City of Long Beach
Working Together to Serve

Memorandum

Date: August 15, 2019

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager

Subject: **Style Guide Update**

Attached is the latest update of the City's Style Guide (Guide). The Guide can also be viewed at www.longbeach.gov/styleguide. This update includes significant enhancements from the original Guide that was distributed internally on August 10, 2017.

The purpose of the Guide is to visually unify the City's identity and brand across departments. This boosts brand recognition and develops trust with the community by representing the City as one. The document provides guidance and direction on City colors, logos, fonts, and marketing and promotional materials. Some of the more significant enhancements include the naming of the City's primary colors, new secondary colors, and standardized City templates, including PowerPoint, email signatures, business cards, and letterhead.

Expectations

- Departments should use the Guide to develop City collateral and marketing materials.
- Collateral and marketing materials developed by departments should be shared with, and reviewed by, the Office of Public Affairs and Communications (OPAC) before publishing.
    - Departments should provide the OPAC a reasonable amount of time to review.

Key Enhancements

- City's primary colors have been named "Bayshore Blue" and "Bixby Blue."
- Secondary colors are new.
- Standardized templates have been developed for departments: PowerPoint, email signatures, letterhead, envelopes, and business cards.
    - Templates are not optional.
    - PowerPoint templates are designed to have flexibility, with a variety of slides and the ability to change photos, while still maintaining the brand.
    - Optional gender pronouns are now standardized for both email and business cards.

Assistance

- The Guide is a living document. All recommendations for revisions can be submitted at any time through the OPAC at CM-PublicAffairs@longbeach.gov.
    - The OPAC will review all recommendations as they are submitted and will make appropriate updates biannually.
- Departments that have questions regarding the Guide, or those that need design support, should reach out to the OPAC at CM-PublicAffairs@longbeach.gov.
- The Guide, fonts, templates, and other communications tools are now easily accessible on the Intranet (http://lbnet/) > Employee Services > Communications & Branding.

If you have any questions regarding the Guide, please contact Chief Public Affairs Officer Kevin Lee at (562) 570-6811 or kevin.lee@longbeach.gov.

PW:KL

ATTACHMENT

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

Style Guide

CITY OF LONG BEACH

CITY OF
LONG BEACH

This official document provides direction on design and graphics for all City of Long Beach marketing collateral, communications materials, and products. Guidelines consist of logo placement, color options, appropriate usage, and other design best practices. The policies presented in this style guide must be observed at all times to establish unified messaging and a City brand that is recognizable by all internal and external audiences. Departments are encouraged to share this guide with vendors, staff, and any other appropriate stakeholders. The City Manager's Office will update this living document with future guidelines as necessary.

All logos, fonts and templates are available on the intranet under http://lbnet/employee-services/communications--branding/.

For style guide support, please reach out to the Office of Publics Affairs and Communications at CM-PublicAffairs@longbeach.gov.

Thank you for keeping Long Beach on brand!

Patrick H. West
City Manager

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COLOR

PRIMARY COLORS

The primary colors for the City of Long Beach are the most important visual elements, apart from the City logo and seal. The colors have been carefully selected – drawing from the City's oceanfront proximity while also signaling modern, clean design. The primary colors should be used on all City documents and correspondence, including: reports, brochures, flyers, digital banners and graphics, websites, outdoor banners, social media content, and other external-facing materials. Black and white are also recommended for use as primary colors on City materials.

Bayshore Blue
CMYK
70 / 00 / 11 / 00
RGB
05 / 195 / 222
HEX
05C3DE
PMS
311

Bixby Blue
CMYK
91 / 63 / 20 / 04
RGB
35 / 96 / 146
HEX
236092
PMS
647

COLOR GRADIENT

White **Black**

HEX: 05C3DE **HEX:** 236092

COLOR

SECONDARY COLORS

The following secondary color options may be used to accent the primary colors when additional color is needed. These colors should not be used for the main design, instead they should be used in combination with one or both of the City's primary colors.

CMYK
44 / 35 / 34 / 01
RGB
151 / 152 / 155
HEX
97999B
PMS
Cool Gray 7

CMYK
62 / 52 / 48 / 19
RGB
99 / 102 / 106
HEX
63666A
PMS
Cool Gray 10

HEX: 97999B **HEX:** 63666A

CMYK
05 / 17 / 41 / 00
RGB
239 / 209 / 159
HEX
EFD19F
PMS
155

CMYK
00 / 42 / 100 / 00
RGB
255 / 163 / 00
HEX
FFA300
PMS
137

HEX: EFD19F **HEX:** FFA300

CMYK
40 / 00 / 100 / 00
RGB
167 / 213 / 00
HEX
A7D500
PMS
2291

CMYK
89 / 31 / 92 / 21
RGB
00 / 112 / 65
HEX
007041
PMS
7733

HEX: A7D500 **HEX:** 007041

CMYK
03 / 09 / 53 / 00
RGB
248 / 224 / 142
HEX
F8E08E
PMS
1205

CMYK
42 / 59 / 100 / 34
RGB
115 / 83 / 29
HEX
73531D
PMS
7552

HEX: F8E08E **HEX:** 73531D

COLOR

CMYK
14 / 29 / 00 / 00
RGB
215 / 185 / 228
HEX
D7B9E4
PMS
530

CMYK
76 / 100 / 00 / 30.5
RGB
75 / 24 / 110
HEX
4B186E
PMS
2623

CMYK
00 / 64 / 30 / 00
RGB
255 / 128 / 139
HEX
FF808B
PMS
177

CMYK
06 / 92 / 91 / 00
RGB
224 / 60 / 49
HEX
E03C31
PMS
179

HEX: D7B9E4 **HEX:** 84344E

HEX: FF808B **HEX:** E03C31

The secondary color below is to be used to accent the primary blue colors when additional blue is needed. This color should not be used as the main design color for any use cases, instead it should be used in combination with one or both of the City's primary colors.

CMYK
100 / 83 / 35 / 23
RGB
00 / 56 / 101
HEX
003865
PMS
2955

COLOR

COLOR COMBINATIONS

The following are examples of color combinations using primary colors with secondary colors.

TYPEFACE LOGO

PRIMARY LOGO

The typeface logo is the primary logo for the City of Long Beach. The typeface logo should be used on all community-facing documents, such as reports, brochures, flyers, digital banners and graphics, websites, outdoor banners, social media content, and other external-facing materials. Only use the City of Long Beach typeface logo in image (.JPG, .PNG, or .TIFF). The typeface logo should never be manually recreated.

CITY OF LONG BEACH

Horizontal

CITY OF LONG BEACH

Stacked

Bayshore Blue	Bixby Blue
CMYK 70 / 00 / 11 / 00	CMYK 91 / 63 / 20 / 04
RGB 05 / 195 / 222	RGB 35 / 96 / 146
HEX 05C3DE	HEX 236092
PMS 311	PMS 647

TYPEFACE LOGO

SECONDARY LOGO

The black and reverse versions of the City's logo should only be used when the color primary logo does not work with the design or for lower print costs.

Black

CITY OF LONGBEACH

CITY OF LONG BEACH

CITY OF LONGBEACH

CITY OF LONG BEACH

CITY OF LONGBEACH

CITY OF LONG BEACH

Reverse

CITY OF LONGBEACH

CITY OF LONG BEACH

CITY OF LONGBEACH

CITY OF LONG BEACH

CITY OF LONGBEACH

CITY OF LONG BEACH

TYPEFACE LOGO

PLACEMENT WITH DEPARTMENT LOGOS

The following applies to documents such as reports, brochure covers, City correspondence and official notices. On such materials, individual department logos should not appear without the City logo. The only exception is if you have the City logo "LONGBEACH" in your logo or when working with limited spacing. Further, the open space around the City logo should always at a minimum equal to the height and/or width of the letter "C" as shown in the clear space diagram below.

All department logos must be placed to the left of the City logo

City logo (horizontal or stacked) must be placed on the right of all department logos

When working with more than one department logo, all department logos should be placed to the left of the City logo

City logo must be placed on the right of all department logos

Other examples

Example 1

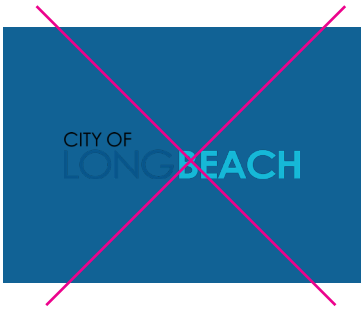
Example 2

Departments must obtain City Manager's approval for all department logos before use.

TYPEFACE LOGO

MISUSE & READABILITY

The City's logo should never be cut off, distorted, beveled
or have a drop shadow. Modifications to the City logo of any type are not permitted.
The City logo must be placed to ensure readability and consistency at all times.



TYPEFACE LOGO

SPACING

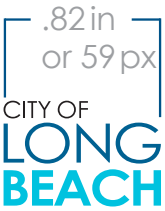
The City of Long Beach logo should always be surrounded by open space to ensure its impact and visibility. No graphic elements of any kind should invade this space. The open space around the logo should be equal to the height and/or width of the letter "C" in "BEACH" as shown in the clear space diagram below.

MINIMUM SIZE

The recommended minimum height and width of the city logo is 1.6 inches or 223 pixels wide for the horizontal version and .82 inches or 59 pixels wide for the stacked logo.
Refer to the examples below.

Horizontal Logo

Stacked Logo



CITY SEAL

USAGE

While the typeface logo should be used in almost all design cases, the City seal should also be included in certain cases, such as on official correspondence and the back covers of reports and collateral.

MISUSE

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

Do not place City seal without additional information.

Do not place City seal in images

Do not stretch or elongate the City seal in any way.

FONTS

All City materials must use the approved primary or secondary fonts. The only exception to this standard applies to the main title of a collateral piece, which may have a specific theme or concept, and emails and powerpoints for readability that can deviates from the approved City fonts. In that case, any font can be considered.

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

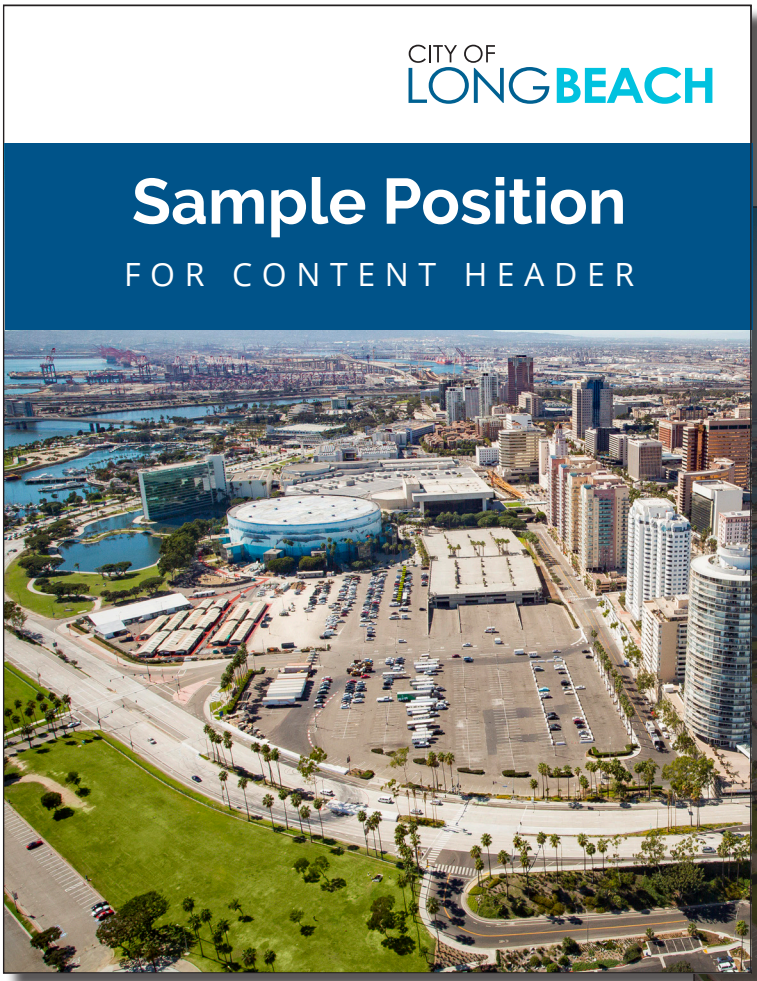
1 2 3 4 5 6 7 8 9 0

COLLATERAL

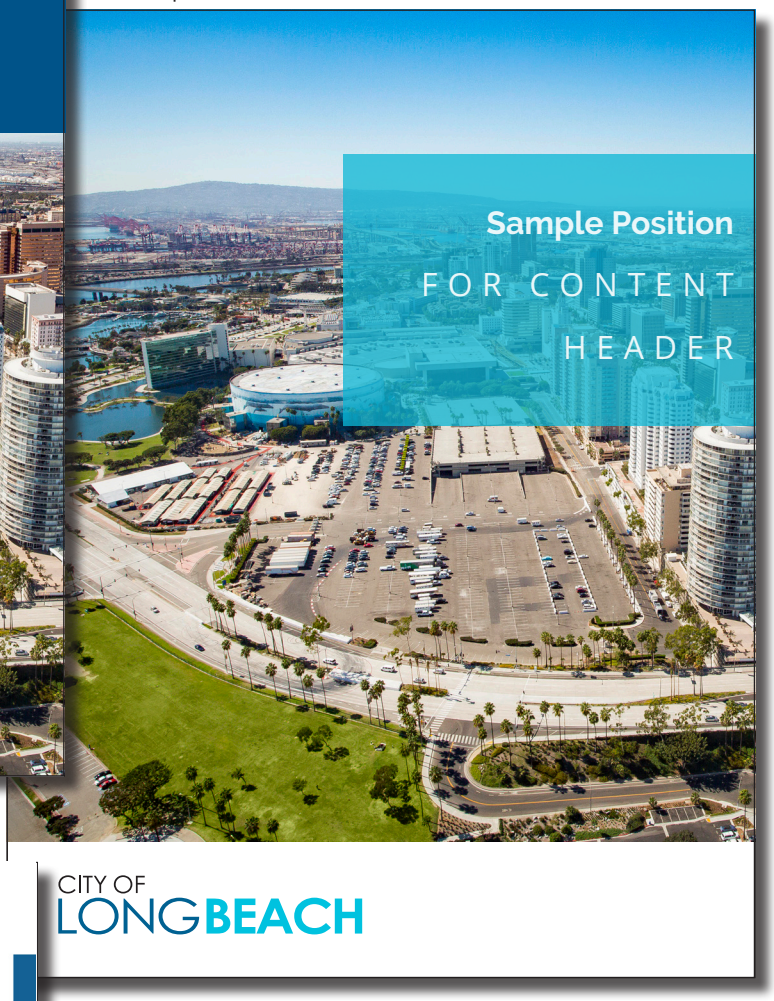
CITY LOGO PLACEMENT

When using just the City logo, the logo is to be placed at the left or right corner of a collateral piece, with sufficient spacing (see section on spacing).

Example 1



Example 2



Example 3

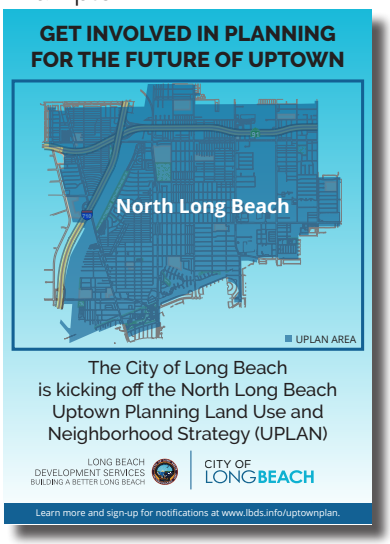
COLLATERAL

CITY LOGO PLACEMENT WITH DEPARTMENT LOGO

An individual department logo must always be positioned on the left side of a collateral piece, with sufficient surrounding space (see section on spacing). The City logo should be positioned on the right side of the collateral with sufficient surrounding space.

Example 1

Example 2



Example 3

Example 4

Example 5

COLLATERAL

DOCUMENT FRONT COVER

Below are best practices for logo placement on official City documents. Official documents include: brochures, letters, booklets, and reports. This standard does not apply to memos, letters, and TFF (To, For, From) documents.

Example 1

Example 2

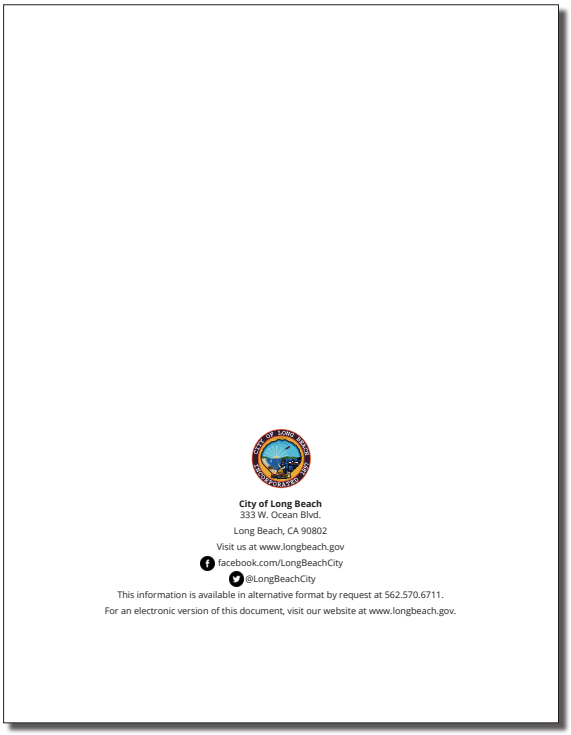
Example 3

COLLATERAL

DOCUMENT BACK COVER

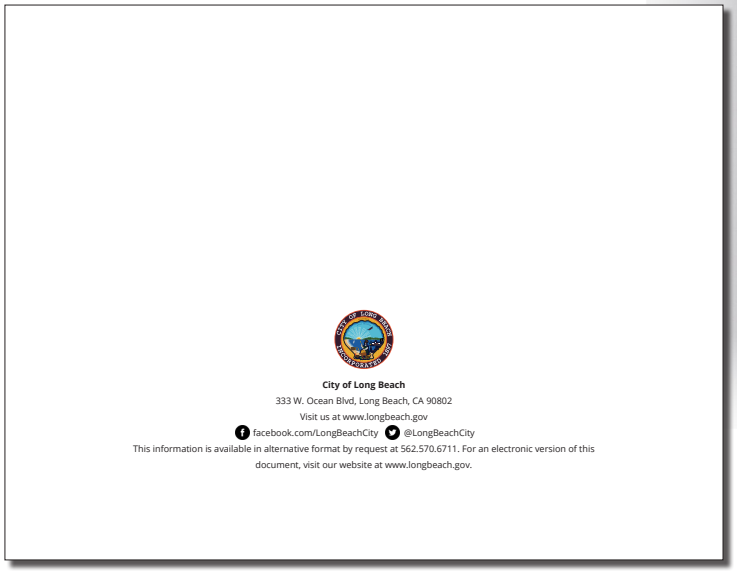
The following are examples of placement of the City seal on official documents. The City seal should always be placed on the proper back cover of official collateral materials, such as reports, brochures, and booklets. The City's or an individual department's social media information and alternative format language must be listed below the City seal, as illustrated in the examples below.

Alternative format language:
This information is available in alternative format by request at 562.570.XXXX.



Example 1

Example 2



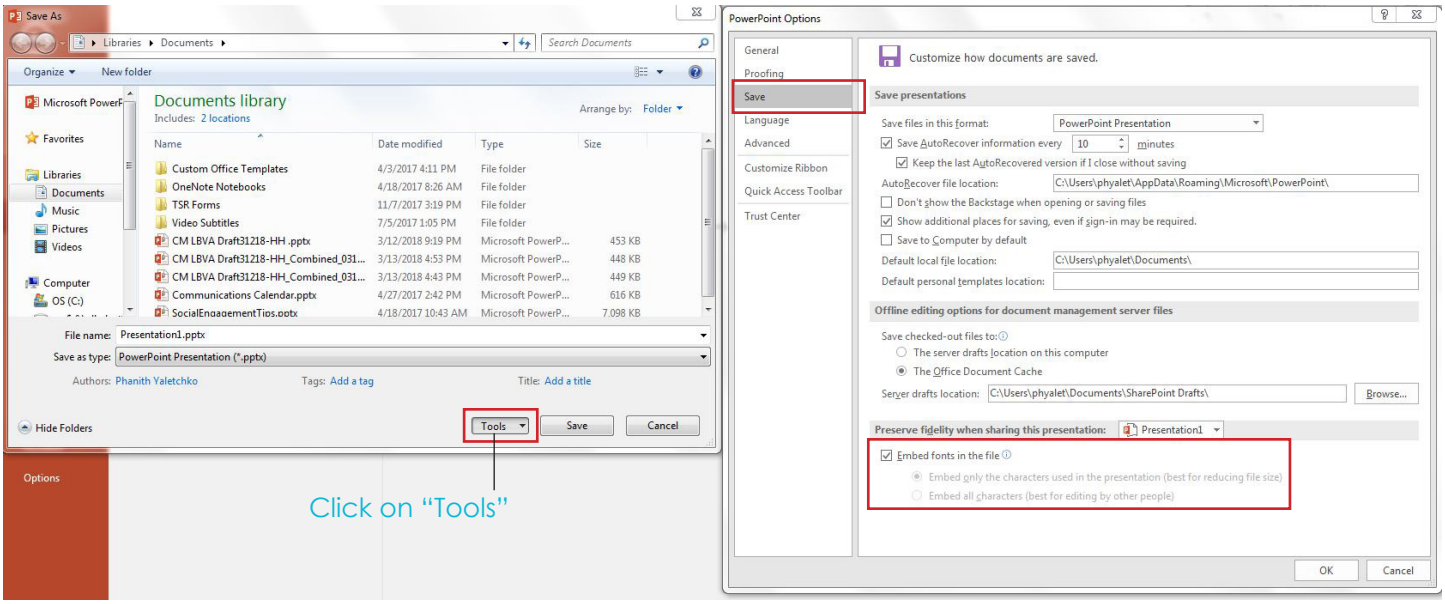
Example 3

TEMPLATES

POWERPOINT

The following PowerPoint templates are provided for use by all City of Long Beach departments. Template is available on the intranet under http://lbnet/employee-services/communications--branding/.

NOTE: To keep formatted fonts (such as the primary and secondary fonts in this guide), when sharing or using a different computer for your presentation, refer to the instructions below.

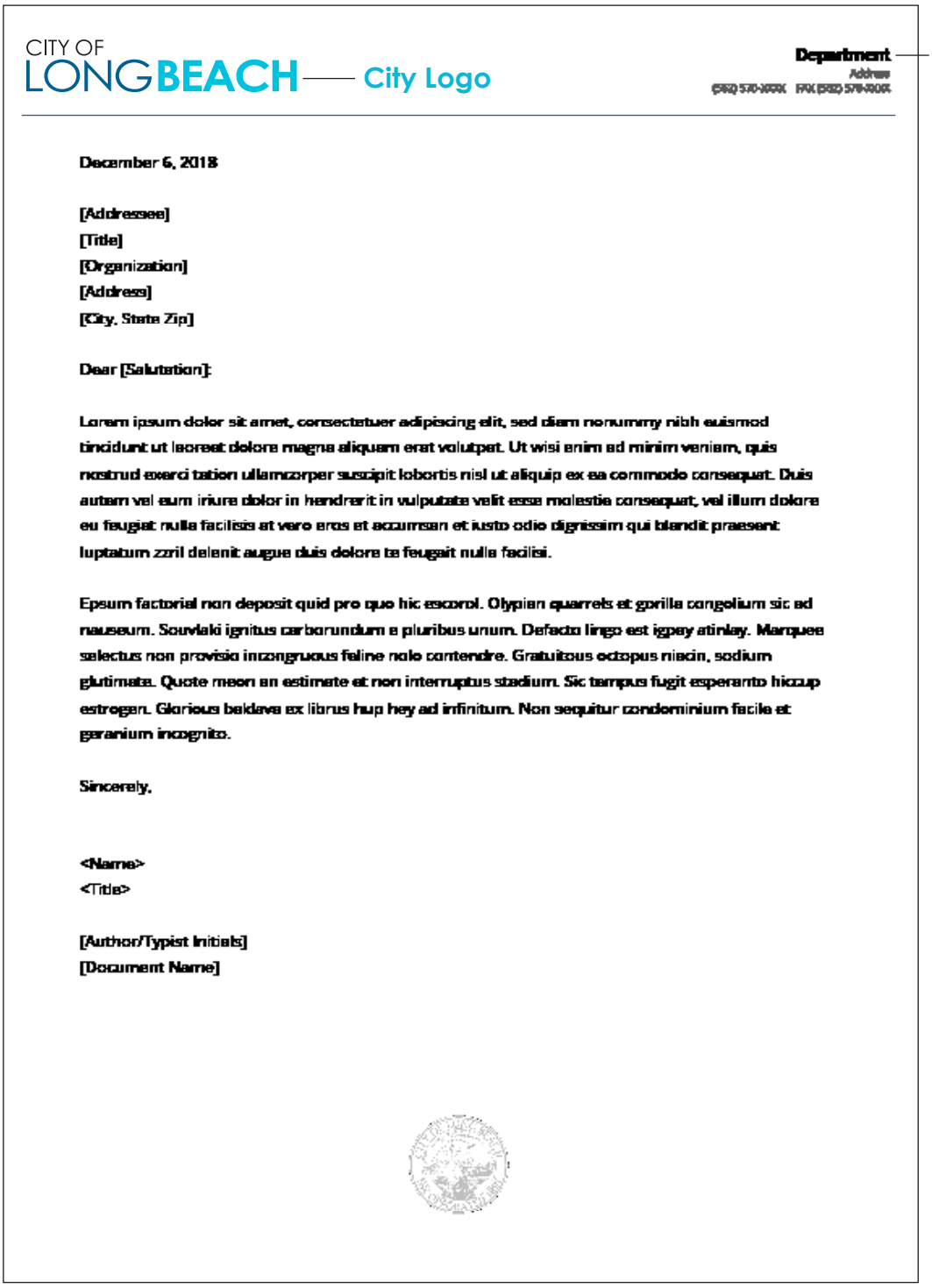


1. Click on "Save As" option.
2. Next to the "Save" button click on "Tools."
3. Another window will appear and under the "Save" tab, select "embed fonts in the file" and then click "OK."

TEMPLATES

LETTERHEAD

All City of Long Beach departments must use the following letterhead.



CITY OF
LONGBEACH — City Logo

Department
Address
(562) 570-XXXX FAX (562) 570-XXXX

Department name

December 6, 2018

[Addressee]
[Title]
[Organization]
[Address]
[City, State Zip]

Dear [Salutation]:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nole contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito.

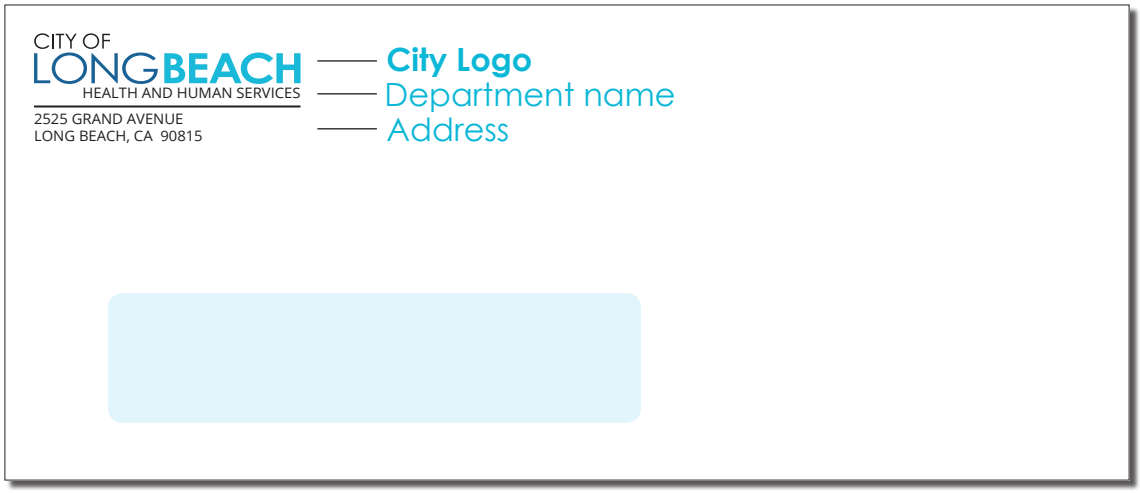
Sincerely,

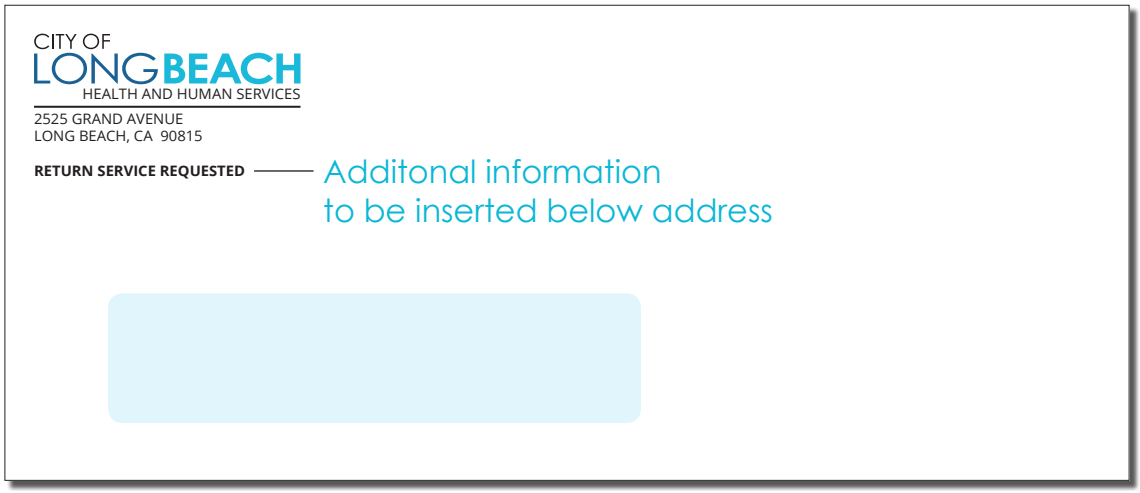
<Name>
<Title>

[Author/Typist Initials]
[Document Name]

ENVELOPE

All City of Long Beach departments should use the following envelope format.





Printer three spot colors
Process Black U
Pantone 647 U
Pantone 311 U

TEMPLATES

BUSINESS CARD

All City of Long Beach departments must adhere to the following format for business cards.

Standard City Example

Department Example

EMAIL

EMAIL SIGNATURES

All City of Long Beach departments should adhere to the following email signature format. Fonts that are approved for use in the body of an email are Century Gothic, Open Sans, or Raleway. These must be in black. The background color of an email must be white. No graphics or image should be used. **Note:** Social media icons, the GoLongBeach Newsletter icon are available on the City's Intranet under http://lbnet/employee-services/communications--branding/.

Optional: Including gender pronouns into your email signature is a small but significant step towards an environment that is inclusive and supportive of transgender and gender non-conforming colleagues, stakeholders, and community members. Anyone regardless of gender identity is welcome to include Pronouns in their signature.

Use 10 pt for all font size

Century Gothic Bold — **First Name Last Name in Bold**

Century Gothic — *Title below in italics*

Pronouns: He, Him, His — **Optional**

Century Gothic Bold — **Department Name in Bold | Bureau of Division Name in Bold**

Century Gothic — Street Address and Floor | Long Beach, CA 90802

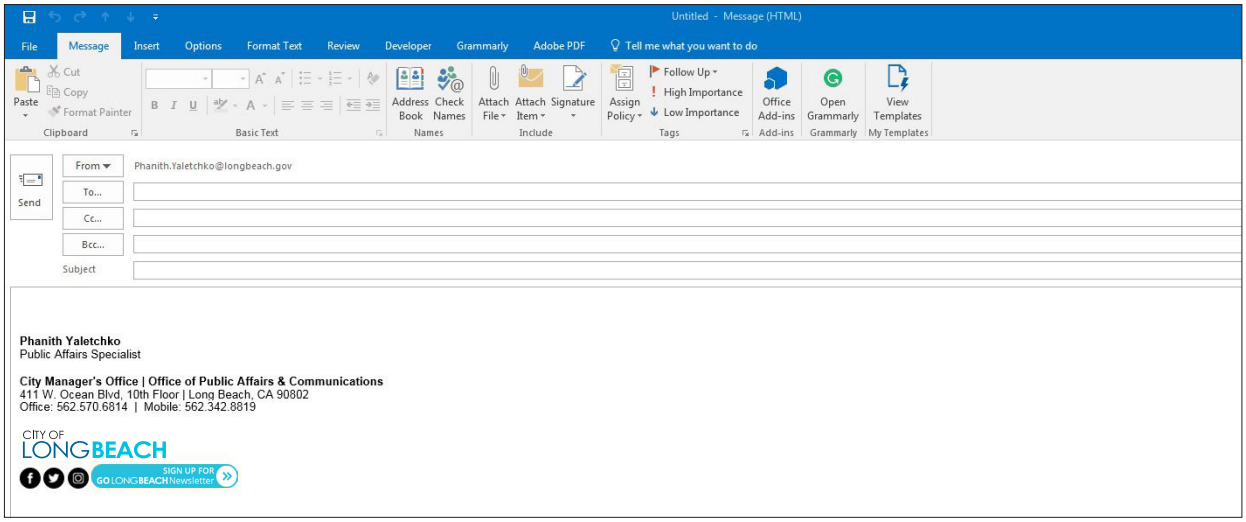
Office: ###-###-#### | Mobile: ###-###-#### — This can be a mobile or fax number

Department Logo Example

SIGN UP FOR GO LONGBEACH Newsletter

Social media and Go Long Beach Newsletter icons have to be hyperlink
Icons are available on the intranet

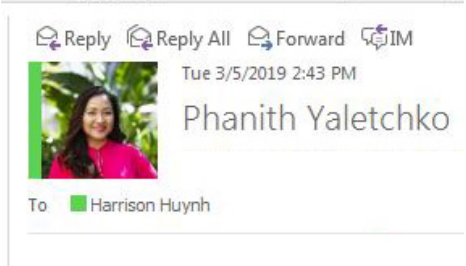
NOTE: Personal quotes, images, clip art, background colors, and different fonts are not permitted.



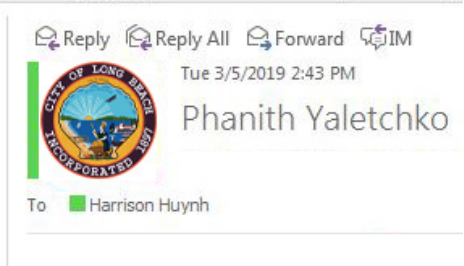
EMAIL PROFILE PHOTO

All City of Long Beach departments should adhere to the following email profile photo standard. Employees have the option of using a professional headshot, the City Seal, the City logo or their department's logo.

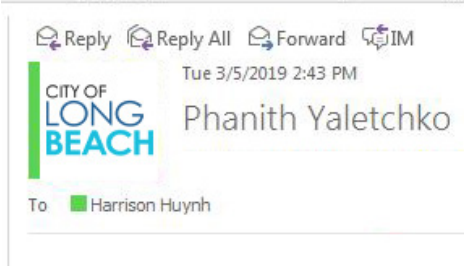
Standard Photo Example



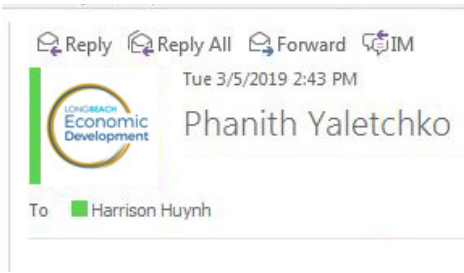
Standard City Seal Example

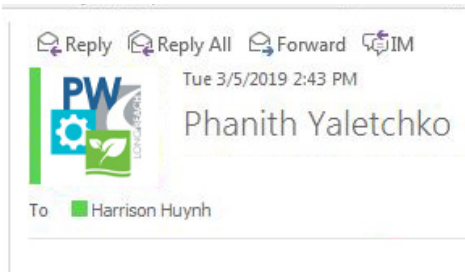


Standard City Logo Example

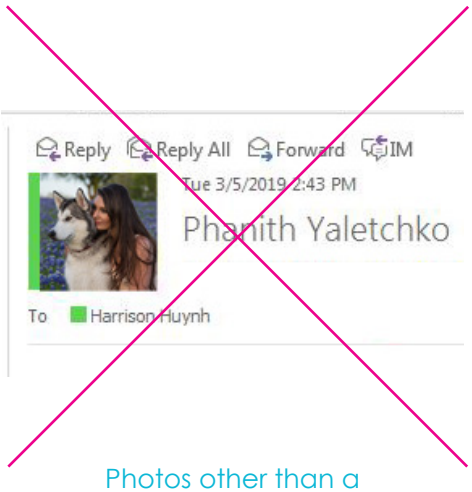


Department Logos Example

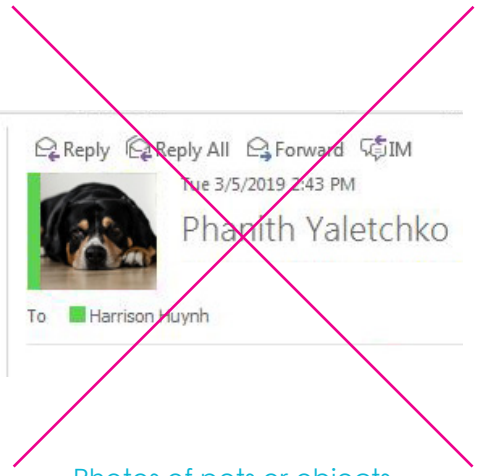




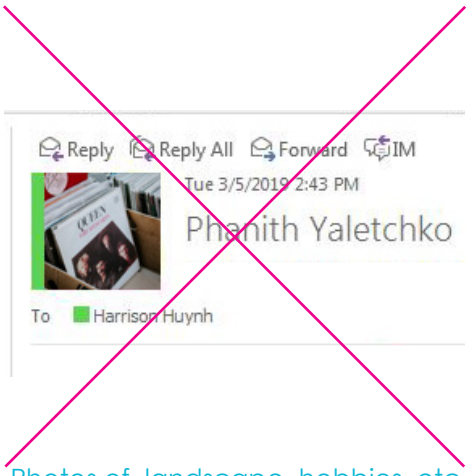
Not approved to use:



Photos other than a professional headshot



Photos of pets or objects

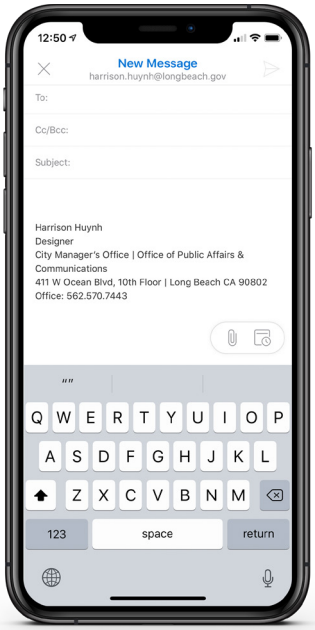


Photos of landscape, hobbies, etc

EMAIL

EMAIL SIGNATURES FOR MOBILE PHONE APP

All City of Long Beach departments should follow this email signature format.



Default font

First Name Last Name
Title below
Pronouns: She, Her, Hers — **Optional**
Department Name | Bureau of Division Name
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Fax: ###-###-####

This can be a mobile or fax number

Optional: Including gender pronouns into your email signature is a small but significant step towards an environment that is inclusive and supportive of transgender and gender non-conforming colleagues, stakeholders, and community members. Anyone regardless of gender identity is welcome to include Pronouns in their signature.

EMAIL SIGNATURES FOR OUTLOOK APP

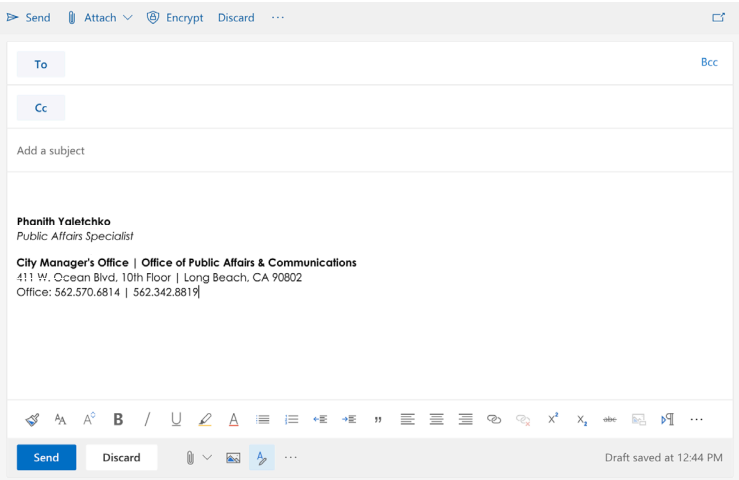
All City of Long Beach departments should follow this email signature format.

Use 10 pt for all font size Century Gothic

First Name Last Name in Bold — **Century Gothic Bold**
Title below in italics
Pronouns: They, Them, Their — **Optional**

Century Gothic Bold
Century Gothic

Department Name in Bold | Bureau of Division Name in Bold
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Fax: ###-###-#### — This can be a mobile or fax number



Optional: Including gender pronouns into your email signature is a small but significant step towards an environment that is inclusive and supportive of transgender and gender non-conforming colleagues, stakeholders, and community members. Anyone regardless of gender identity is welcome to include Pronouns in their signature.

APPAREL AND PROMOTIONAL ITEMS

LOGO ON APPAREL

The primary typeface logo should be used on light apparel and the reverse logo should be used on darker apparel, as illustrated in the examples below.

Example 1

Example 2

APPAREL AND PROMOTIONAL ITEMS

LOGO ON PROMOTIONAL ITEMS

The primary typeface logo should be used on light items and the reverse logo should be used on darker items, as illustrated in the examples below.

Example 1

Example 2

APPENDIX

EMAIL SIGNATURES SETUP

See the instructions below to set up an email signature using Outlook.

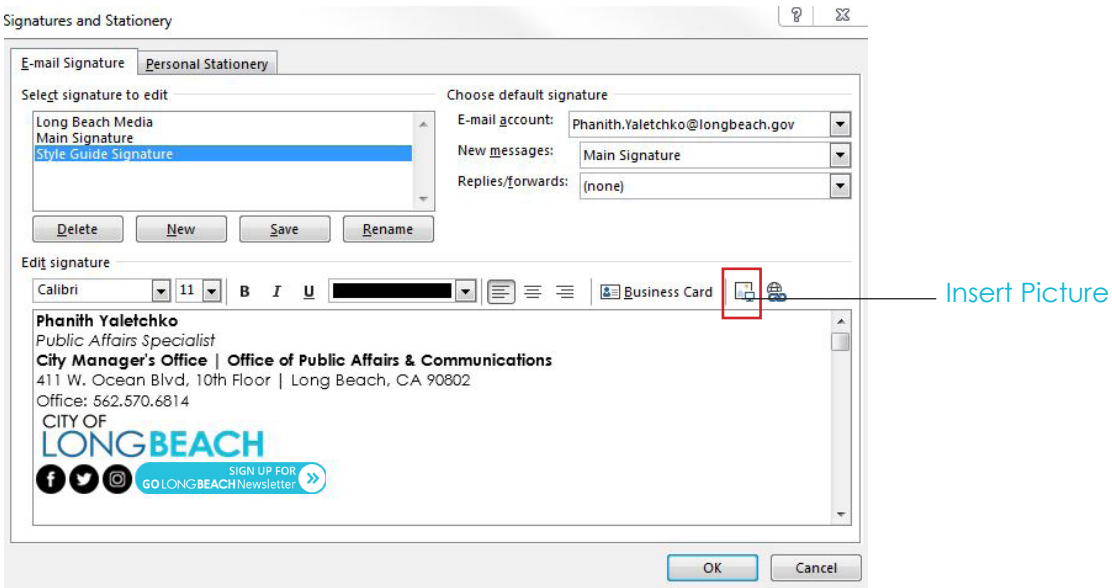
First Name Last Name in Bold
Title below in italics
Pronouns: He, Him, His ——— Optional

Department Name in Bold | Bureau of Division Name in Bold
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Mobile: ###-###-#### ——— This can be a mobile or fax number

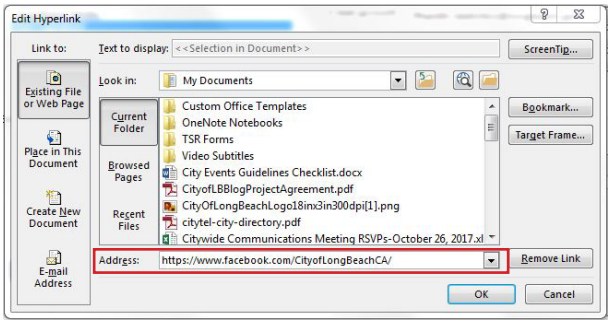
LONGBEACH Economic Development

CITY OF LONGBEACH

SIGN UP FOR GO LONGBEACH Newsletter



1. Tab at the top. Click "Signatures..." to open the pop-up window to edit your email signature.
2. Add social media icon by clicking on "Insert Picture."
3. Right click on the icon and go to "Edit Hyperlink."
4. In the hyperlink popup box enter your social media address or Go Long Beach Newsletter (See below).



APPENDIX

EMAIL SIGNATURES FOR MOBILE PHONE APP

See the instructions below to set up an email signature using the Mobile Outlook smart phone app.

First Name Last Name
Title below
Pronouns: She, Her, Hers ——— Optional
Department Name | Bureau of Division Name
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Fax: ###-###-#### ——— This can be a mobile or fax number

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EMAIL SIGNATURES FOR OUTLOOK APP

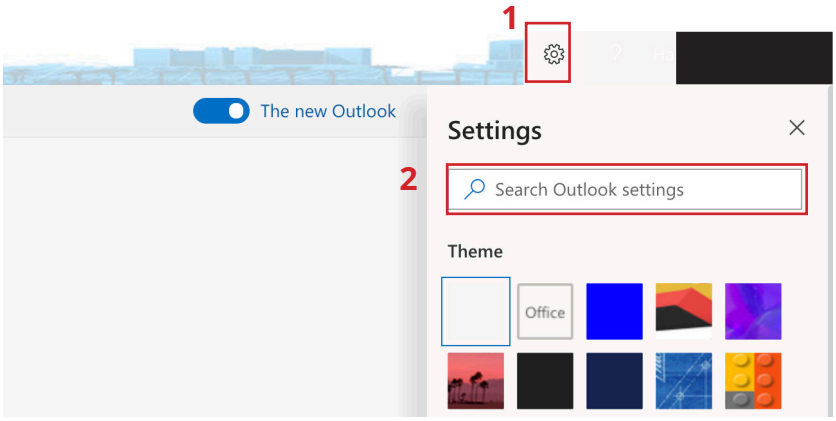
How to set up email signatures for Outlook.office365.com

First Name Last Name in Bold
Title below in italics
Pronouns: He, Him, His ——— Optional

Department Name in Bold | Bureau of Division Name in Bold
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Mobile: ###-###-#### ——— This can be a mobile or fax number

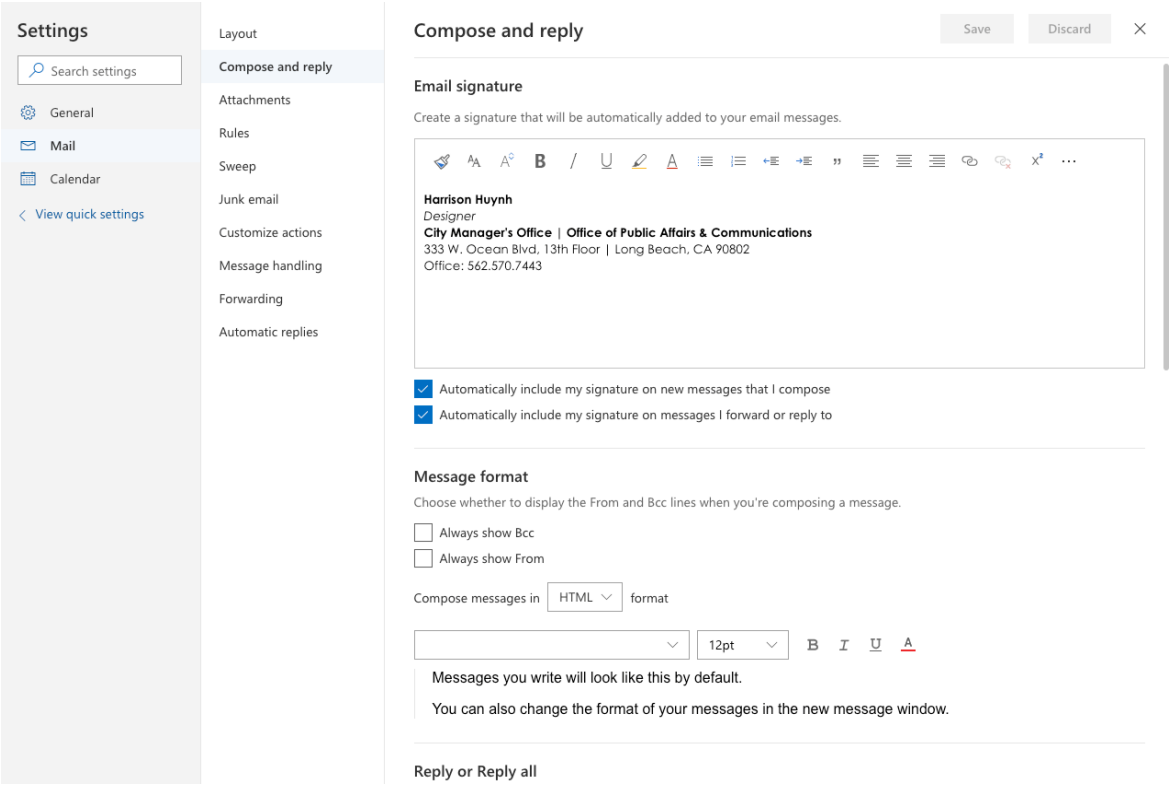
How to hyperlink the social media icons:

1. Click on the "Setting" Icon (Gear Icon)
2. In the "Search all settings" bar type in "Signature" and the Email Signature selection will show up. Click on the link and "Edit Signature" will appear.



APPENDIX

4. In the "Edit Signature" box within your Outlook app, create your singature in the format shown below.



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Long Beach, CA 90802

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facebook.com/LongBeachCity
@LongBeachCity

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