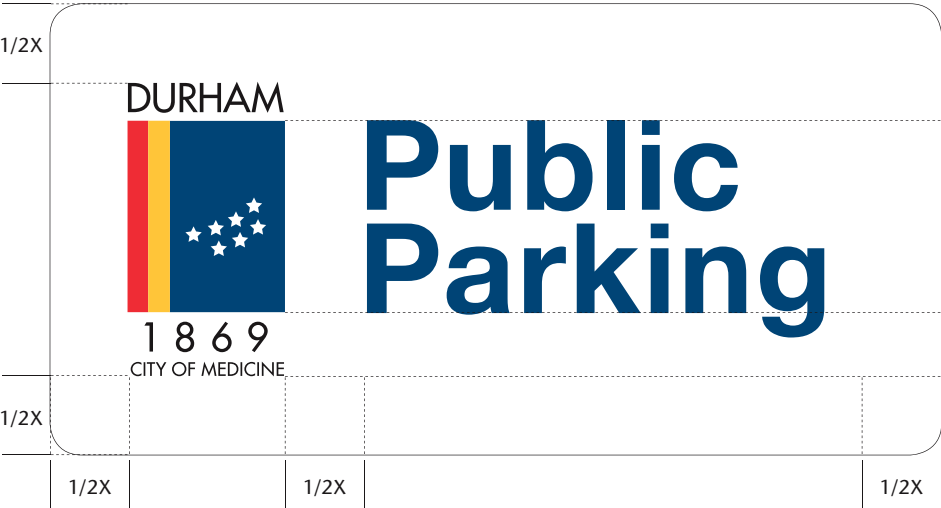
Exterior Sign A

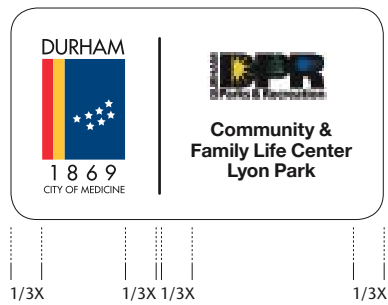First, align typography with the top of the flag element in the logo.

Second, if possible, align baseline of typography with the bottom of the flag element.

If above is not possible, typography may also be aligned with the very bottom of the logo.

Exterior Sign B

| 1/3X | 1/3X 1/3X | 1/3X |

Exterior Signage with Secondary Logo

The City logo should appear on the left separated from the secondary logo and facility name by a wide vertical bar.

Secondary logos should never be optically, or measure larger than the City logo. For example, above the DPR logo's longest measurement (width) should never exceed the City logo's longest measurement (height).

EXTERIOR SIGNAGE WITH SECONDARY LOGOS

The following departments can use secondary logos in their exterior signage because of the nature of their services.

*   Durham Police Department
*   Durham Fire Department
*   Durham Parks and Recreation Department
*   Durham Area Transit Authority
*   Durham One Call
*   City/County Departments

When combining the elements of the identity, exterior signage should always follow the specific spatial relationships outlined in Section I. These guidelines have been set to ensure consistency throughout the Organizational Identity Program.

Vehicle Signage

To ensure that institutional vehicle identification is clear and consistent, uniform guidelines have been established. The organizational identity has been chosen for use on all City vehicles. Below are illustrations of prototypical applications of the identity. Some adjustment to the placement of the logo may be required to accommodate different vehicle makes and models. The typeface for the vehicle identification number is Helvetica Bold Condensed printed in black. Consult the City's Office of Public Affairs to make sure proper graphic standards are followed when applying the identity to vehicles and equipment.

The Logo should be centered both vertically and horizontally on door below window.
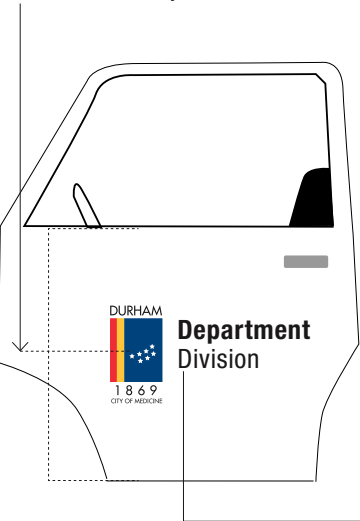

Exterior Signage on Vehicles

The logo should be placed on the door of vehicles as illustrated in the left diagram.

The logo should always be closest to the front of the vehicle. Any department/division listings should be set right or left justified appropriately, 1/4X from the right or left side of the logo. All text should be printed in black.

On Vans and other vehicles with a fully enclosed frame, the logo should be placed as illustrated in the right diagram.
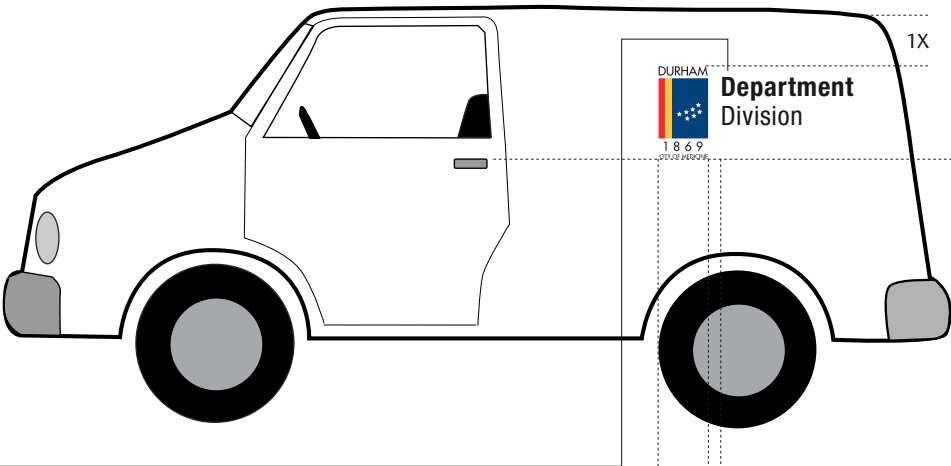
Additional Notes on Vehicle Signage

The "Department" should be set in Helvetica Bold Condensed and align with the top of the flag element in the logo. The "Division" should be set in Helvetica Condensed directly under the department.

The right (or left) most edge should align with the front of the rear wheel.

Logo baseline above the door handle or bottom of window frame.

VEHICLE SIGNAGE WITH SECONDARY LOGO

To ensure that institutional vehicle identification is clear and consistent, uniform guidelines have been established. The organizational identity has been chosen for use on all City vehicles. Secondary logos may also be used when approved by the Office of Public Affairs. Below are illustrations of prototypical applications of the identity with a secondary logo. Some adjustment to the placement of the logo may be required to accommodate different vehicle makes and models. The typeface for the vehicle identification number is Helvetica Bold Condensed printed in black. Consult the City's Office of Public Affairs to make sure proper graphic standards are followed when applying the identity to vehicles and equipment.
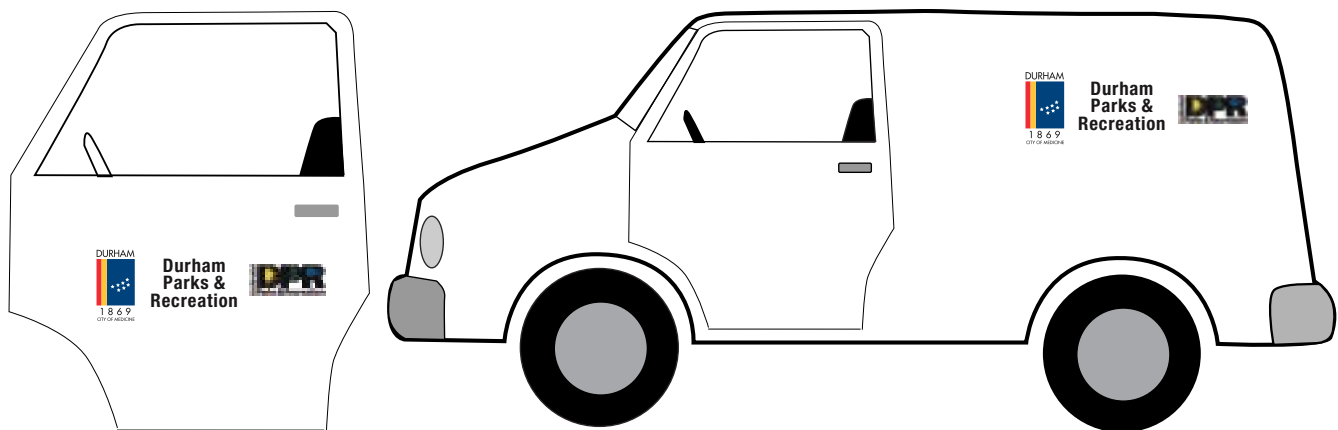
Signage on Vehicles with Secondary Logos

Vehicles with secondary logos should follow the same standards as the "Vehicle Signage" allowing the following modifications:

• The approved secondary logo should appear to the right of the logo and department listing. The largest measurement of the secondary logo should never measure larger than the largest measurement of the City logo

• The department listing should be centered (both placement and aligned) in between the two logos

Promotional Materials

White or light gray is the preferred background field for printing in 3 colors. When using the logo on promotional materials, follow the identity guidelines on pages 5 and 6 which illustrate the structure of the official identity and the areas of non-encroachment. Below are some accepted examples of how to use the Organizational Identity on promotional materials.

Front

Back

The three shirts shown are the approved options for embroidering the city logo on a polo, denim or dress shirt.

Shirt colors that are approved by the Office of Public Affairs are:

White or Black Polo
Blue, White or Black Denim
White Dress

If a black shirt is selected, this is the only approved use of the reversed out logo. The text must be in white and the color bars remain their respective colors.

PROMOTIONAL MATERIALS WITH SECONDARY LOGO

When using a secondary logo for promotional materials the following recommendation should be considered with the previous guidelines. Consult the City's Office of Public Affairs if there are additional questions in keeping with the graphic standards.

Side A

Side B

Front

Back

The three shirts shown are the approved options for embroidering the city logo on a polo, denim or dress shirt.

Shirt colors that are approved by the Office of Public Affairs are:

White or Black Polo
Blue, White or Black Denim
White Dress

If a black shirt is selected, this is the only approved use of the reversed out logo. The text must be in white and the color bars remain their respective colors.

Section V : Glossary, Grammar and Reproduction Materials

Glossary of Terms

A

Ascender: The part of a lower case letter which rises above the main body, as in "b."

B

Background: The area surrounding a design mark.

Bad Break: In composition, starting a page or ending a paragraph with a single word, or "widow."

Baseline: The imaginary line on which the bottoms of letters, numbers and other typographic characters align.

Bleed: An extra amount of printed image which extends beyond the trim edge of the sheet or page.

Blueline: In offset printing, a photoprint made from stripped-up negatives or positives, used as a proof to check position of image elements.

Body Text: The main amount of text in a document, separate from the headline or subheading.

Bold-Face Type: Type that is a heavier weight than the text weight.

Bright White: A paper stock, particularly in reference to letterheads and envelopes, etc. of pure brilliant white; as opposed to "off white."

C

CMYK: Cyan, Magenta, Yellow, and Black – the four basic colors used in full-color offset printing.

Capital Height: The vertical dimension of a capital letter measured from its top to its base perpendicular to the baseline.

Characters: Typographic elements comprising a typeface, including letters, numbers, symbols, etc.

Collateral: A form of communication frequently reissued to convey changing messages. Examples are print advertising, direct mail, brochures, posters, etc.

Color Correction: Any digital or traditional method such as imaging, masking, dot-etching or retouching used to improve color rendition.

Color Separation: In printing, the process of separating color photographic originals into the four primary color components; also refers to the set of film used to print full-color material.

Column Width: Measurement expressing the width of a single column within the layout grid of a newspaper, magazine, brochure, report, etc.

Condensed Type: A typeface that has been designed to use up less space horizontally. In other words, the characters are typically thinner than a standard typeface.

Configuration: The graphic inter-relationships of the elements of a trademark.

Copyfitting: In composition, the calculation of how much space a given amount of copy will take up in a given size and typeface; the adjusting of the type size to make it fit in a given amount of space.

D

Dummy: A set of blank pages made up in advance to show the paper stock and format of a printed piece.

F

Field: The total available area in which elements of the identification, such as corporate trademarks, are placed.

Font: A complete set of letters, numbers, and symbols of the same typeface.

Flush Left: Alignment of text so that the left margin is even and the right margins are ragged.

Flush Paragraph: A paragraph with no indention.

Folio: The page number.

Font: A typographic term meaning a complete set of all letters, numbers and characters of the same typeface.

G

Graphic Standards: Set of guidelines outlining a corporate identity system and its proper use.

Grid: An underlying graphic structure used to organize typographic and other graphic elements within a field or on a page.

Gutter: The blank space or inner margin from printing area to binding.

H

Halftone: The reproduction of continuous artwork, such as photography, through a contact screen, which converts the image into dots of various sizes.

Hickeys: In offset printing, spots or imperfections in the printing due to dirt on the press, dust or paper particles, etc.

Holdout: In printing, a property of coated paper with low ink absorption which allows ink to set on the surface with high gloss.

I

Identity: See Organizational Identity.

Imposition: Arrangement of pages in a press form to ensure the correct order after the printed sheet is folded and trimmed.

K

Kern: The amount of space between characters in a line of type; the manual method of adjusting the space between letters.

L

Layout: Arrangement of elements on a page i.e. headlines, visuals, text, etc.

Leading: The measurement from the baseline of the line of text to the baseline of the text immediately below it. Often shows "x/y pt." This type is set in 10/11 pt.

Letter Spacing: The space between letters in a word.

Logo: Another name for a symbol used in organizational identity.

Logotype: The primary name element of the identity and the font specified for it.

Lowercase (lc): A small letter, distinct from a capital or uppercase letter.

M

M: Abbreviation for a quantity of 1,000 sheets of paper.

Make Ready: In printing, all work done in setting up a press for printing, i.e. adjusting the feeder, grippers, putting ink in the fountain, etc.

Masthead: Stylized name of a publication displayed on its first page.

Mechanical: A term for a compilation of artwork, including type, photos/scans, line art, etc. on artboard or on disk.

Mock Up: A preliminary layout showing the design, position of illustrations and text prior to the final reproduction.

O

Offset: In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate (paper); short for offset lithography.

Organizational Identity: All of the elements combined together that define the look of a business, corporation or government body. Elements involved in the definition of a corporate identity are logo, color, typeface, size and placement.

P

Pantone®, Pantone® Matching System (PMS): Standard ink formulas used to specify colors.

Paper Stock: The specifications for paper, usually weight, color, name, which is designated by the manufacturer.

Point: The unit of measurement for type size and leading.

Positive vs. Negative: a black or color rendition of the identity printed on a white background.

Process-Built Color: The approximate duplication of a specific color in percentages of cyan (C), magenta (M), yellow (Y) and black (K).

R

RGB: Red, green, blue- additive for primary colors; designation for most computer monitors.

Ragged Right: Lines of type that do not align on the right margin.

Register: In printing, fitting of two or more printing images in exact alignment with each other.

Reversed Out: A white rendition of art printed on a dark background.

S

Sans Serif: A font without short cross-lines at the ends of the strokes of the letters i.e. Stone, Arial, etc.

Screen Tint: A device used in printing that decreases color intensity by reproducing fine dots of the color; example: a 50% screen of black produces a medium gray.

Secondary Name/Logo: In this manual refers to the line of type/logo denoting the departmental name.

Serif: A font that has short cross-lines at the ends of the stokes of letters i.e. Times, Sabon, etc.

Signature: In printing or binding, the name given to a printed sheet after it has been folded; each signature is composed of four pages.

Silhouette Halftone: A halftone with all of the background removed.

Stet: A proofing mark, written in the margin, signifying that copy marked for corrections should remain as it was.

T

Template: A computer file set up indicating layout grid and typography specifications.

Tracking: Overall "loosening" or "tightening" of letters used in layout software.

Typeface: Another term for font.

U

Upper Case: A capital letter, distinct from a small or lowercase letter.

X

X Height: When referring to the identity throughout this manual, the height of the identity's mark; can also refer to the height of any upper case letter in a typeface.

Grammar: Style and Consistency

Associated Press Style Guide (AP)

When developing news releases, the Associated Press (AP) Style Guide should always be followed.

Abbreviations and Acronyms

Spell out the City of Durham on first reference. Use the "City" as the abbreviation in the second reference. City should be capitalized when referring to the City as an organization, such as a City department, division, program, event, etc. The word city should not be capitalized when referring to anything other than the organization itself, such as city limits, city-owned roads, etc. Plurals of abbreviations and acronyms are formed by adding an "s" without the apostrophe.

Administrative Departments and Divisions

When referring to City departments and divisions, use Department and Division in the name and capitalize on first reference, i.e. the City of Durham's Department of Water Management or the City of Durham's Division of Stormwater Services with the Department of Public Works. On second reference, you may use the department or the division.

Job and Position Titles

Capitalize job titles when they are used immediately before a name. Lowercase job titles when they are used along or in constructions that set them off from a name by commas. Use lowercase at all times for terms that are job descriptions rather than formal titles.

*Further assistance is available from the Office of Public Affairs at
(919) 560-4123 or publicaffairs@durhamnc.gov.*

4-Color, CMYK Logos for Reproduction *(Cut along the dotted lines for removal)*

DURHAM
1 8 6 9
CITY OF MEDICINE

DURHAM
1 8 6 9
CITY OF MEDICINE

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