City of Long Beach
Working Together to Serve

Memorandum

Date: August 10, 2017

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager

Subject: **City Style Guide**

Attached is the City Style Guide recently introduced to City Manager Departments. This guide is also available at www.longbeach.gov/styleguide/.

The purpose of this guide is to help unify the City identity, create a consistent look and feel that complements the City website design, and provide assets and guidelines for logo, seal, and color usage. This may be shared with any vendors, designers, staff, etc. This is the initial release of the Style Guide, and it is intended to be a fluid document, which will be updated with future designs as necessary. This is only a guide, not a collection of hard and fast rules, especially in cases where professional designers have been retained.

For those of you designing flyers, brochures and publications, please use the City of Long Beach typographical logo on covers and flyers, instead of the City seal. The seal should be used in limited circumstances to indicate an official City document.

The commonly used logos are available for download on the Intranet's webcorner page: http://lbnet/employee-services/webcorner/. Some CMS training manuals can also be found here.

Below are URLs to download the main primary fonts used on the website (Raleway = Headers, Open Sans = Body Text). The optional secondary fonts (Century Gothic = Headers, Arial = Body Text) are commonly used and should populate in any program like Microsoft Word and others.

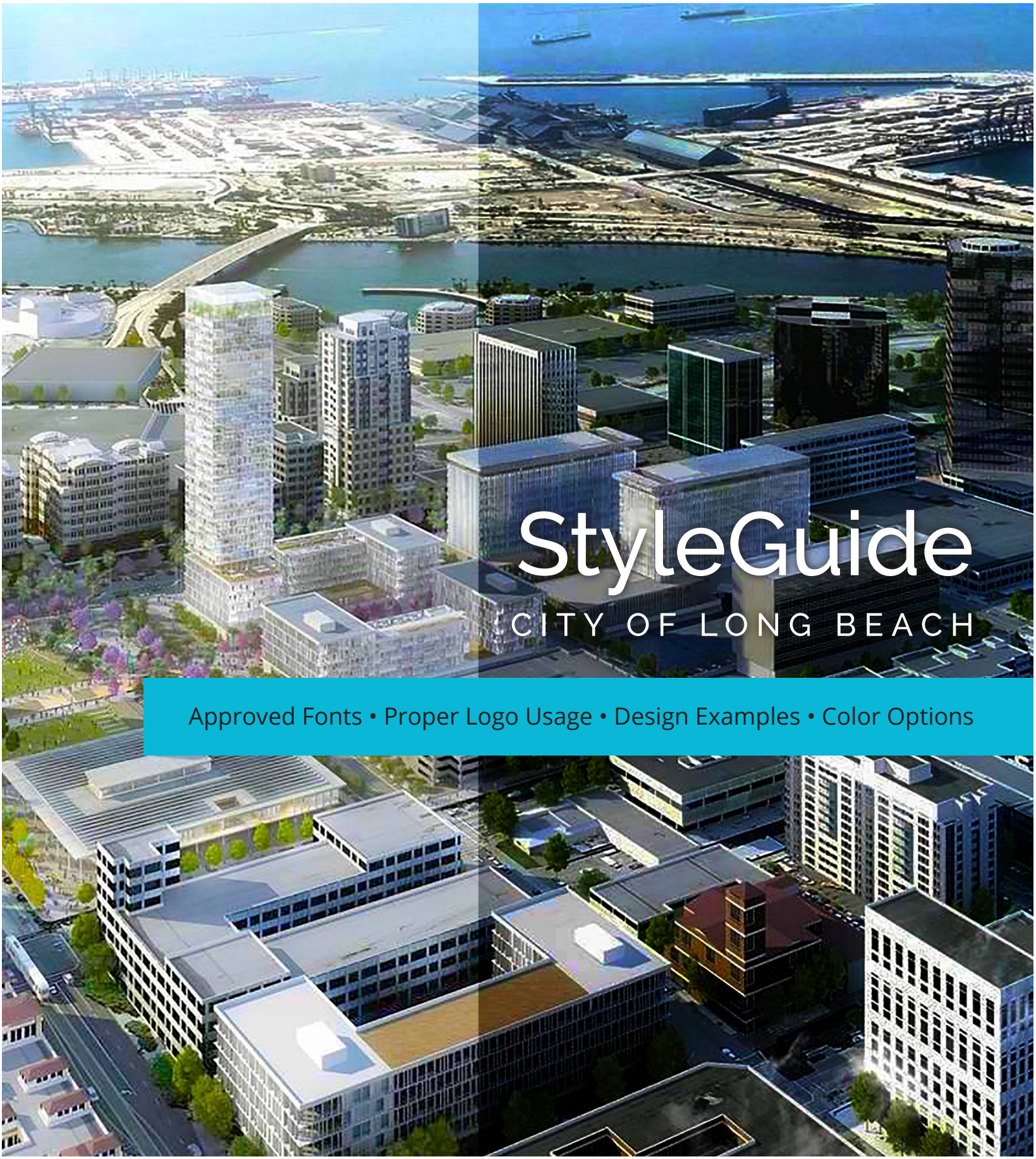
Raleway: https://www.fontsquirrel.com/fonts/raleway
Open Sans: https://www.fontsquirrel.com/fonts/open-sans

There is also a document called "Website/CMS Best Practices with all URLs on page 8.

If you have any questions regarding this matter, please contact Kerry Gerot at (562) 570-6811.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER



StyleGuide

CITY OF LONG BEACH

Approved Fonts • Proper Logo Usage • Design Examples • Color Options

CITY OF LONG BEACH

TYPEFACE LOGO: USAGE

The Typeface Logo is the primary logo for the City of Long Beach.

It should be used on documents such as reports, brochure covers, City correspondence, and official notices.

CITY OF
LONG BEACH

Primary Version (Horizontal)

CITY OF
LONG
BEACH

Secondary Version (Stacked)

The typeface logo should also be used on community-facing documents such as flyers, brochures, digital banners, websites, social media, collateral brochures, and outdoor banners.

CMYK
93 / 62 / 19 / 03
RGB
19 / 97 / 148
HEX
#136194
PMS
647

CMYK
70 / 03 / 11 / 00
RGB
23 / 185 / 217
HEX
#17B9D9
PMS
311

CITY OF
LONG BEACH

Black and White

CITY OF
LONG
BEACH

Black and White

TYPEFACE LOGO: USAGE

Spacing

Allow 1/2" space around the entire logo to separate the logo from any graphic, text or edge.

Smallest size

Horizontal Logo

Print

Digital

8.5" x 11" sheet

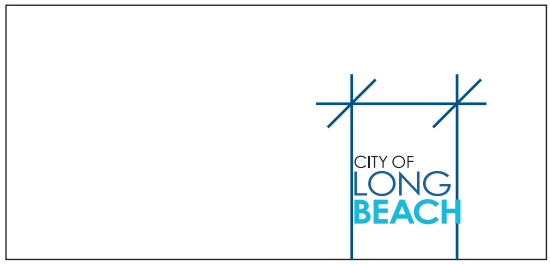
Maximum logo width no more than 2.5

Print

Digital

8.5" x 11" sheet

Maximum logo width no more than 1"



TYPEFACE LOGO: USAGE

Reverse Usage

The all white version of the logo should be placed only on the approved color palette and black.

CITY OF LONGBEACH

CITY OF LONGBEACH

CITY OF LONGBEACH

Logo Misuse

Only a white logo (reverse) should be placed over a photograph.

Logo Misuse

The logo should never be cut off, distorted, beveled or have a drop shadow.

OF LONGBEACH

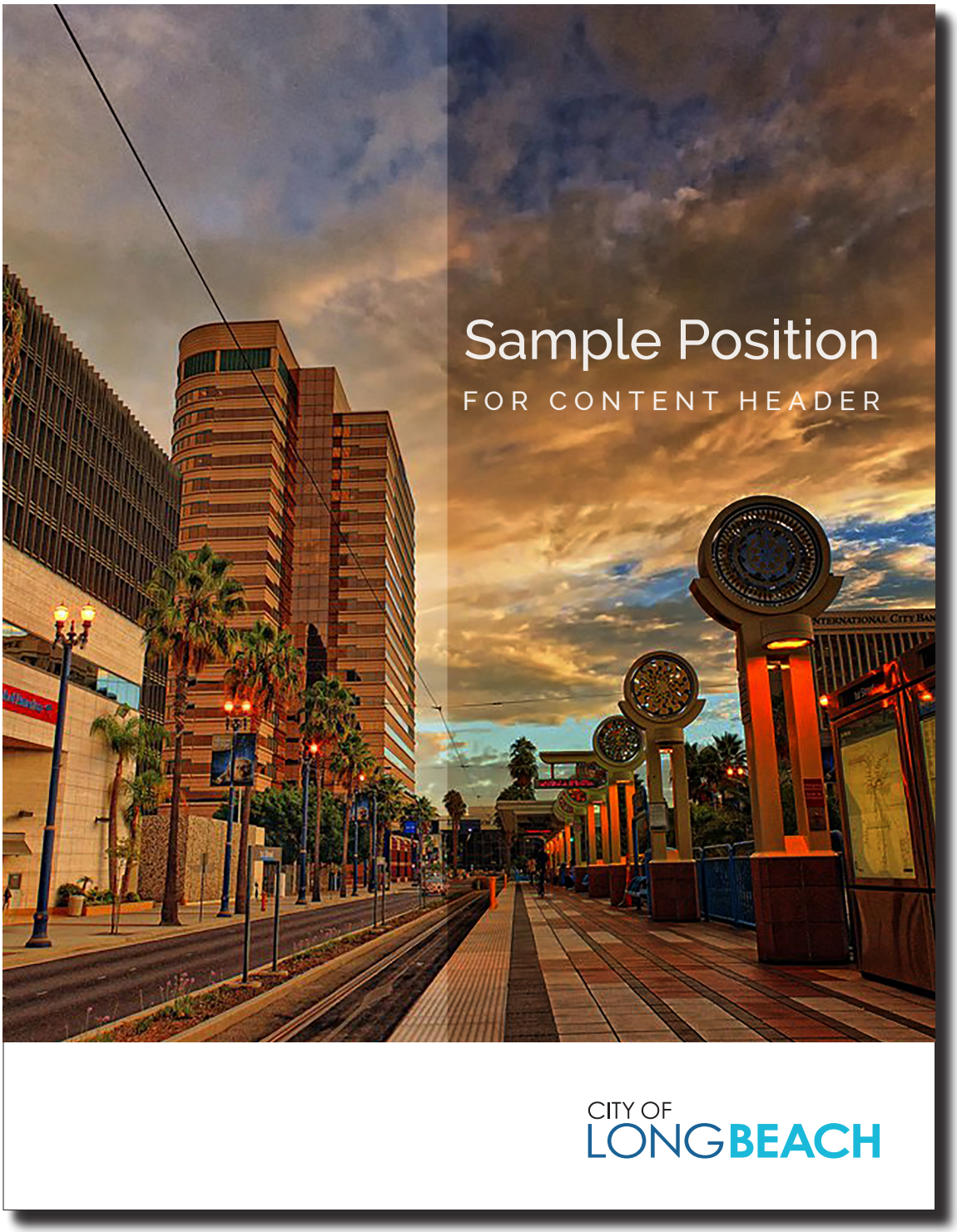
CITY OF LONGBEACH

CITY OF LONGBEACH

COLLATERAL: SINGLE LOGO PLACEMENT

SINGLE LOGO PLACEMENT

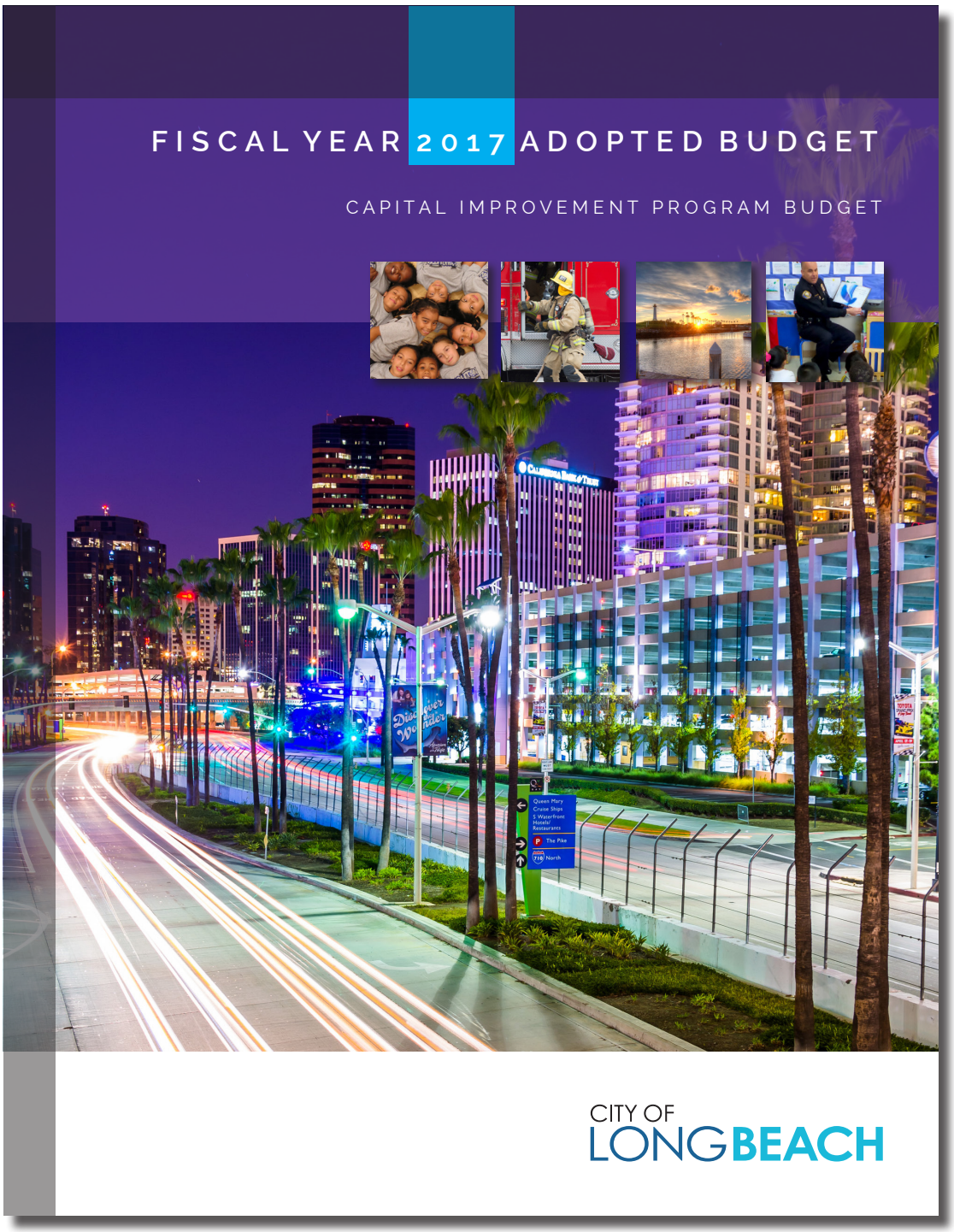
Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/2" from bottom trim.



COLLATERAL: SINGLE LOGO PLACEMENT

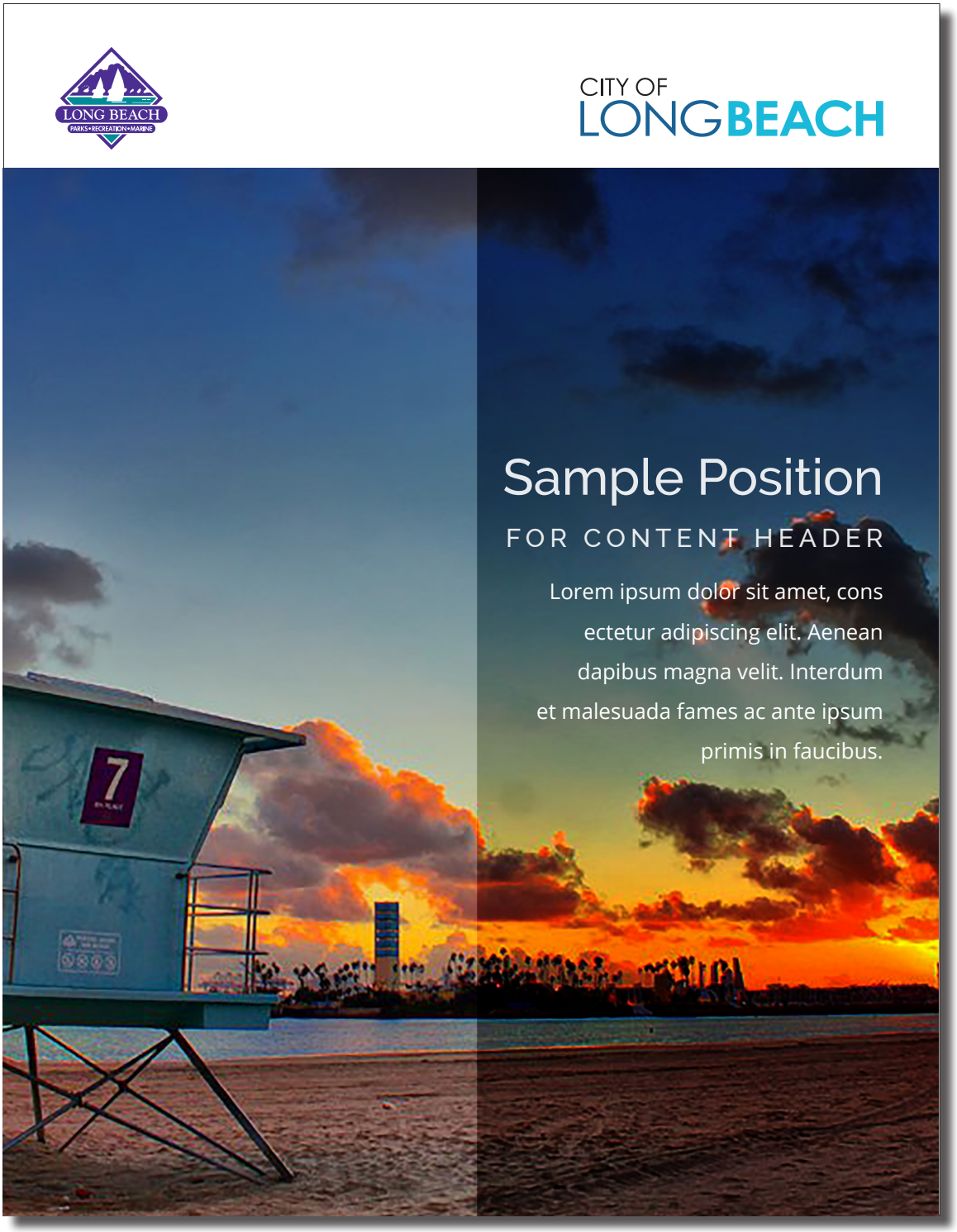
SINGLE LOGO PLACEMENT

Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/2" from bottom trim.



DOUBLE LOGO PLACEMENT

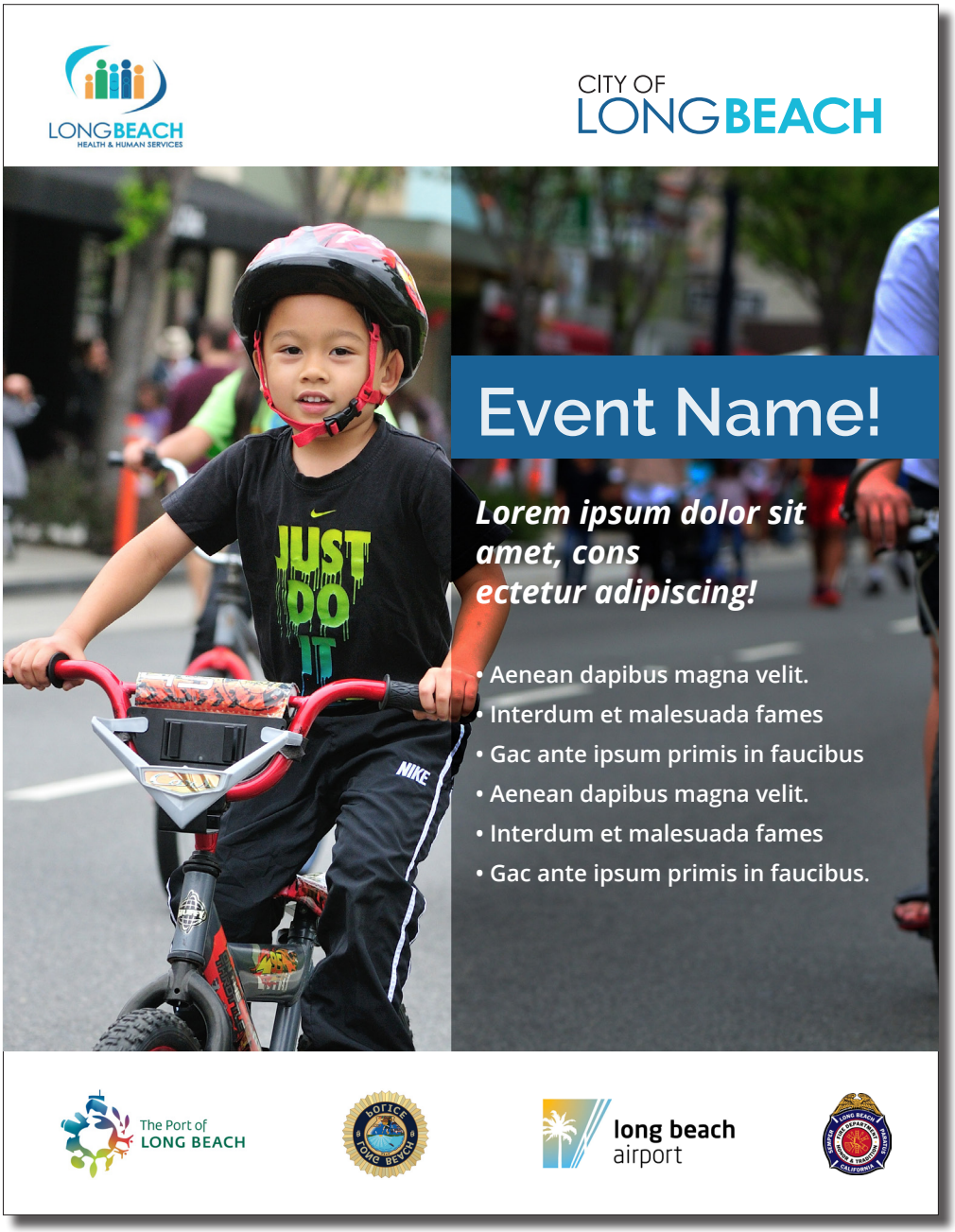
Department mark positioned upper left, 1/2" from top and left trim. Typeface logo to be positioned upper right corner, 1/2" from top and right trim.
Top of image or color panel to be 1-1/2" from top trim.



COLLATERAL: MULTIPLE LOGO PLACEMENT

UPPER LOGO PLACEMENT

Department or main sponsor mark positioned upper left, 1/2" from top and left trim. Typeface logo to be positioned upper right corner, 1/2" from top and right trim. If logos are of dissimilar shapes, they should always be based on the same horizontal plane. Top of image or color panel to be 1-1/2" from top trim.



SPONSOR LOGOS

Sponsor marks positioned across bottom 1/2" from bottom trim. Bottom of image or color panel to be 1-1/2" from top trim.

SINGLE LOGO PLACEMENT - TRIFOLD

Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/4" from bottom trim.

COLLATERAL: OFFICIAL DOCUEMTS

Documents

Below are "best practice" examples of logo placement for official documents.

CITY OF LONG BEACH

Official Document
10-12-16

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12345 Anystreet, Long Beach, California, 987
longbeach.gov

LONG BEACH

CITY OF LONG BEACH

Official Document
10-12-16

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g Beach, California, 98765 562-555-1212
longbeach.gov

CITY OF LONG BEACH INCORPORATED 1897

Official Document
10-12-16

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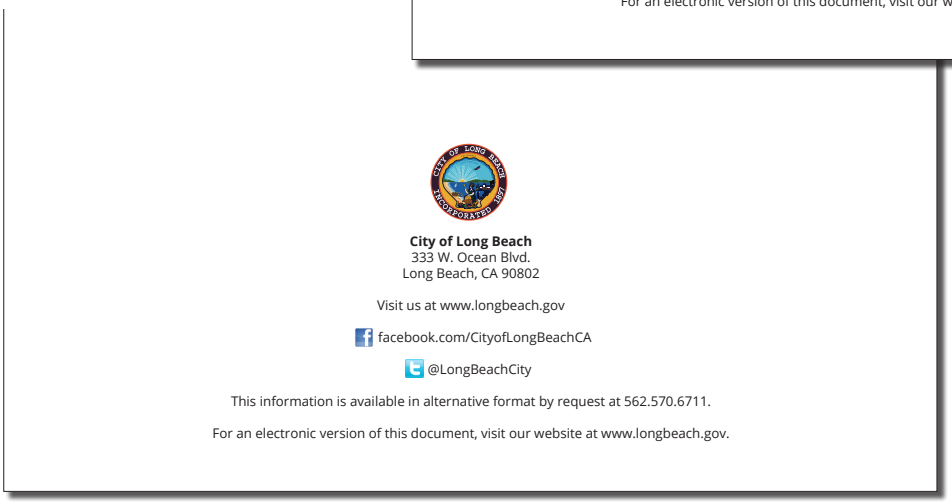
12345 Anystreet, Long Beach, California, 98765 562-555-1212
longbeach.gov

Document Back Covers

Appropriate logos are to be centered either singly or in pairs/groups.
Address line to be centered, 1/2" from bottom trim.



CITY SEAL: USAGE

City Seal Usage

While the typeface logo is to be used in most all cases, the City seal will still be used on back covers, as well as more "official" type documents.

City Seal Misuse

The seal should never be placed directly on a photo/graphic or image, or distorted in any way.

Colors of the seal/secondary colors

CMYK
87 / 75 / 0 / 0
RGB
36 / 76 / 197
HEX
224cc5
PMS
7455 C

CMYK
12 / 40 / 100 / 01
RGB
224 / 158 / 20
HEX
#e09e14
PMS
7555 C

CMYK
60 / 03 / 29 / 0
RGB
95 / 191 / 189
HEX
#5FBFBD
PMS
7472 C

CMYK
77 / 41 / 100 / 37
RGB
46 / 88 / 4
HEX
#2e5804
PMS
364 C

CMYK
75 / 68 / 67 / 90
RGB
0 / 0 / 0
HEX
#000000
PMS
Black 6 C

CMYK
30 / 94 / 100 / 40
RGB
122 / 30 / 5
HEX
#7a1e05
PMS
7526 C

CMYK
0 / 99 / 100 / 0
RGB
255 / 02 / 02
HEX
#ff0202
PMS
Bright Red C

MISCELLANEOUS: FONTS & EMAIL SIGNATURES

Primary Font Usage

HEADERS: Raleway Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

HEADERS: Raleway Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Open Sans Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Open Sans Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Secondary Font Usage

Headers: Century Gothic Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Headers: Century Gothic Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Arial Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Arial Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Email Signatures

All Long Beach city departments should follow this email signature format.

Open Sans

Raleway Bold

First Name Last Name in Bold
Title below in italics

Department Name in Bold | Bureau of Division Name in Bold
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Fax: ###-###-####
Firstname.lastname@longbeach.gov

Department Example

LONG BEACH PARKS • RECREATION • MARINE

CITY OF LONG BEACH

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