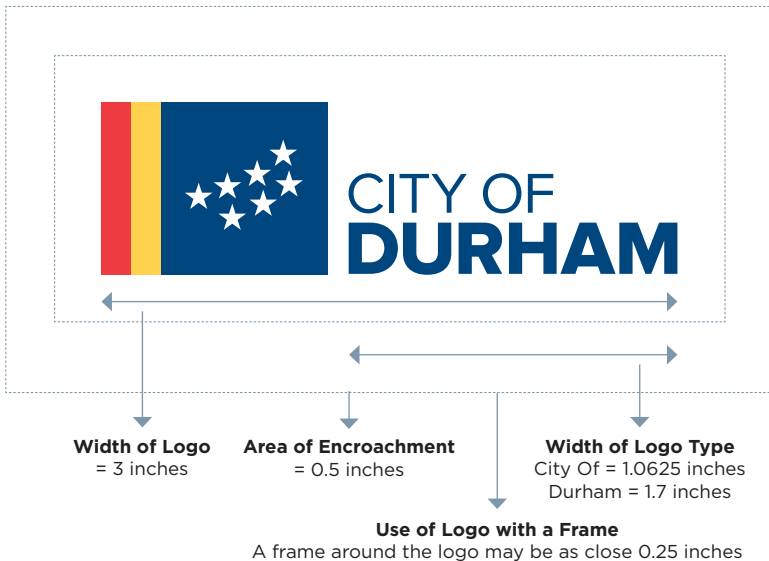
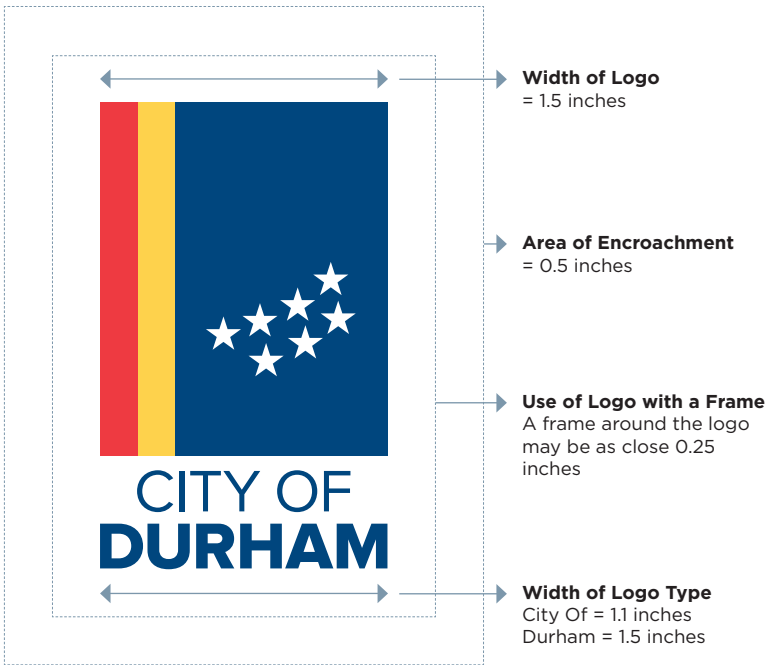


City of Durham Quick Guide to Branding



The Logo

The primary role of a logo is to identify. Logo design is not art. Logo design is a strategic business tool that allows an organization to be quickly, consistently, and easily identified. In updating the City's organizational logo, careful consideration was given to provide appropriate emphasis to each element of the logo since it gives a face to our organization, our services, and our programs. Identification comes first. Any meaning or association will now come with time through interaction with our logo.

Therefore, the logo and the overall City identity must always be reproduced following the guidelines provided in the Brand Guide.

Proper Placement

The relationship of typography and secondary logos to the City of Durham primary logo (official vertical and horizontal versions shown here) 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 Colors

Color plays a very important role in the City's organizational identity. The colors shown 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 these formulas be followed.

Gold

Pantone 122

CMYK
C0 M17 Y80 K0

RGB
R255 G210 B78

Red

Pantone 185

CMYK
C0 M91 Y76 K0

RGB
R239 G61 B66

Blue

Pantone 541

CMYK
C100 M57 Y0 K38

RGB
R0 G70 B127

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



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 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.

The Dont's

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 the Brand Guide. Please do not alter the font, color or proportional size of the City logo. The above variations of the official identity should be avoided.

The Fonts

Logo Fonts

The City's official logo font is Proxima Nova. The logo should not be presented using any other fonts.

PROXIMA NOVA - REGULAR (CITY OF)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

PROXIMA NOVA - EXTRABOLD (DURHAM)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Text Fonts

The City's official text fonts are Calibri and Arial. These fonts should be used when executing any internal or external correspondence including but not limited to emails, letters, business cards, envelopes, memos, and press releases.

CALIBRI - FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL - FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789