

GRAPHIC STANDARDS

Louisville Metro

August 2012



This guide serves to present Louisville Metro Government – and its related products, services and affiliates – in a uniform fashion through the proper use of our seal, typefaces and program logos used in all communications, including website, marketing and advertising materials. As these essential elements serve to represent and build our brand identity, it is important that these guidelines are followed to ensure we always present the various functions of Louisville Metro with a consistent and clear look, feel and tone of voice.

The city seal and our various program logos are the first step in the city's identity. Everything we do will guide the emotional connection with the public – whether it's visual, audible, person-to-person or printed. This emotional connection that people experience ultimately becomes our brand.

In order to influence the first step of the public's emotional connection, it is important that we apply the following elements to everything we put our name on, as it is the single most tangible representation of who we are and what we do.

The standards outlined in this manual apply to all communications, including brochures, advertisements, powerpoint presentations, web pages, social media sites, etc.

This manual is designed as a guide for all city staff and officials, because every time we communicate and do our job, we are representing the city's brand. Contractors, vendors, and volunteers who are involved in official or semi-official communications also should follow these standards.

Every employee works to meet the city's mission, therefore it is important to create a consistent brand across city government, reinforcing the city brand and the varying services and missions it provides.

The use of the city of Louisville's seal meets three essential criteria:

1. Immediate connection with our city identity
2. Simple, clean and memorable
3. Consistent

The city seal, department treatments and program logos are available to be downloaded from the city's Intranet, for web and for print uses. <http://metronet.yes/branding>.

Spacing, aspect ratio, colors and fonts should never be altered.

Primary typefaces – the main fonts to be used in official communication tools.

Weiss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weiss Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary typefaces – acceptable substitutes when primary typefaces are unavailable. Ex: word processed documents, text in publications, powerpoint presentations and text on websites.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



DEPARTMENT OF Weiss Extra Bold
ECONOMIC GROWTH Weiss Bold
 AND INNOVATION



OFFICE FOR
GLOBALIZATION Weiss Bold
 A Division of Economic
 Growth and Innovation Avenir 65 Medium

Louisville Metro color palette

Louisville Metro Primary Colors



PMS 281 Metro Blue
C100 M89 Y31 K30
HEX #002663
R0 G32 B92



Black 100%



PMS 1245 Metro Gold
C22 M41 Y100 K2
HEX #C79316
R201 G146 B18



PMS 871
Metallic Gold
(Printed spot color applications only)



DEPARTMENT OF
**ECONOMIC GROWTH
AND INNOVATION**

2-color PMS 281/PMS 1245



DEPARTMENT OF
**ECONOMIC GROWTH
AND INNOVATION**

1-color PMS 281



DEPARTMENT OF
**ECONOMIC GROWTH
AND INNOVATION**

1-color Black
(For use in color-limited applications only)



DEPARTMENT OF
**ECONOMIC GROWTH
AND INNOVATION**

2-color PMS 281/Metallic gold PMS 871
(Special printed applications)

Seal Usage



Clear space for the seal. This space should be kept free of any other graphic elements. The edge of a printed sheet or a panel of color should not fall within this area. X width equals text band width.

Note: The seal can be used alone when a unit logo isn't considered necessary.



2-color PMS 281/PMS 1245



1-color PMS 281



1-color Black
(For use in color-limited applications only)



2-color PMS 281/Metallic gold PMS 871
(Special printed applications)



The reverse one-color version provides further compatibility solutions for background colors and textures.

The black box used in this example is to display usage only. Not to be used as part of the seal.

GENERAL USES: DEPARTMENT AND OFFICE MARKS

Departments and offices of metro government always should use the standard mark whenever used in an official capacity. Standard marks should use the metro seal and name of the office, program or department, using the font, color and size standards listed in this guide, in any relevant printed and electronic material. If the program has a separate graphic logo, the mark does not need to be used. (See section on Program Logos.)

In the case of choosing hierarchy of which mark to use – program, office, or department mark – the department director will set policy for the department. (Example: HIV Prevention Services is a program of the Department of Public Health and Wellness. Scenario A: A new brochure is being created for HIV Prevention Services and is solely about that program – use the **program** mark. Scenario B: A new brochure is being created for various programs in the Department of Public Health and Wellness, including but not exclusive of HIV Prevention Services – use the **department** mark. Scenario C: Email signatures for employees of a department will follow department director's policy on whether to use department mark – same for all employees – or various program or office marks.)



**HIV PREVENTION
SERVICES**

A service of Public Health and Wellness

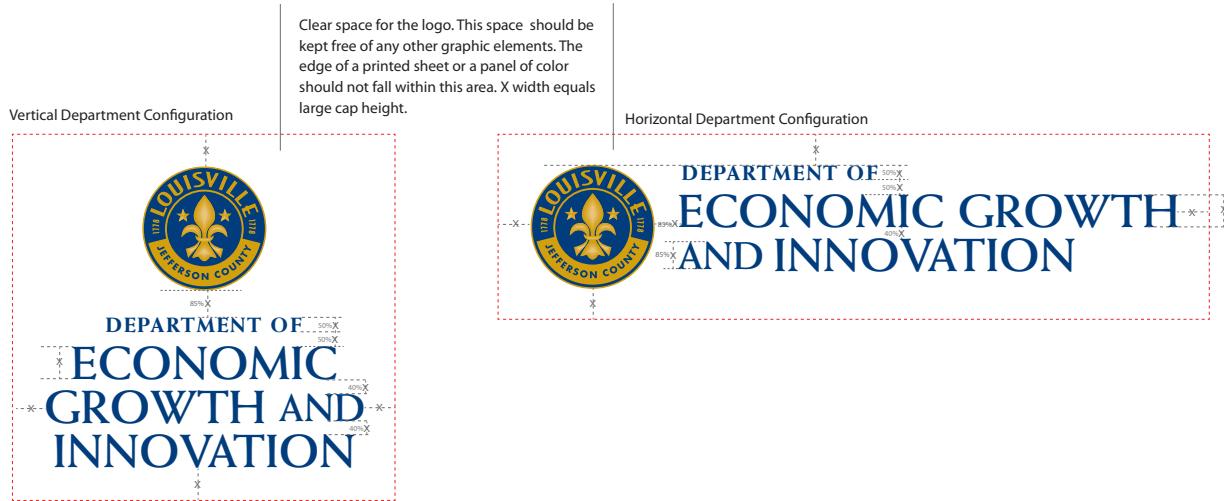


**DEPARTMENT OF
PUBLIC HEALTH
AND WELLNESS**

In **all** cases, the metro seal and department name are part of the mark, as shown above.

Department and office marks are available at <http://metronet.yes/branding>.

Horizontal and stacked configurations



PROGRAM LOGOS

It is sometimes appropriate to develop a look and feel for an initiative that is a visible, key program to the department or that is a mayoral initiative.

Metro programs and initiatives may continue to use their individual logos. The Louisville Metro seal **must be used in a prominent location** on all materials, in order to identify it as a metro program.



All logo requests must be submitted to the Branding Committee, and should explain why it needs a stand-alone logo. Program logos must be approved by the Branding committee, and shall always be used in conjunction with the Louisville Metro seal. Contact Rebecca Fleischaker, 502.574.2974 or rebecca.fleischaker@louisvilleky.gov for all inquiries.

DON'Ts

The following are examples of what is not acceptable in official communication, marketing or advertising for Louisville Metro. If in doubt, consult with the Branding Committee.

EXAMPLES

~~LOUISVILLE METRO
DEPARTMENT OF
Economic
Growth &
Innovation~~

~~Do not change or reposition
logo components~~



~~LOUISVILLE METRO DEPARTMENT OF
ECONOMIC GROWTH
AND INNOVATION~~

~~Don't use unapproved color variations~~

~~A Division of Economic Growth and Innovation~~

~~OFFICE FOR
GLOBALIZATION~~

~~Do not skew or distort the logo components~~



~~Office for
Globalization~~

A Division of Economic Growth and Innovation

~~Do not re-create the logo with
different typefaces~~

Office for Globalization

LETTERHEAD/BUSINESS CARDS

All official written communication must be on letterhead with the city seal and department name. Letterhead should be printed using the approved template shown at right. Letterhead should not be created except through this process. (Template is available with city-approved print vendor.)

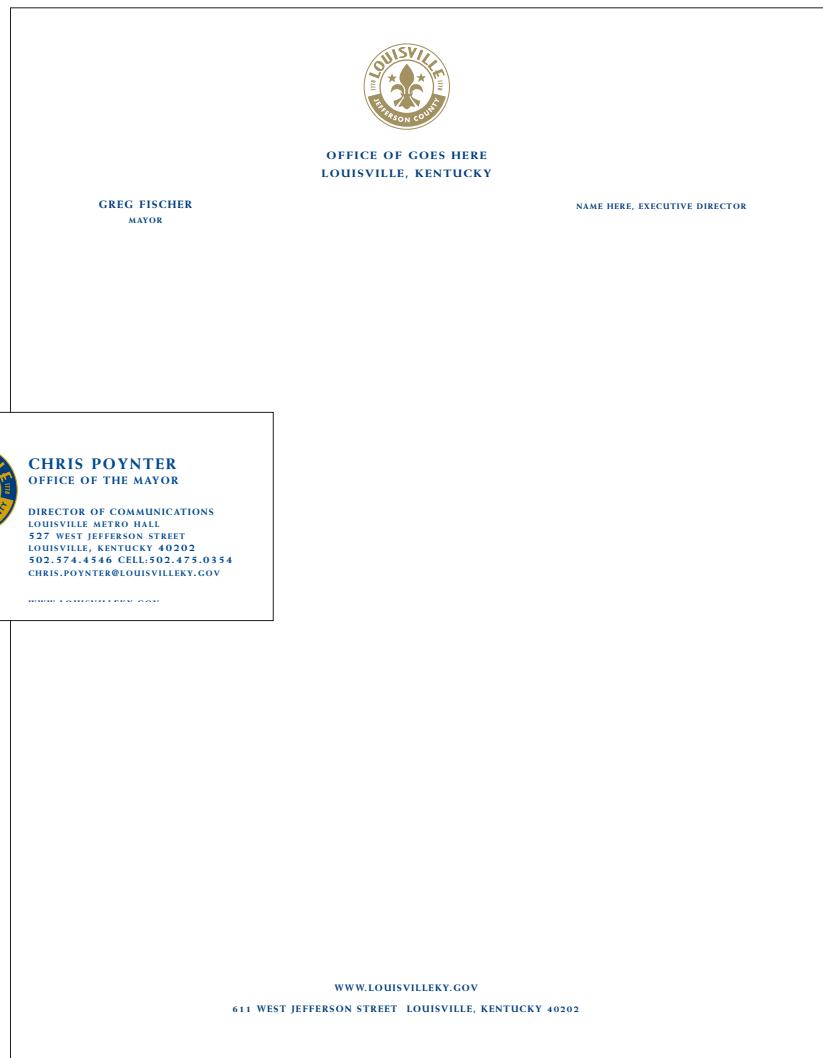
Business cards also must follow the approved standard template, so that names, titles and departments are consistently used in a recognizable city format.

Like a business card, electronic mail signatures should reflect the official capacity of an employee's position in Louisville Metro, and should not include any personal tags.



NAME HERE
OFFICE OF THE MAYOR

DIRECTOR OF COMMUNICATIONS
LOUISVILLE METRO HALL
527 WEST JEFFERSON STREET
LOUISVILLE, KENTUCKY 40202
502.574.4546 CELL: 502.475.0354
FIRST.LAST@LOUISVILLEKY.GOV
WWW.LOUISVILLEKY.GOV



GENERAL INTERNET USES

WEBSITE BUTTONS

The Louisville Metro internet template allows for buttons to be used for commonly used links, or popular programs, to redirect to other louisvilleky.gov web pages. Web buttons should be requested through the Branding Committee, and are available at <http://metronet.yes/branding>.

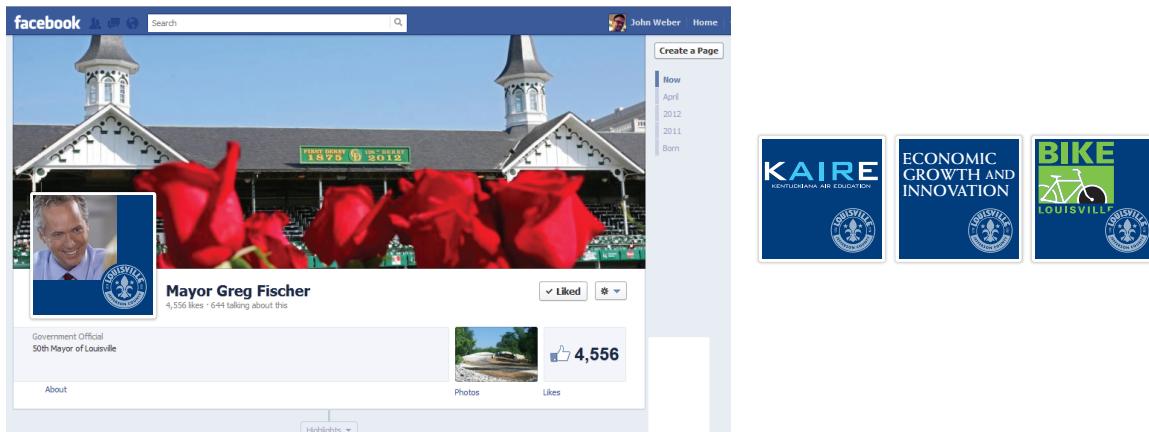


Scrollers 98 x 77 pixels

Square icon
45 x 45 pixels

SOCIAL MEDIA IDENTIFICATION

Departments/agencies which manage accounts on social media websites should have profile pictures that identify themselves as a Louisville Metro entity. This can include a program logo, if applicable, and will appear on a metro blue background with city seal. Social media profile pictures should be requested through the Branding Committee, and are available at <http://metronet.yes/branding>.



All departments/agencies must follow the *Louisville Metro Social Media Policy*, which states that official social media sites should include the Louisville Metro website address and verbiage stating the site is an official site of Louisville Metro Government. The social media policy can be found at <http://metronet.yes/Depts/IT/default.htm>.

Excerpt:

- a) **LouisvilleKy.Gov.** Louisville Metro's website (louisvilleky.gov) is the city's primary and predominant Internet presence. All Metro social networking sites will contain a link back to Louisville Metro's primary website when possible.
- b) **Necessary Disclaimer.** All Metro social networking sites will contain verbiage stating the site is an official site of Louisville Metro Government. Additionally, if the official site contains any links that are unofficial, the following verbiage also should be included on the site. "Links to external sites do not constitute endorsements by Louisville Metro Government" and that "Louisville Metro Government does not guarantee the authenticity, accuracy, appropriateness or security of the link, web site or content linked thereto."

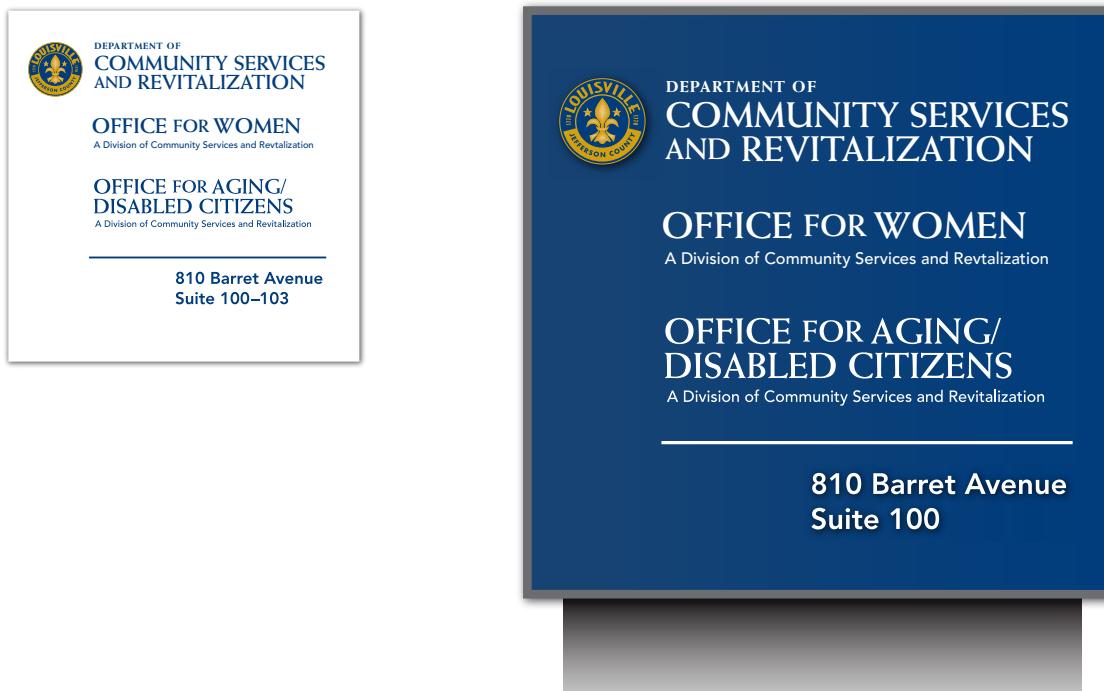
SIGNAGE AND VEHICLE WRAPS

Signage and vehicle needs will occur less often, but should still follow these guidelines. Designs, if produced by a contractor, should be approved by the Branding Committee. Decals for fleet cars, which include the city seal and department, should be placed by Fleet, and follow their template for placement.

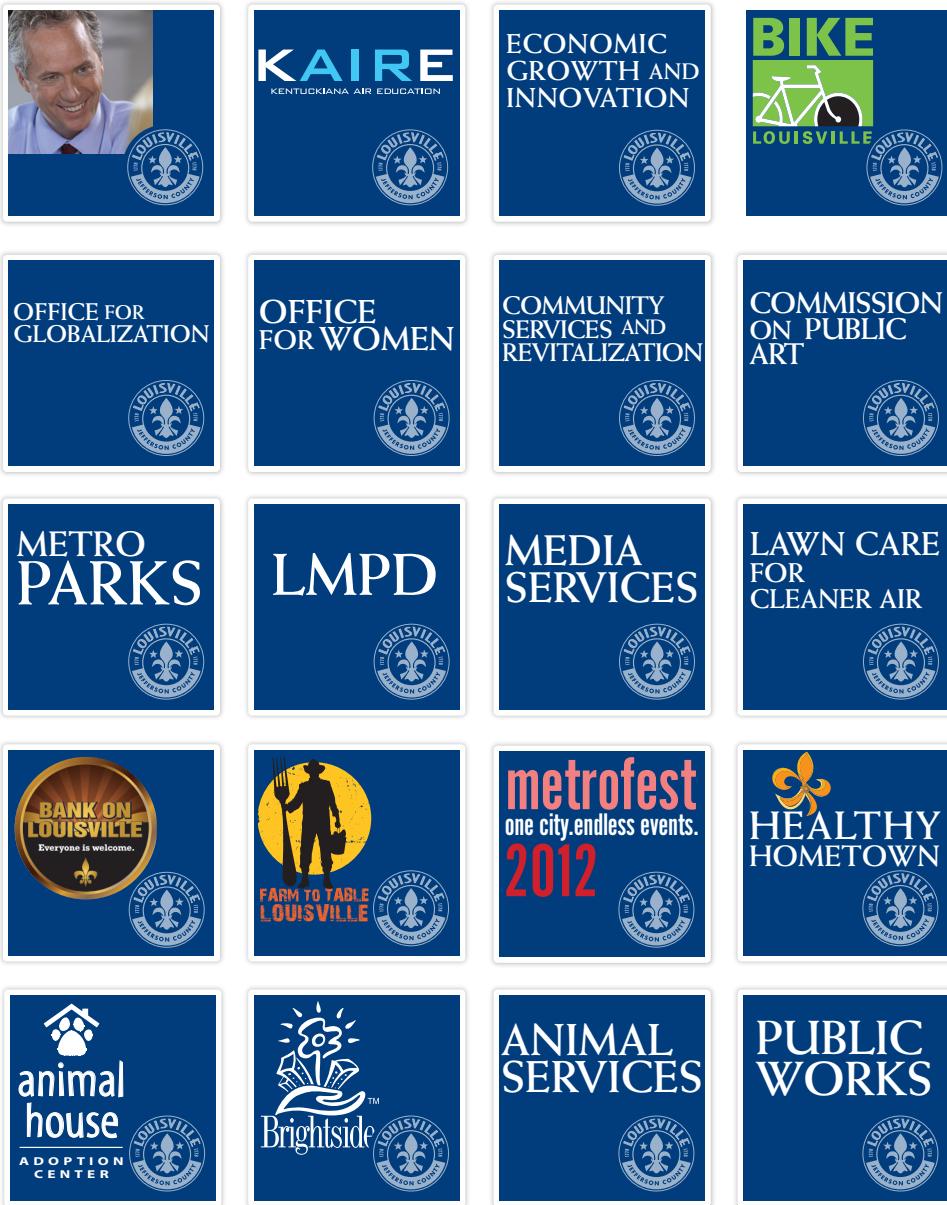
EXAMPLE OF VEHICLE WRAP



EXAMPLE OF SIGNAGE



FACEBOOK PROFILE EXAMPLES



DEPARTMENT EXAMPLES



POLICE
DEPARTMENT



POLICE
DEPARTMENT



DIVISION
OF FIRE



DIVISION
OF FIRE



EMERGENCY
MANAGEMENT
AGENCY



EMERGENCY
MANAGEMENT
AGENCY



DEPARTMENT OF
EMERGENCY
MEDICAL
SERVICES

DEPARTMENT OF
EMERGENCY
MEDICAL SERVICES



DEPARTMENT OF
CORRECTIONS



DEPARTMENT OF
CORRECTIONS

DEPARTMENT EXAMPLES (cont.)



DEPARTMENT OF
**ECONOMIC
GROWTH AND
INNOVATION**



DEPARTMENT OF
**ECONOMIC GROWTH
AND INNOVATION**



DEPARTMENT OF
**COMMUNITY
SERVICES AND
REVITALIZATION**



DEPARTMENT OF
**COMMUNITY SERVICES
AND REVITALIZATION**



DEPARTMENT OF
**CODES AND
REGULATIONS**

DEPARTMENT OF
**CODES AND
REGULATIONS**



DEPARTMENT OF
METRO PARKS



DEPARTMENT OF
METRO PARKS

DEPARTMENT EXAMPLES (cont.)



DEPARTMENT OF
ANIMAL
SERVICES



DEPARTMENT OF
ANIMAL
SERVICES



DEPARTMENT OF
PERFORMANCE
IMPROVEMENT



DEPARTMENT OF
PERFORMANCE
IMPROVEMENT



AIR POLLUTION
CONTROL DISTRICT



AIR POLLUTION
CONTROL DISTRICT



DEPARTMENT OF
HUMAN
RESOURCES

DEPARTMENT OF
HUMAN
RESOURCES



HUMAN
RELATIONS
COMMISSION



HUMAN RELATIONS
COMMISSION

DEPARTMENT EXAMPLES (cont.)



DEPARTMENT OF
**PUBLIC HEALTH
AND WELLNESS**



DEPARTMENT OF
**PUBLIC HEALTH
AND WELLNESS**



OFFICE OF
**MANAGEMENT
AND BUDGET**



OFFICE OF
**MANAGEMENT
AND BUDGET**



DEPARTMENT OF
**PUBLIC
WORKS**



DEPARTMENT OF
PUBLIC WORKS



DEPARTMENT OF
**METRO
TECHNOLOGY
SERVICES**



DEPARTMENT OF
**METRO
TECHNOLOGY
SERVICES**

OFFICE/DIVISION EXAMPLES



OFFICE FOR GLOBALIZATION

A Division of Economic
Growth and Innovation



OFFICE FOR GLOBALIZATION

A Division of Economic
Growth and Innovation



OFFICE OF SUSTAINABILITY

A Division of Economic
Growth and Innovation



OFFICE OF SUSTAINABILITY

A Division of Economic
Growth and Innovation



OFFICE FOR WOMEN

A Division of Community
Services and Revitalization

OFFICE FOR WOMEN

A Division of Community
Services and Revitalization



OFFICE FOR AGING/DISABLED CITIZENS

A Division of Community
Services and Revitalization



OFFICE FOR AGING/ DISABLED CITIZENS

A Division of Community Services and Revitalization

OFFICE/DIVISION EXAMPLES (cont.)



**OFFICE OF
THE MAYOR**



**OFFICE OF
THE MAYOR**



**MEDIA
SERVICES**

A Division of Metro
Technology Services



MEDIA SERVICES

A Division of Metro Technology Services



METROCALL

A Division of Emergency
Management



METROCALL

A Division of Emergency
Management



**PLANNING AND
DESIGN SERVICES**

A Division of Codes and Regulations



**PLANNING AND
DESIGN SERVICES**

A Division of Codes and Regulations