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
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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Email Signatures Setup
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.
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.
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.
COLOR COMBINATIONS

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

<table>
<thead>
<tr>
<th>Black</th>
<th>Reverse</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Black Logo" /></td>
<td><img src="image2" alt="Reverse Logo" /></td>
</tr>
<tr>
<td><img src="image3" alt="Black Logo" /></td>
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<tr>
<td><img src="image17" alt="Black Logo" /></td>
<td><img src="image18" alt="Reverse Logo" /></td>
</tr>
</tbody>
</table>
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.
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.
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.
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 stretch or elongate the City seal in any way.

Do not place City seal in images.
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**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**BODY TEXT: Open Sans Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

### SECONDARY FONT USAGE

**Headers: Century Gothic Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**BODY TEXT: Arial Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
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
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
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 2**

The City of Long Beach invites members of the LGBTQ community to attend Community Conversations on Economic Development

Saturday, March 10, 2018 2:30pm to 4:00pm

This will be a community-friendly space to provide input and ensure economic opportunity for all regardless of race, ethnicity, sexual orientation, gender or zip code.

You will receive a $10 GIFT CARD for participating in the conversation!

Free food, childcare, and translation services are available upon request using the RSVP link.

**Click to RSVP!**

For more information please contact Lee Andrews Group via phone (213) 891-2463 or email at RSVP@leeandrewsgroup.com
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.
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.”
LETTERHEAD

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

December 6, 2018

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

Dear [Salutation]:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua erat volutpat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


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

**BUSINESS CARD**

*Standard City Example*

**Department Example*
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

Title below in italics

Pronouns: He, Him, His 

**Optional**

**Century Gothic Bold** 

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

Department Logo Example

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 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

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.
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
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

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).
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

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.
4. In the “Edit Signature” box within your Outlook app, create your signature in the format shown below.