

# ADMINISTRATIVE PROCEDURE No. 8-A

**Department:** City Manager's Office    **Division:**    **Date:** 5/15/07

This Procedure replaces  
Number: 8  
which is to be removed from the  
Administrative Procedures Manual and  
destroyed.

Approved:  
Issuing Dept. \_\_\_\_\_

City Manager



Russ Blackburn, City Manager

## City Brand Identity and Graphic Standards

### Purpose

The City is a complex organization which provides quality service to the public through several departments and divisions. The intent of these standards is to ensure that the various parts of City government employ an integrated marketing strategy and unified City brand that clearly projects a consistent visual identity. A coordinated City brand program reinforces the impact of City messages to various audiences and cultivates the perception that the City of Gainesville is a multifaceted, but unified, organization.

### Brand Logo

The City of Gainesville visual identity for marketing and branding purposes is represented by the City's brand logo and tag line "every path starts with passion." Except as noted in this policy, all marketing and informational materials (brochures, advertisements, stationery, signs, web pages, audio-visual, etc.) and programs will utilize or incorporate the City's brand logo and tag line.

The City seal, which consists of the seal (based on the steam engine train and founding date) and a uniquely crafted graphic using the City's name, will continue to be the *official* visual representation of the City of Gainesville. However, its use is strictly reserved as specified in City Brand Implementation Guide which is developed and maintained by the Communications and Marketing Office.

### General rules of use

A comprehensive City Brand Implementation Guide is available to city staff online at: <http://ggweb/Intranet/CMO/Brand/>. The City's Brand Implementation Guide provides specific standards and implementation reference information on items such as City stationery (letterhead, envelopes, and business cards), City vehicles, promotional materials, signs and

more. Please refer to this guide for the appropriate use of the City brand, logo and official City Seal. In addition, templates for all City departments are available online at <http://ggweb/Intranet/CMO/Brand/>.

The Communications and Marketing Manager is the designated representative of the City Manager for the appropriate use of the City brand. Contact the Communication and Marketing Office (334-5017) or e-mail [gainesvillepio@cityofgainesville.org](mailto:gainesvillepio@cityofgainesville.org) for assistance with proper use of the City brand, logo and official seal. Any request for exceptions to this Administrative Procedure shall be submitted in writing to the Communications and Marketing Manager and approved by the City Manager.