



CITY OF
DURHAM

Guide to Requesting a Logo

Why Do Logos Matter?

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 our Style Guide & Brand Standards Manual.

Who Needs a New Logo?

Simply put, there are very few divisions or programs/services that actually require an individual logo. The City has created approved logos for all existing departments. For the most part, these logos should fulfill any visual identity need. Some exceptions do apply, and in these cases, approval from the Office of Public Affairs is required.

What Are the Requirements for New Logos?

For divisions or programs that would like to request a new logo, the following criteria must be met before applying for a new logo:

- The program or service should be long-term (two or more years) and have a specific business plan/rationale that requires public or employee awareness or action.
- The logo must be created as a lockup with the City's logo and designed to the same specifications of all existing logos.
- The final logo and use must be approved in writing by the Office of Public Affairs. Department directors (or designees) must agree to be responsible for proper use of the logo.

If your request meets these criteria, you may submit your New Logo Request Application to the Office of Public Affairs. If your request does not meet these criteria, you are not eligible for a new logo and should default to your department logo or the City's general logo.

An example of the official lockup treatment of a program/service that can be used by departments who wish to highlight a new program/service.



I Received Approval for a New Logo for My Division or Program/Service. Now What?

To preserve the City's brand identity and its quick, easy, and consistent recognition, the Office of Public Affairs will not endorse any logo designed outside of the City's identity standards.

Once a new logo is approved, the Office of Public Affairs will design the logo and provide the necessary file types for use by the department/division.

Do Not

- Create a logo outside specifications of the official lockup treatment (shown above).
- Make changes or updates to any existing logos.
- Design or commission a design for a logo outside the specifications without permission by the Office of Public Affairs. In all likelihood, this design will be rejected, which will result in your loss of time and money.
- Use your new logo on stationery, business cards or any existing templates.

Do

- Use the official lockup treatment (shown above) when creating your logo.
- Use your logo on major publications and in advertisements.

Any exceptions to these policies, guidelines, and standards must be approved in advance by the director of the Office of Public Affairs. If you have any questions about the use of the City's logo or the creation policy, please contact the Office of Public Affairs.