

CITY OF CHESAPEAKE, VIRGINIA

NUMBER 3.05

ADMINISTRATIVE REGULATION

EFFECTIVE DATE: 5/3/05

**SUBJECT: STANDARDIZED IDENTITY
PROGRAM**

SUPERSEDES: 7/6/04

I. PURPOSE

The following guidelines are designed to ensure consistency of appearance of the City's printed material. Consistent graphic presentation reinforces the City's identity and organization. It ensures City material is immediately recognized by the reader, and it conveys the credibility associated with the City government.

II. GUIDELINES

The Public Communications Department coordinates the City's standardized identity program. Graphic design of items not specifically covered in these guidelines should be reviewed with the Public Communications Department. Publications, advertisements, printed material, vehicles, uniforms, signage, and other appropriate items should be clearly and consistently identified as belonging to the City of Chesapeake. The City Manager is authorized to approve exceptions to these guidelines in areas of unique marketing and promotional activities for economic development purposes.

The City has two distinct graphic symbols: the City logo and the City seal. As a general rule, the logo should be used on all printed documents, such as newspaper advertisements, business cards, brochures, letterhead, etc. The City seal should be used on official City documents and items that are likely to have long-term archival value, such as annual reports, award certificates, bronze building plaques, etc. The City Clerk is the official custodian of the City seal.

CITY LOGO:

The City logo should be used on all printed material distributed outside the organization (subject to the above guidelines), including letters, business cards, advertisements, public notice, flyers, forms, etc.

CITY SEAL:

The City Clerk is the official custodian of the City seal. The seal may be used on all official documents and items having long-term archival value. Examples include City Council meeting agenda, annual reports, award certificates, bronze building plaques, proclamations, and similar documents.

The following shows correct usage of the logo and seal:



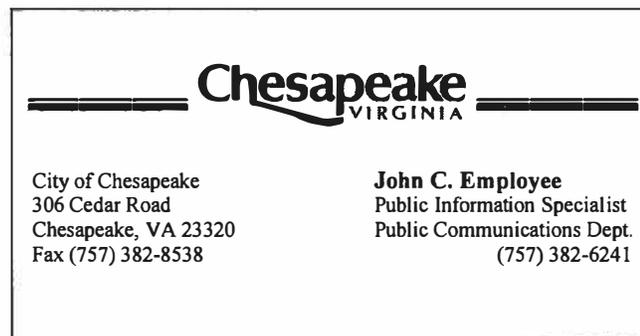
Color: The entire logo or seal should be printed in a single color, which is burgundy (PMS 208). When this color is not available, the entire logo or seal should be printed in black, white or gold. When a printed piece is done in a single color (blue, red, etc.), the logo or seal may be printed in that color. Print screens or patterns should not be used. Other text or graphics should not be printed over the logo or seal or printed so as to show through the logo or seal.

Size: The size of the logo or seal should be appropriate to the general layout of the printed piece; however, the logo or seal should not be printed less than one inch wide.

In special cases, a multi-colored version of the City seal may be permitted. Proposals for such uses should be submitted to the City Clerk for review.

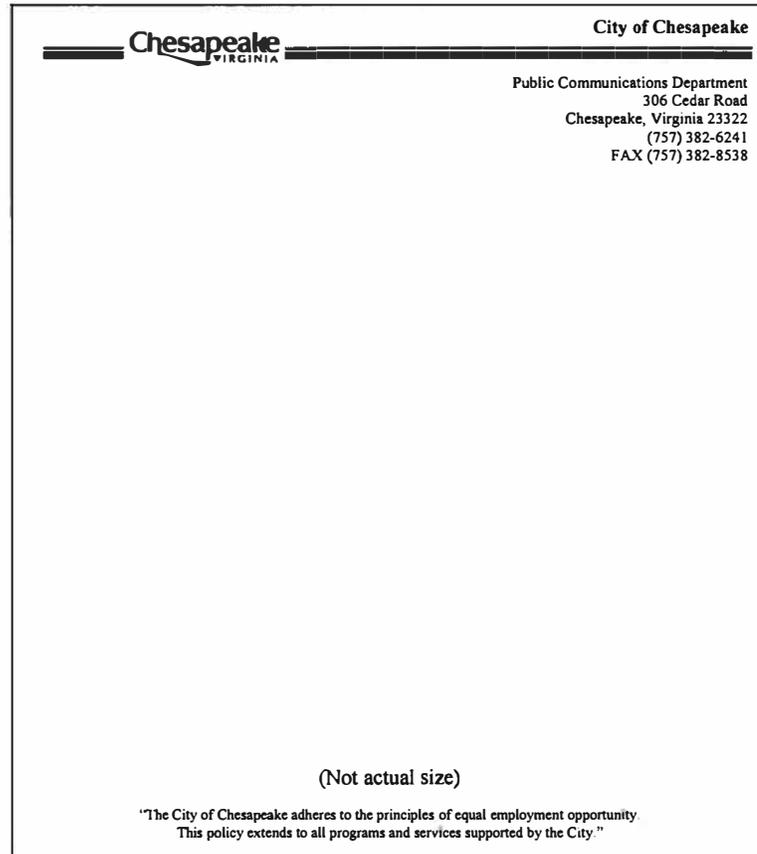
BUSINESS CARDS:

All City employees authorized to use City business cards should use a standardized design for these cards. Exceptions to this design include the business cards used by the Mayor, City Council members, elected officials, and the City Manager's office. Design specifications are illustrated below:



LETTERHEAD AND ENVELOPES:

All departments of the City should use a standardized design for letterhead and envelopes. Exceptions to this design include the letterhead used by the Mayor, City Council members, elected officials, and the City Manager's office. Letterhead design specifications are illustrated below:



IMPLEMENTATION:

Existing supplies of letterhead, envelopes, business cards, forms, etc., should be used until depleted. New orders of such supplies should be consistent with the above guidelines.

For more details, call the Public Communications Department at 382-6241.

C. V. Cuffee
Dr. Clarence V. Cuffee, City Manager

5-3-05
Date