CITY OF GAINESVILLE
every path starts with passion
FLORIDA

City of Gainesville
every path starts with passion
FLORIDA

Futura Book Heavy 10 Pt
Futura Book Oblique

Futura Book Bold 10 pt

Futura Book Light Oblique 8 pt

Futura Book 8 pt Location
P.O. Box # • Station #
Gainesville, FL Zip Code
(123) 123-4567
(123) 123-4567 fax • (123) 123-4567 cell
email address

2006
CITIZEN'S REPORT

Brand Implementation Guide

Last updated: June 2007

As referenced in Administrative Policy No. 8-A
*This document is subject to periodic revision. Please
visit http://ggweb/Intranet/CMO/Brand/ to make sure
you have the most recent version.*

City of Gainesville Brand Implementation Guide

TABLE OF CONTENTS

The elements contained in this manual are in the process of obtaining copyright protection and are for official City use only. These elements are not to be used on non-City publications and Web sites.

Dear Staff:

I am very excited to introduce the City of Gainesville's new brand and these brand usage standards. The new brand reinforces our City's journey to become a top ten mid-sized City with innovation and passion for the work we do.

During the next year, it is our goal to see this new brand implemented everywhere as part of the City of Gainesville experience: from City stationery, publications and marketing materials to City buildings and vehicle signage (with some noted exceptions).

As you review these standards, you will notice that we have developed a new design system for visual communications as well as graphic standards to support organizational identity and unity. This guide establishes standards for consistency and ensures the integrity of the City of Gainesville's integrated communications and marketing strategy.

Implementation of our new brand is already underway, and these standards are in effect right now. In order to implement this new brand in a cost-effective and sustainable fashion, I request that you continue to use your existing supplies and materials until they are depleted and then order new supplies that incorporate the new brand. I know that you, like I, will use our new standards and brand with enthusiasm and pride.

Thank you for your valued contribution in this brand implementation process and your service to the City of Gainesville.

Sincerely,

Russ Blackburn
City Manager

The City of Gainesville's Visual Identity

Historical Background

The City of Gainesville's visual identity dates back to at least 1849, when one of the earliest City seals was used on official letterhead.

With the introduction of the new City logo, the City Seal will be predominately used for all matters of permanence, such as official documents of the Gainesville City Commission. The corporate seal of the city is an impression showing a locomotive with the year 1869 enclosed by the words "City of Gainesville, State of Florida." The corporate seal of the City of Gainesville is the same as that of the Town of Gainesville, incorporated in 1869. The Clerk of the Commission serves as custodian of the City Seal and records.

In most cases the new logo will replace the City seal on the majority of all forms of communication, including but not limited to print and electronic media. The City seal is reserved for formal and/or legal use, as described on page 5.

It is anticipated that the official Seal will be the enduring symbol of Gainesville City government, while the logo is its contemporary marketing tool. The logo is a distinctive combination of type and symbol; as a whole it suggests the integrity and innovation that represent the past and future of our community. Everything about the logo -- the tag line, shapes, colors, type and placement of the elements - has been custom-designed and carefully considered. The line is all-inclusive; it supports the diversity that is the cornerstone of Gainesville and thus embraces all residents, visitors, all businesses. The brand logo leverages the idea that people in Gainesville are defined by their passions not their professions. The imagery (the sweeping green "s") brings to mind outdoor activities, one of Gainesville's greatest assets. The line implies progress (it will grow with Gainesville) and is very flexible and will work for all of the organizational entities that comprise Market Gainesville and beyond.

Use of the City of Gainesville Seal will continue

The traditional City of Gainesville seal remains alive and well. Use of the seal is reserved for use by the Gainesville City Commission and other official functions where an official seal of the government is prescribed by law or custom. With this publication, new formal standards are in now place to guide the appropriate use of the City Seal. Any questions regarding use of the City Seal should be directed to the Clerk of the Commission.

The Launch of the New Brand

To further the City of Gainesville's vision statement -- and reflect the City of Gainesville's identity as a vibrant mid-sized City and host community of one of the nation's largest public universities -- the City of Gainesville adopted its new brand in 2006.

Through a collaborative leadership effort with the Market Gainesville Partnership, a new community-wide branding strategy, which includes the City of Gainesville, was developed. The new brand and logo conceptually capture who we are as a community as well as the kind of community we aspire to become. Its clean contemporary lines denote a community with energy, capable of transformation.

Developing a New Identity

The City of Gainesville intends to become one of the top ten mid-sized cities in the nation by setting the standard for excellence in providing cost-effective and innovative services for our citizens. For that reason, it is important that all aspects of City government project one clear image or "brand" through an integrated communication and marketing strategy. Clear messages and visual imagery will highlight the fact that the City of Gainesville is a multifaceted, unified organization. The new City brand is the one unifying visual image for all components of City government (except for reserved uses of the official City seal). We all make up a unified single entity and the whole is only as strong as the sum of its parts. It is the marketing representation of all aspects of City government.

The City of Gainesville will implement this new brand on most City stationery, publications, promotional materials, vehicles and on other materials immediately. In order to implement this new brand in a cost-effective fashion, offices, departments and divisions will implement the brand as current supplies are depleted (such as in the case of stationery). The new system is designed to be flexible so that it is applicable to a variety of formats and media.

This policy has been developed to highlight the unique identity of each Charter Office and subdivision of City government while reinforcing that the municipal government of the City of Gainesville is one complete entity. A goal of brand efforts by City communicators is to become more consistent in identifying the City agencies, while preserving the unique flexibility that is a hallmark of the City's Charter Offices.

The success of this brand implementation depends upon your contribution and cooperation. Everything we do creates an impression; and every impression changes the way people think about the City of Gainesville.

Should you have any questions about the City's new brand and its implementation, please contact the Office of Communications and Marketing at (352) 334-5017 or e-mail gainesvillepio@cityofgainesville.org. Questions regarding use of the City Seal should continue to be directed to the Clerk of the Commission.

The New City of Gainesville Brand

The City of Gainesville's new brand was developed during a collaborative branding initiative with the Market Gainesville Partnership, a group of more than 46 community institutions including the University of Florida, City and County governments, local businesses and non-profit organizations serving the needs of the Gainesville community. The Market Gainesville Partnership hired North Star Brand Destination Strategies, a company with vast expertise in developing more than 300 community brands. North Star was instrumental in this combined effort to market the Gainesville area to visitors, residents and businesses.

Exhibit 1: City of Gainesville Logo

City of Gainesville Mission
We are committed to providing exceptional services that enhance the quality of life for the Gainesville community.

City of Gainesville Values
Integrity: We will be open, honest and honor our commitments

Diversity: We will maintain a viable workforce that reflects our community.

Teamwork: We will work cooperatively to build and maintain productive working relationships.

Citizen and Customer Satisfaction: We will strive to meet our citizens' and customers' needs in a professional and courteous manner.

Quality: We will aspire to the highest level of excellence in our products and services.

Financial Accountability: We will provide responsible stewardship of the City's assets and resources.

Sustainability: We will meet the economic, social, institutional and environmental needs of current citizens without compromising the ability of future citizens to meet their own.

Communication: We will communicate effectively with our citizens, our customers and the community at large.

Brand Platform

City of Gainesville Vision

The City of Gainesville will set the standard of excellence for a top ten mid-sized American city; recognized nationally as an innovative provider of high-quality, cost-effective services.

The Brand Platform includes all of the aspects that form the character of the brand and moves the City towards accomplishing our vision. The City of Gainesville's brand platform is as follows:

Target audience: For people who appreciate the vitality of a college town.
Frame-of-reference: Gainesville is home to the acclaimed University of Florida.
Point-of-difference: Where a learning-based culture exists amidst the surprising beauty of inland Florida.
Benefits: So you are inspired to discover and grow (intellectually, emotionally, financially, spiritually and physically)

"Every path starts with passion" is the position line for Gainesville City government, Chamber of Commerce, Council for Economic Outreach and the Alachua County Visitors and Convention Bureau as well as other stakeholders. The line is intended to be all-inclusive: it supports the diversity that is the cornerstone of Gainesville and thus embraces all residents, visitors and businesses. Regardless of which path you take -- in Gainesville, it starts with *passion*. The word *path* connotes a journey, the word *passion* implies great emotion, the *imagery* brings to mind outdoor activities, one of Gainesville's greatest assets and the *curved line* implies progress - it will grow with Gainesville. The green color of the curved line/ stylized "s" also conveys the strong concern for environmental issues in Gainesville.

The City of Gainesville employs several variations of the logo to meet differing design needs. Together they comprise the City's brand identity system. The City's logo is the official logo for use on all City communications (with some noted exceptions). The main City logo and all variations are available for download in several file formats and colors at http:// ggweb/Intranet/CMO/brand/. Alteration of the logo artwork, aspect ratio or colors is strictly prohibited.

When to use the City Seal, when to use the New Brand

The **City Seal** is used for all items related to the Gainesville City Commission. It is also used to mark all items of a permanent and lasting nature. As noted on page 3, the Clerk of the Commission serves as custodian of the City Seal.

The **City logo** is a marketing piece on all other items. It is used on Charter Officer and Department materials to bring a sense of unity to City information. The Communications and Marketing Office manages oversight of use of the brand.

**CITY OF GAINESVILLE
OFFICIAL SEAL**

**CITY OF GAINESVILLE
OFFICIAL BRAND**

Used for:
- **City flag**
- **City Hall Auditorium Signage**
- **City Commission Ordinances**
- **City Commission and Mayoral Proclamations**
- **City Commission and Clerk of the City Commission letterhead, business cards (if requested)**
- **City Commission Appointed Boards and Committees Letterhead when sending external correspondence via official City Commission action**
- **City Commission Reports and Plans**
- **City Commission Agenda and Minutes**
- **City Commission adopted documents**
- **City Board-appointed Commissions, Task forces**
- **City Commission official and/or ceremonial items** (pins, pens, plaques)
- **Permanent signage**
- **Employee Service Pins**
- **Service Awards**
- **Paychecks**
- **Benefit forms and statements**
- **City Citations**
- **Legal documents**
- **Building capstones**
- **Historical Markers**

Used for:
- **Correspondence** (except when the City Seal is required as previously noted): Letterhead , fax cover sheets, memos, CityLine e-announcements, business cards
- Internal Correspondence for City Commission Appointed Boards and Committees
- **Print Publications:** Brochures/fliers, annual reports
- **Clothing:** Uniforms, t-shirts, polo shirts, hats
- **Promotional merchandise/marketing:** Banners, bags, hats, pens, umbrellas, giveaway items, promotional pins, advertising (print and electronic)
- **Forms** (permits, applications)
- **Electronic:** Web site, Intranet
- **Community 12TV advertising and programming**
- **Signs** - of a temporary or permanent nature
- **Vehicles:** any new City vehicles or equipment and all City of Gainesville vehicles and equipment previously badged with the City seal (as funding allows)
- **Trade show booths**
- **Display Table Cloths**
- **Procurement correspondence:** Purchase orders, RFPs, RFQs
- **Presentations** (i.e. PowerPoint)
- **City Name Badges**
- **Speciality Awards**

NOTE: You may submit your request for an exception to the Brand Usage Policy Standards Manual to the Communications and Marketing Office by e-mail (gainesvillepio@cityofgainesville.org) or phone (334-5017). Questions regarding use of the City Seal should be directed to the Clerk of the Commission.

The City of Gainesville Brand and Variations

The City of Gainesville's new brand position line is *every path starts with passion*. The position line appears under the full length of the brand logo to increase its visibility and reinforce the brand. The position line must always be included when incorporating the new City brand logo. The colors for the new logo and font families are as follows:

PMS 281
96C|78M|24Y|11K

PMS 7489
63C|5M|82Y|1K

Exhibit 2: Brand Colors

Font Family: Trajan Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tagline Text: Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Exhibit 3: Logo font families

Two-Color Logo
This logo should be printed as two spot colors when possible. The 4-color process variation is also acceptable.

Exhibit 4: Two-Color Logo

Required space around the logo*
Leave 1/4" open space around the logo.

Exhibit 5: Spacing requirements

* Exceptions are allowed on a case by case basis due to media size requirements

Reverse Logo
Reverse logo (on black or dark color) reverse white with green on very dark or black background. Reverse white for the tagline when green might be hard to read. "S" can be adjusted to a screen of the green that is readable, but should should be very different in color than "Gaine ville."

Exhibit 6: Reverse Logo

One Color Logo
One color usage can be white, black or PMS 281 or PMS 7489. Screen "S" and tagline back 60% of black or blue, and screen "S" back 60% of green – leaving the tagline 100%.

Exhibit 7: One Color Logo

Size Restrictions

The City of Gainesville brand logo should not be reproduced any smaller than shown. The logo should be no less than 1.5 inches wide and 0.5 inches tall

Exhibit 8: Size restrictions

When embroidering the logo on shirts and uniforms additional size requirements apply. Please refer to the uniform and clothing policy standards on page 18 for more information.

Inclusion of Department and Division Names with City Logo

When including a department or division name with the City logo, the department or division name must be in the Futura Book font (for instructions on downloading the Futura Book font please go to http://ggweb/Intranet/CMO/brand). The department or division name must be placed directly below or to the right of the logo, retaining the 1/4" required space around the logo. The department or division name must be equal or smaller in proportion to the logo. For examples, please see below:

Exhibit 9: Inclusion of Department Names

Unique Logos and Graphic Elements

In the past, some departments and Charter Offices received approval for a unique logo design that is different from the City of Gainesville's brand logo, to convey an emotion or message about their specific function and mission. While the desire for unique logos is understandable, a single visual element resonates with many audiences and provides quick, easy and consistent recognition of entities within the City of Gainesville. Accordingly, no new logos, graphic or visual elements outside of the parameters identified in this manual may be used by the City of Gainesville. However, approvals may be considered for a graphic element to be used on specialty promotional items, clothing (such as summer camp t-shirts), etc. providing there is a clear visual separation and delineation between the City of Gainesville logo and the graphic element. The graphic element cannot be grouped with the signature logo in any way to appear as a larger composite piece.

Additional graphic elements may never be used on letterhead, business cards or forms without prior approval of the City Manager. Additionally, the City of Gainesville logo will be a dominant element of any advertising for the City. However, given the long standing identity of several entities within City government, current exceptions to this policy are as follows.

• Gainesville Regional Utilities
• Gainesville Fire Rescue
• Gainesville Police Department
• Regional Transit System
• Gainesville Community Redevelopment Agency
• Code Enforcement
• Solid Waste Recycling (when functioning as a joint recycling entity for the County)
• Cultural Affairs (when functioning as the local arts agency)
• LifeQuest

Examples of such inclusion is demonstrated in the stationery samples shown on page 11.

Unacceptable Variations

Always use the original digital design files downloaded from http://ggweb/Intranet/CMO/brand/. The files cannot be redrawn, re-proportioned or modified in any way.

The following are examples of improper modifications that may violate the integrity of the City of Gainesville brand logo.

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT delete or adjust any element of the logo.

DO NOT change the proportions of the logo.

DO NOT rotate the logo.

This copy would not be appropriate sitting this close to the logo.

DO NOT place type or objects within 1/4" of logo.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

DO NOT screen the logo or use the logo behind text.

DO NOT print the logo on a background or image that makes it difficult to read.

Exhibit 10: Unacceptable Variations

DO NOT print the "S" the same color and density as "Gaine ville". It wraps through serif on the "E" and this element would be lost with no difference in color.

Stationery Standards

All City letterhead, envelopes and business cards (with some noted exceptions) are to be standardized to provide consistent institutional identity and to reduce design and printing costs. In addition, City memos should incorporate the new City logo. Templates are available at http://ggweb/Intranet/CMO/Brand/.

Letterhead 8.5 x 11"

Exhibit 11: Stationery

Stationery is one of the most visible and frequently used forms of communication. Stationery provides an introduction, an impression and a continuing point of contact. A simple guide to purchasing approved stationery is available from the Purchasing Division. After all supplies of existing stationery have been depleted, all new City letterhead and envelopes are to be standardized to provide a consistent identity. Examples and specifications follow.

Letterhead

Color and Paper: Letterhead and envelope will be of Royal Cotton stock with a weight of 25% Cotton, watermark, 30% Post Consumer Fiber, 24# Light Cockle in White. See page 7 for examples of official ink colors (PMS 7489 and PMS 281). Laser and inkjet guaranteed.

Office, Address and Telephone Information: The primary purpose of printed information on stationery and envelopes is to provide information for responses. The stationery should include the general office telephone numbers, including area code. The addresses should include the post office box number assigned by the post office and the 5 plus 4 zip code. Fax numbers and e-mail address may be added if departmental (not personal). Printed stationery should not be personalized with name and title. See example on page 13.

Envelopes

The standards for envelopes with the return address printed are largely dictated by requirements from the U.S. Postal Service. Mechanical limitations of optical scanning equipment are the primary factors for some restrictions, such as the last two lines of the return address must be the post office box number, followed by the city, state (official postal abbreviation) and the 9-digit zip code on the last line. The return address and/or logo cannot be printed past half the length of the envelope or lower than 2.75 inches from the bottom of the envelope.

Color and Paper: The same as the letterhead (see example on page 11 and standards above).

Second sheets: When preparing correspondence containing more then one page, subsequent pages should be blank and of the same paper stock as the letterhead.

1/2" Margins   1/2" Margins
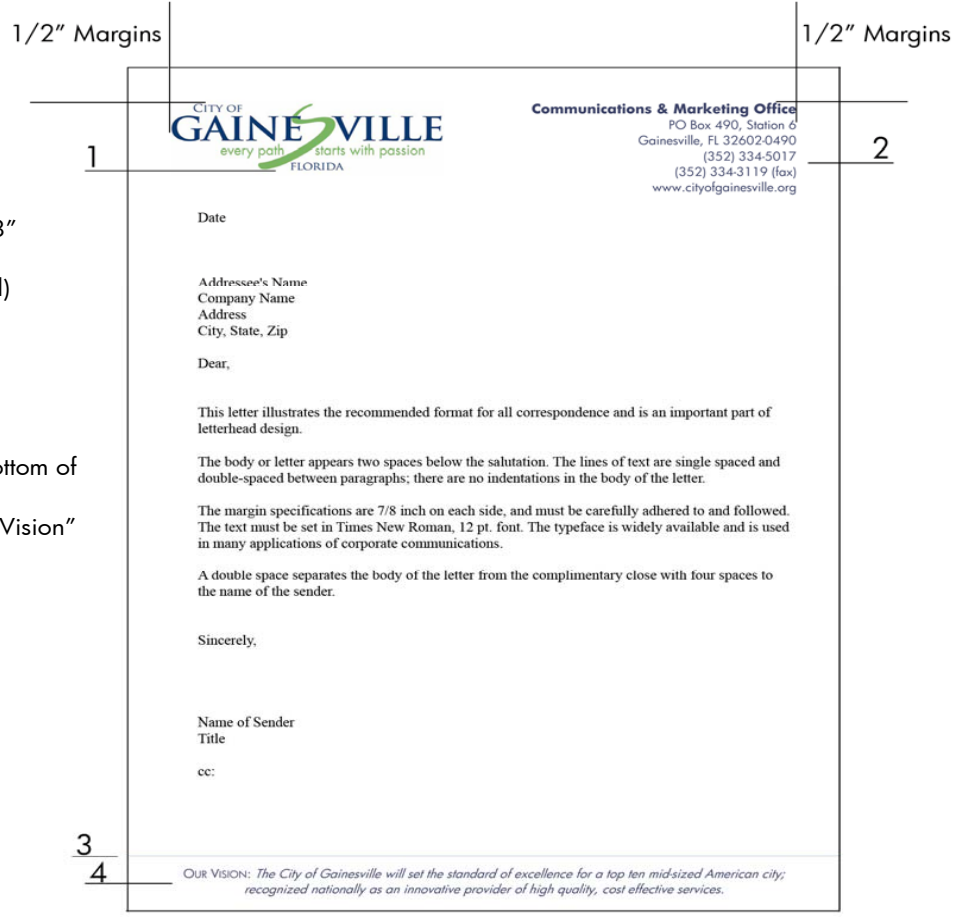
1. Logo: size should be 7/8" x 3 1/8"
2. City Information (all Futura font)
   a. Dept/Div Name (12 pt. bold)
   b. Address (11 pt.)
   c. City, State Zip (11 pt.)
   d. Telephone (11 pt.)
   e. Fax (11 pt.)
   f. Web Site (11 pt.)
3. Separation line is ¾" below the bottom of the page
4. Tagline is 11 pt. Futura font. "Our Vision" is small caps Futura and tagline is italicized.

LOGO COLOR REFERENCE: Pantone 7489 (green), Pantone 281 (blue)

SIZE: 8.5" X 11"
COLORS: Pantone 7489 and 281
PAPER STOCK: Royal Cotton
White, 24 lb. Light Cockle

This template consists of the following components
- Logo
- Department/Division Line
- Address Line
- City, State Zip Line
- Telephone Line
- Fax Line
- Web Site Line
- Tagline

Exhibit 12: Sample Letterhead formatting

Business cards

Color and paper: Blue (PMS 281) and Green (PMS 7489) on 80 lb. uncoated cover, smooth white, recycled card stock, 3.5 by 2 inches.

Typeface: Futura Book

Type placement and sizes: Department name is placed flush right in 10 point bold font. Division names (if applicable) are placed directly below Department names, also in 10 point font but italicized and not bolded. Mailing address information is flush right and is in 8 point type and aligns to the right hand side of the card. The employee name is placed flush left on top of the vertical blue line in 10 point bold font.

The City's Vision Statement must be placed centered on the opposite side of the card, with all text flush center, OUR VISION in 10 point bold font and the vision text in 10 point not bolded font, italicized. "Visit us on-line" in 10 point font must be included one space below with the web site address in 10 point font, italicized. The employee's title should be placed flush left, directly below the vertical blue line in light, italicized and not bolded font.

The new postal format should be used for the address, with abbreviations and without punctuation. Contact information can include office phone, cell phone, office fax and City e-mail address.

If a secondary logo is included, it must be placed centered under the Department and Division names in the upper right hand corner or if there are two secondary logos they must be placed flush right on the same line. See page 15 for examples.

Any exceptions to these business card standards must be approved by the City Manager.

CITY OF
GAINE VILLE
every path starts with passion
FLORIDA

Futura Book Heavy 10 Pt
Futura Book Oblique

Futura Book Bold 10 pt

Futura Book Light Oblique 8 pt

Futura Book 8 pt Location
P.O. Box # • Station #
Gainesville, FL Zip Code
(123) 123-4567
(123) 123-4567 fax • (123) 123-4567 cell
email address

CITY OF
GAINE VILLE
every path starts with passion
FLORIDA

Department Name

Employee Name

Employee Title

Street Address
PO Box Address • MS #
Gainesville, FL 32602-0490
Phone Number
Fax Number
email_address@cityofgainesville.org

CITY OF
GAINE VILLE
every path starts with passion
FLORIDA

Futura Book Heavy 10 Pt
Futura Book Oblique

Futura Book Bold 10 pt

Futura Book Light Oblique 8 pt

Futura Book 8 pt Location
P.O. Box # • Station #
Gainesville, FL Zip Code
(123) 123-4567
(123) 123-4567 fax • (123) 123-4567 cell
email address

Secondary logos, such as GPD and GFR logos shown here, are to be centered underneath the Department and Division (if applicable) names in the upper right hand corner or if there are two secondary logos they must be placed flush right on the same line. Please contact the Communications & Marketing Office with any questions regarding this template.

OUR VISION
The City of Gainesville will set the standard of excellence for a top ten mid-sized American city; recognized nationally as an innovative provider of high-quality, cost-effective services.

Visit us online at
www.cityofgainesville.org

Exhibit 13: Business Card Examples

Publications

The City of Gainesville, its Charter Officers and departments issue many publications. Brochures, bulletins, posters, newsletters, magazines, Web sites, video and other forms of communication should create a favorable, long-lasting impression, generating interest and support for the City. An effective publication-whether printed or in electronic form - is one that is written clearly, well designed and produced with an attention to quality. Individually and collectively, these publications create an impression of the City of Gainesville. To provide a consistent visual image that reflects a Gainesville look and style, it is important that each publication appear as a member of the City of Gainesville family, sharing common graphic elements. These standards have been developed to provide visual consistency while also giving creative freedom for innovative publication design.

• An approved version of the City brand logo must be clearly and prominently displayed on the front cover of all City publications, either at the top or left hand side, and must be the most prominent logo featured.
• Rarely should another logo appear on the cover of publications. Some exceptions may be allowed, and if another logo is allowed it should be placed inside the publication but not on the cover (except in certain situations: please contact the Communications and Marketing office with any questions).
• The logo may be printed over a photograph, texture or other image provided it remains a prominent visual element.

Exhibit 14: Publication featuring new logo.

Diversity

The City of Gainesville is committed to diversity. City communicators are encouraged to reflect diversity in their imagery and in text by using gender neutral language and including the broadest possible diversity of age, gender, racial and ethnic groups and ability in photographs.

Other Materials

Fliers, Announcements, Advertisements, Posters, Banners, etc.
Print advertising and other collateral materials may vary greatly in design, but accurate application of the logo standards will ensure a consistent representation of the City of Gainesville image. The City logo must be used in all advertising and appear prominently in the layout. When used with a second logo, the second logo should appear less prominently and be positioned subordinately (as shown in the example to the right) except in situations when the City is a joint, equal partner with another entity and not the primary funding source or program manager.

Occasionally, there will be opportunities to display the City of Gainesville logo that are not described. When appropriate, the City logo should be used only in the approved colors and font families. These applications may include banners, exhibits, displays, plaques, clothing and specialty items.

Exhibit 15: Sample advertisement

Audio and video
All radio, video and film produced for the City requires a "City of Gainesville logo" and in some cases references to the tag line "every path starts with passion" in the completed and aired version.
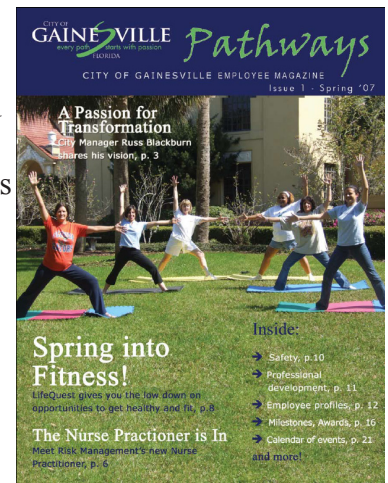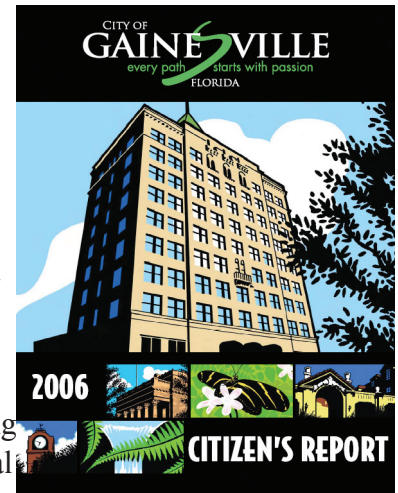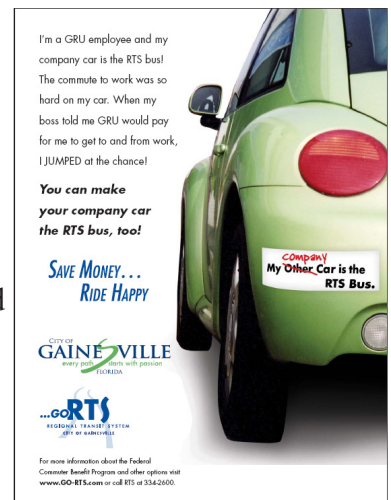
Other Materials

Examples of print and other media that incorporate the logo are shown below:

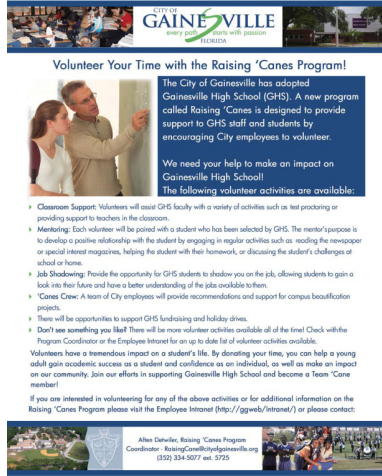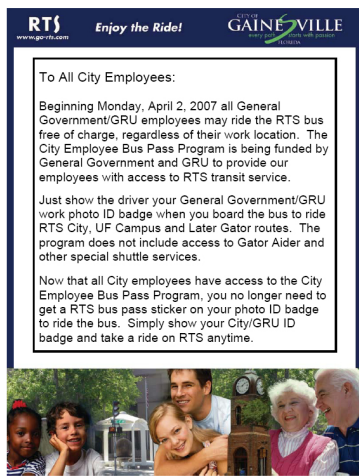## Fliers, Announcements, Advertisements, Posters, Banners, etc.

Exhibit 16: Posters, Fliers and Advertisements

Audio and Video

Exhibit 17: Community 12 Programming

Promotional items, giveaways and displays/exhibits
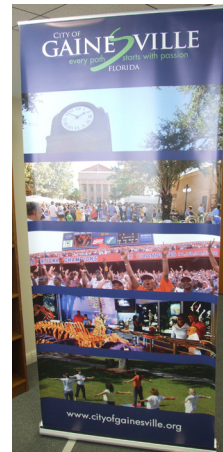

Exhibit 18: Promotional Products

Exhibit 19: Displays/Exhibits

Uniforms

The intent of this procedure is to standardize uniforms across all City departments and introduce the new logo to City apparel. Uniforms play a vital role in standardization and the development of a consistent City visual aesthetic. It is very important that City of Gainesville uniformed employees are outfitted in such a way that the public can easily recognize them as City employees. The following outlines the standards for City uniforms (except for the Police and Fire Departments):

Standardization

The City has adopted standards for the purchase of uniforms. The City Logo will be the same as the pre-approved versions mentioned on page 7 of this document. The City Logo can be embroidered or screen printed on polo/golf type shirts, oxford/button-down shirts or T-shirts. These standards are to be followed by all General Government uniform wearers (except for the Police and Fire Departments).

Acquisition of Uniforms

• The City Logo shall be on the left breast of all shirts, jackets and smocks by embroidery, screen print or patch with the minimum dimensions of 3 5/8" x 1 1/4" .
• The City Logo also should be applied to caps or work helmets by embroidery, screen print or patch.
• Optional embroidery, screen print or patch for department or division name shall be centered under the logo.
• Optional embroidery, screen print or patch for an employee name shall be on the right breast of the shirt.
• The City Logo can be downloaded to a disk and provided for embroidery, screen print or patch purposes.

Uniform Color Palettes (see Exhibit 20):

Approved colors for shirts are:
• Navy/Royal Blue
• Khaki
• White
• Black
• Heather gray
• Heather blue/Light blue
• Hunter green
• Wine/Burgundy
• Corporate blue/Bimini blue
• Butter yellow
• Golden yellow

Approved colors for jackets, smocks and pants are:
• Navy
• Khaki/Chino
• Black

T-shirts

There is more flexibility provided to T-shirts due to their event orientation. Because each T-shirt request is unique any staff person wishing to purchase a T-shirt for an event must submit the proposed design to the Communications and Marketing Office for review and approval.

Exhibit 20: Uniform Color Palettes

Sample Uniform/Shirts

Exhibit 21: Sample Uniform Shirts

Signage

Building signage is a part of the City of Gainesville's brand identity. While consideration is given to such factors such as architectural environment and landscape, a new signage program will be adopted and will gradually be implemented as new signs are made and aging signage is replaced.

Until such time, please refer all questions regarding proposed signage to the Communications and Marketing Office.
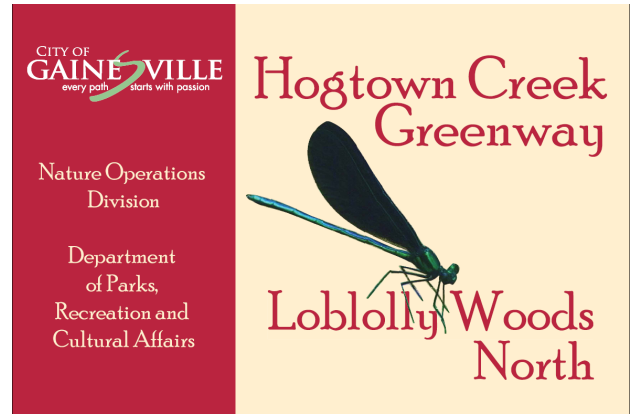

Exhibit 22: Sample Signage

Vehicles

All City of Gainesville vehicles that presently display the City seal and new vehicles must eventually be rebranded to display the new logo. Vehicles include, but are not limited to, cars, trucks, vans, SUVs, police sedans, fire trucks, heavy equipment and other vehicles. These standards first apply to new vehicles, where the rebranding process will be targeted so as to not incur additional expenses. As older vehicles need replacement of their existing logos the new logos will be added. New standards are also in development for the Regional Transit System buses and will be added to this manual in the near future.

The preferred vehicle color is white. Should you have any questions about the Vehicle Re-branding Process contact the General Services Department. The exact location and configuration of the City logo will be determined by the General Services Department based on vehicle type and style.

Central vehicle guidelines:
- City logo should be displayed centered on both front door panels of a car, van or truck using the 14-inch sizing and in the rear of the vehicle, placed on the left hand side, using the 8-inch sizing.
- The placement and spacing of the logo will follow standards established earlier.
- When the department or division name is included with the City logo it must be in the Futura Book font.
- Vehicle numbers are also to be in the Futura Book font.

Exhibit 23: Logo Placement on Vehicles, Rear

Advice, Approvals and Licensing

This policy has been developed as a resource for anyone responsible for the creation or implementation of communication materials. Should you need additional information, interpretation or other assistance, please contact:

Office of Communications and Marketing
(352) 334-5017 or gainesvillepio@cityofgainesville.org

Questions regarding use of the City Seal should continue to be directed to the Clerk of the Commission.

FAQs

Q. When should the City of Gainesville logo or its variations be used?
A. To help build a strong and consistent identity, the City of Gainesville logo or its variations should be included when designing print and electronic communications, such as brochures, newsletters, annual reports and web sites with some noted exceptions.

Q. Where should logos be placed within communications?
A. Logo placement will vary depending on the piece. Recommended practice is to place the logo on the front cover and/or back cover of a report or plan or, in the case of a brochure or flier, on top (centered) or top left hand side of the publication. For additional guidance or assistance please contact the Office of Communications and Marketing at 334-5017 or e-mail gainesvillepio@cityofgainesville.org.

Q. Why are there different variations of the City of Gainesville logos?
A. The variations provide the flexibility designers traditionally while ensuring consistency and unity of identity.

Q. Which logo variations should be used for what?
A. Different variations have different applications. Logo color choice depends on the application. In general, the standard blue and green version is preferred. However, if the logo needs to be placed on a black or dark background, the reverse logo works best. If the number of colors must be limited a one color logo variation could be used.

Q. How do we incorporate Department or Division Names?
A. Department or Division Names should be in the same PMS color as the "GAINE VILLE" portion of the logo and in the Futura Book font. Department or Division Names should be placed to the right or below the logo, keeping the 1/4" distance required.