

CITY OF DENTON

POLICY/ADMINISTRATIVE PROCEDURE/ADMINISTRATIVE DIRECTIVE

SECTION: PUBLIC INFORMATION	REFERENCE NUMBER: 505.02
SUBJECT: PUBLICATION STANDARDS AND USAGE	INITIAL EFFECTIVE DATE:
TITLE: PUBLICATION STANDARDS AND USAGE	LAST REVISION DATE: 11/18/2009

POLICY STATEMENT:

The Publication Standards and Usage policy has been developed to establish guidelines and standards for City of Denton communications and publications. The goal is to institute a uniform and cost-effective design for City communications and to enhance the identity and professional image of local government while allowing departments flexibility and creativity within the confines of this policy. Use of this policy strengthens the City's mission and helps raise the profile of the City by ensuring its name is clearly recognizable.

The basic requirement of this policy is that **all** electronic and print publications, which describe official City of Denton programs and functions, are consistently and clearly identified as City of Denton communications. The City's image is enhanced when the official logo is incorporated into all operations. This also assists citizens in identifying City publications, properties, and services and promotes a sense of unity and community pride.

This policy ensures unity, consistency, and clarity of message in the City of Denton's internal and external communications. The programs and actions described herein enhance awareness of the City of Denton internally and externally and preserve and protect the City of Denton's rights to use and to control use of its logos and department markers. All logos, markers, and images described herein are the sole property of the City of Denton.

This policy is to be used and upheld by all departments and individuals working to communicate on behalf of the City. All design, composition, and printing/copying service departments/divisions and all City staff will follow the design requirements established by this policy in creating publications. External agencies and any other services employed by any department or division are required to observe this policy as well. External vendors will be provided with design and style specifications through contact with the department originating the purchase order. Copies of this policy can be made available to external vendors.

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DEFINITIONS:

I. The City of Denton Seal: The City of Denton seal is reserved for the highest official communication of the City by the Mayor and City Council. The seal is a mark of guarantee; it is reserved for the most solemn and serious purposes of this municipality (see section V.A.).

II. Official City Logo: The official City logo is an image that has been officially identified through this policy to represent and identify the City of Denton (see section V.B.).

III. City of Denton Wordmark: The City of Denton wordmark is the City's name presented in a specific form. It communicates immediately who we are and is the most commonly used and readily identifiable element on official City of Denton publications (see section V.D.).

IV. Official Denton Municipal Electric (DME) Logo: The official DME logo is an image that has been officially adopted by the City Council to represent and identify Denton Municipal Electric (see section V.E.).

V. Department Markers: Department markers are images that identify departments and divisions (see section V.F. and Appendix A).

VI. Program Markers: Program markers are images that identify programs such as the Home Chemical Collection Program, Keep Denton Beautiful, etc. (see section V.F. and Appendix A).

VII. External Customers: External customers are defined as individuals who receive services such as citizens, other municipalities, organizations, businesses, etc.

VIII. Internal Customers: Internal customers are defined as City employees working in departments and divisions within our organization.

IX. PMS: The Pantone Matching System is a professional color system for matching ink colors in printing.

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ADMINISTRATIVE PROCEDURES:**I. Approval for Use:**

- A. Requests for clarification of this policy should be directed to the City of Denton Public Communications Manager, who reports to the Director of Administrative Services.
- B. Departments and divisions may use the approved markers shown in Appendix A. Before a new or revised design can be utilized, the marker must be sent to the Public Communications Office for approval and will be added to Appendix A. Individuals ordering materials that violate this policy can be held personally responsible for the associated costs.

II. Archival Responsibility:

Departments and divisions are required to maintain a copy (copies) of every official City of Denton publication in accordance with the records retention schedule.

III. City of Denton Publications:

- A. City of Denton publications are any media produced and/or paid for out of budgeted funds administered by the City of Denton, including grant funds and gift funds. The City's publications include print, cable broadcast, photocopy, videotape, desktop publishing, or on-line media.
- B. This policy also applies to clothing depicting the City of Denton's distinctive markers (that is, City seal, wordmarks, logos, or department markers) whether produced internally or externally.

IV. Accuracy in Communication:

- A. It is the responsibility of all individuals originating publications on behalf of the City of Denton and departments to communicate responsibly. Information distributed by City representatives must hold to the highest level of accuracy in content and reflect the City's Official Style Guide in format, style, and design as a means of strengthening the City's identity as a municipality.

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- B.** Departments/divisions that originate publications and other media of all kinds retain the primary responsibility for accuracy of the information presented. Each time publications are revised, information must be proofread and rechecked for accuracy. Proofreading services are available through the Public Communications Office.
- C.** All publications and advertisements relating to City of Denton employment opportunities must carry the following non-discrimination statement or the abbreviated format.
- 1.** When space is available:

It is the policy of the City of Denton not to discriminate on the basis of race, color, religion, sex, age, national origin, disability (where reasonable accommodations can be made), disabled veteran status, or veteran of the Vietnam-era status in its delivery of services and employment policies. Direct your questions or concerns to the Department of Human Resources at (940) 349-8340. TDD access is available through Relay Texas: (800) 735-2989.
 - 2.** Abbreviated form:
 - a)** Equal Opportunity Employer
 - b)** ADA/EOE/ADEA
- D.** All other publications must carry the following non-discrimination statement:
- 1.** When space is available:

The City of Denton is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or the provision of services.
 - 2.** Abbreviated form:
 - a)** Equal Opportunity Employer
 - b)** ADA/EOE/ADEA
- E.** Meeting notifications must include statements that the meeting facility/room is ADA accessible.

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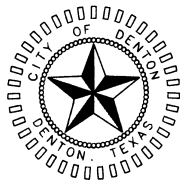
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- F. All publications intended for mailed distribution are required to carry a return address. Publications that will be distributed by some other means are required to carry some form of address or telephone number at which the author or department representative can be reached.

V. City of Denton Graphic Identity Markers:

The following summary contains basic guidelines for the use of the City of Denton’s graphic identity markers. Images of the graphics must be reproduction quality and may be embossed, debossed, or watermarked. Images can be obtained from the Intranet, Reprographics, or the Public Communications Office.

A. The City of Denton Seal:



The City of Denton seal (shown above) is reserved for the highest official communication by the Mayor or City Council. The seal is a mark of guarantee; it is reserved for the most solemn and serious purposes of this municipality. The City Secretary must coordinate all uses of the City Seal.

The seal is appropriately reserved for:

1. Ordinances and resolutions.
2. Employment contracts.
3. Proclamations.
4. Document certification.
5. Communication from the Mayor or City Council.
6. Gifts presented on behalf of the Mayor, City Council, or City Manager.

B. The City of Denton Logo:



(PMS 185 and Reflex Blue)

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The City of Denton logo and department markers are related but serve distinct purposes.

1. The City of Denton's official logo is the design shown above. It may not be stretched or distorted to appear in any shape or proportions other than those shown here.
2. The logo is the image that should be used prominently on stationery, business cards, forms, printed memoranda sheets, and official communication on paper of all kinds (see section VI.B. for more detailed information on stationery).
3. All department and program markers are secondary to the official logo.
4. The City logo is not to be used by any individual or organization without the written consent of the City of Denton. No commercial or general community use of the logo is permitted without written, specific permission from the Public Communications Office.
5. The logo may be used in conjunction with events that the City is sponsoring or co-sponsoring. The receipt of Hotel Occupancy Tax (HOT) funds does not imply City sponsorship. HOT fund recipients should use the wording "funded in part by the City of Denton" with the City's wordmark on promotional materials.
6. The logo may not be used at events that merely are held on City property or at events produced by outside organizations that intend eventually to benefit the City.

C. The City of Denton Wordmark:**City of Denton**

1. The City of Denton wordmark is our name presented in a specific form. It communicates immediately who we are and is the most commonly used and readily identifiable element on official City of Denton publications. In many design applications where use of one of the other graphic elements herein would clash with other prominent designs, the wordmark is the best

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choice. It is required that the name of the City be prominently displayed in the wordmark format or in one of the other formats described herein but need not dominate the design.

2. Standards:

- a) Use the wordmark in its entirety.
- b) Use the wordmark in an area in which other type is not touching it or superimposed over it.
- c) Use only reproduction-quality images of the wordmark. It must appear in CG Times, bold in upper and lower cases, *and* one line only, no smaller than 12-point font size. If these specifications cannot be matched, do not substitute others.
- d) The wordmark may be printed in any solid color if the rest of the text is in that color. Wordmark on official letterhead must be printed in blue. It should not be printed in more than one color or printed in reverse unless it is presented wholly in reverse form. The wordmark can also be printed as a watermark.

D. Denton Municipal Electric Logo:

Denton Municipal Electric's official logo has been set by Ordinance No. 98-202 and is copyrighted as the property of the City of Denton. Any other person, firm, corporation, or organization should not use the official logo of Denton Municipal Electric for any purposes without the written approval of the City Manager. The official logo for Denton Municipal Electric shall be utilized on all Denton Municipal Electric equipment, supplies, and materials ordered or purchased.

E. Department/Program Markers:

In addition to the logo, many departments have department and program markers. These markers are generated for specific promotion and marketing purposes. All markers must go through the approval process. Markers are **not** to be used in place of the official City of Denton logo; when appropriate, they are to be used in addition to the logo.

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VI. City of Denton Print Documents:

The City of Denton and Denton Municipal Electric stationery are the most widely distributed elements of City communication. Stationery includes all letterhead, envelopes, business cards, and official forms.

A. External Communications:

External communications that publicize employment opportunities, events, programs, and general City of Denton or Denton Municipal Electric information must include the following:

1. Logo with or without wordmark (see sections V. B. and V. D.).
2. Statement regarding non-discrimination (sections IV.D. and IV.F.) or ADA accessibility (sections IV.F.).
3. Month and year the communication was produced.
4. Contact information including website address (www.cityofdenton.com).
5. If you are providing a phone number for additional information, include the Texas State Relay (Telephone Device for the Deaf) phone number, which is TDD (800) 735-2989.

B. Stationery:**1. Letterhead:**

- a. All City of Denton departments and divisions will use the standard letterhead design (see Appendix B). Denton Municipal Electric will use letterhead formats specific to its operation.
- b. Department or program markers can be added to the standard letterhead. Stationery must be printed as indicated in Appendix B. Letterhead may be reproduced in black for mass mailings.

2. Envelopes:

- a. All envelopes must include the return address in the following order:
 - a) City of Denton departments:
City of Denton
Department/division name
Address

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b) Denton Municipal Electric:
Denton Municipal Electric
Address

- b. If postage codes are used on the envelope, the number should appear on the upper right-hand corner of the envelope.
- c. If the envelopes are standard (#10) to match City of Denton or Denton Municipal Electric letterhead, then the City of Denton logo or Denton Municipal Electric logo must appear as indicated in this policy. Envelopes matching special event letters may be exempted.

C. Business Cards:

- 1. Business cards must include the City of Denton's official logo and may include department markers as well (see Appendix C). Denton Municipal Electric will use their official logo instead of the City of Denton's official logo. The type font and point size may not change unless deemed necessary to maintain line consistency. If multiple addresses are needed, formats for double-sided printing are available.
- 2. Business cards must be printed on at least 80-pound cardstock.

D. Memoranda Formats:

Many City of Denton departments and divisions and Denton Municipal Electric generate their own internal memoranda and fax sheets on personal computers. The memoranda and fax sheets must have the City of Denton or Denton Municipal Electric wordmark included somewhere on the page.

E. Forms:

All forms for the City of Denton and Denton Municipal Electric are to be clearly identified with the City's official and DME's official logos or wordmarks respectively. Department markers may also be used on the City of Denton forms.

VII. City of Denton and Denton Municipal Electric Video Presentations:

All videos produced by City departments and the City cable channel must be clearly identified with the City's official and DME's official logos and websites respectively.

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VIII. Specialty Uses:**A. Uniform Patches:**

Department markers or official logos must appear on upper left front of the shirt. Civil Service uniforms will be designed according to department policies.

B. Banners:

All banners should be clearly marked with the City's official logo or with the Denton Municipal Electric's official logo.

C. Promotional Items:

The City's official logo, Denton Municipal Electric's official logo, and department and program markers can be used on promotional items with the approval of the department director.

D. Specialty Advertising Items:

From time to time, the City of Denton uses specialty advertising such as movie theater ads and outdoor advertising methods such as truck signs, vehicle wraps, and billboards to communicate to citizens. While space and usage can restrict what can appear on these items, they clearly need to be identified as City of Denton communications and include the City logo and the City website www.cityofdenton.com.

IX. City of Denton Vehicles:

All City vehicles will be clearly marked with the City's official logo or Denton Municipal Electric's official logo. Department markers may be placed on the rear quarter panel of the vehicle as approved by the department director. Vehicle decals will be printed in the logo/marker colors on materials that are best suited for the application and that meet state and federal regulations. Public safety vehicles are exempt from this section of the policy.