



CITY OF
DURHAM

Advertising Specifications



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City of Durham

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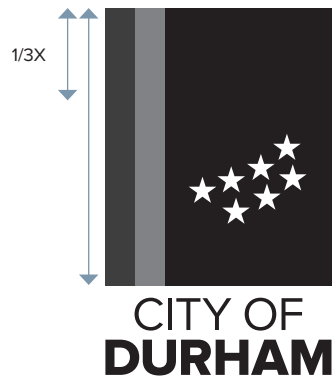
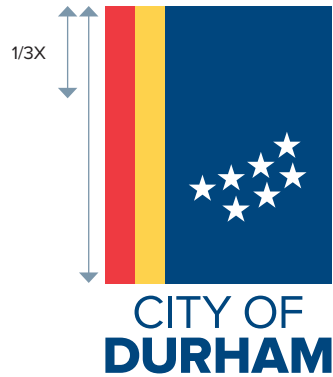
Advertising

- General - Horizontal

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 above. 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 2/3 of the height 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.



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City of Durham

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Advertising

- General - Vertical

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City of Durham

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Advertising

- Department Lockup with Existing Logo

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