

City of Peoria

Graphic Standards Manual, Version 2.0
May 2017

Introduction

A graphic standards manual is the face of an organization. Consistent use of graphic standards builds a unique, recognizable presence that embodies a promise to the general public, as well as internally within an organization's employee base. In essence, graphic standards answers the questions "Who are we?", "What do we look like?" and "What sets us apart?"

This manual has been created to explain the approved usage of the City of Peoria, Arizona graphic standards program. Since graphic standards are the cornerstone of all communication efforts, it is essential that its integrity be protected. Use of the standards carries with it the responsibility to uphold the goals and mission of the City of Peoria. It benefits the city when the standards are applied with consistency and purpose to convey one clear message.

The following examples are shown to demonstrate what is and what is not acceptable when applying the graphic standards in a wide range of applications. Exceptions to these guidelines must be approved by the City of Peoria's Office of Communications. If questions should arise regarding an application that has not been outlined in this manual, or if further clarification is needed, please directly contact the City of Peoria's Office of Communications.

Contact Information

City of Peoria

Office of Communications
8401 West Monroe Street
Peoria, Arizona 85345
T 623.773.7000

All photographs and application layouts in this manual are used as examples only. They are intended to be visual references and should not be used beyond this manual without consent of the City of Peoria's Office of Communications and all other responsible parties.

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SECTION ONE
City Seal and Configurations

Official Seal

The official seal for City of Peoria, Arizona is shown below. It includes an illustration along with encircling type, PEORIA, ARIZONA and two graphic stars. All elements have been carefully arranged to form a balanced, readable identity and must not be reconfigured or altered in any way outside of the guidelines included in this manual.

Primary

The primary full-color and solid one-color seals are shown at right. The full-color seal is recommended for public facing applications. The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.

The official seal should be used with all branded city materials, both internally and externally, to present a unified, consistent image.



Specialty

In the situation where it becomes necessary to reverse the seal (make white on a solid dark background), a unique version has been created to visually rectify weight and spacial optical illusions caused by the reversing of contrasts. *This version should never be used when the background is lighter in value than the seal.*

When it is necessary to reproduce the seal in smaller sizes (.5" or less), a unique version has been created where the gradients have been removed in the full-color version and replaced with solids and tints. *This version should never be used larger than .5" as spacial and size relationships have been optically adjusted, which will result in poor reproduction at larger sizes.*



Specialty, Reverse (White)



Specialty, .5" or Less

Signatures

The primary signature configuration of the identity is shown below. The seal is stacked and positioned above the type at a fixed position, based on the height of the capital letter **P** from the word, **Peoria**, in the signature. This is the recommended configuration when the seal is placed together with the signature and should be used whenever possible.

Primary Configuration

The **City of Peoria** signature is based on the font, Gills Sans Bold, and its weight has been customized to complement the seal.

The signature should never be replaced with the actual font when the seal and the signature appear together as shown.

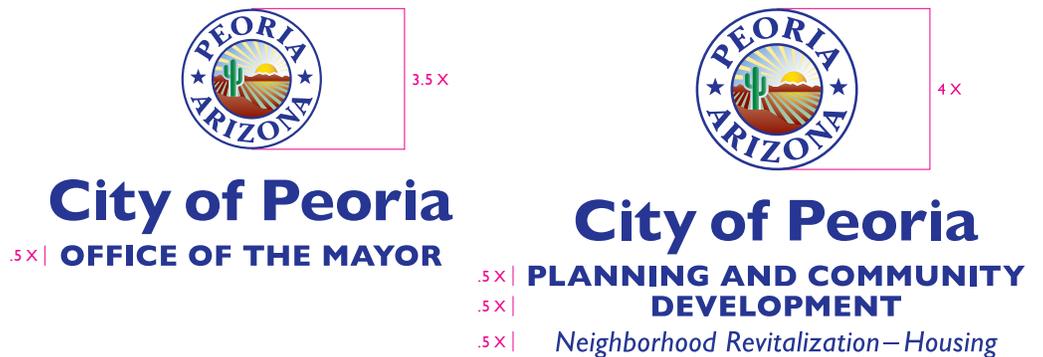


Primary Configuration Department and/or Division Titles

Approved primary department and division signature samples shown at right. The department and division x-heights should both be .5x.

Seal size should be 3.5x (as shown above) with a department title.

Seal size should be increased to 4x with a department and division title.



Primary Configuration Specialty, Seal .5" or Less

If the primary signature configuration is reproduced at smaller sizes, resulting in the seal measuring .5" or less, then the specialty version must be used.



Signatures

It may be necessary to use a horizontal configuration of the signature. The approved alternate signature configuration of the identity is shown below. The signature should always be positioned to the right and vertically centered with the seal, measuring from the top of the capital letter **P** and the bottom of the lowercase letter **y**.

Alternate Configuration

The **City of Peoria** signature is based on the font, Gills Sans Bold, and its weight has been customized to complement the seal.

The signature should never be replaced with the actual font when the seal and the signature appear together as shown.



City of Peoria

Alternate Configuration Department and/or Division Titles

Approved alternate department and division signature samples shown at right.

All element measurements are consistent with the primary configuration.



City of Peoria

OFFICE OF THE MAYOR



City of Peoria

PLANNING AND COMMUNITY DEVELOPMENT
Neighborhood Revitalization—Housing

Alternate Configuration Specialty, Seal .5" or Less

If the alternate signature configuration is reproduced at smaller sizes, resulting in the seal measuring .5" or less, then the specialty version must be used.



City of Peoria



City of Peoria

OFFICE OF THE MAYOR



City of Peoria

PLANNING AND COMMUNITY DEVELOPMENT
Neighborhood Revitalization—Housing

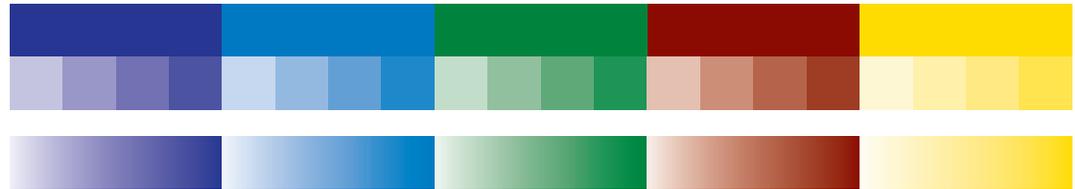
Approved Color Usage

The full-color seal utilizes five colors to make up its center illustration and encircling type. These five colors are also the approved primary color palette for all branded City of Peoria, Arizona collateral and applications. The approved primary color palette and each color's specifications are shown below.

Approved Seal Color Palette

The official seal utilizes five colors in various gradients and tints shown at right. Yellow requires separate Pantone® (or PMS, Pantone Matching System) specifications for coated and uncoated papers.

Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.

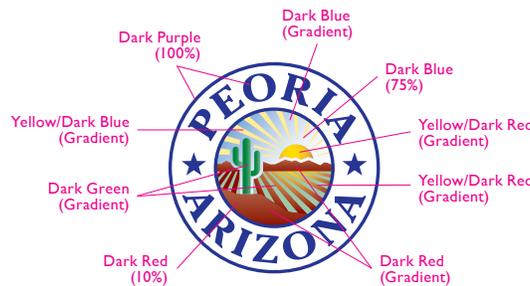


| DARK PURPLE | DARK BLUE | DARK GREEN | DARK RED | YELLOW |
|---|---|--|--|--|
| COATED Pantone® Solid: 2735 Pantone® DS: 188-1 CMYK: 100-90-0-0 | COATED Pantone® Solid: 300 Pantone® DS: 207-1 CMYK: 100-50-0-0 | COATED Pantone® Solid: 356 Pantone® DS: 277-1 CMYK: 100-0-100-40 | COATED Pantone® Solid: 188 Pantone® DS: 106-1 CMYK: 30-100-70-30 | COATED Pantone® Solid: 109 Pantone® DS: 5-4 CMYK: 0-10-100-0 |
| UNCOATED Pantone® Solid: 2735 Pantone® DS: 188-2 CMYK: 80-75-0-0 | UNCOATED Pantone® Solid: 300 Pantone® DS: 221-2 CMYK: 100-30-0-0 | UNCOATED Pantone® Solid: 356 Pantone® DS: 283-1 CMYK: 80-0-100-10 | UNCOATED Pantone® Solid: 188 Pantone® DS: 113-2 CMYK: 10-85-50-30 | UNCOATED Pantone® Solid: 108 Pantone® DS: 1-2 CMYK: 0-3-100-0 |
| DIGITAL RGB: 34-0-144 HEX: #220090 | DIGITAL RGB: 0-99-190 HEX: #0063BE | DIGITAL RGB: 0-120-54 HEX: #007836 | DIGITAL RGB: 122-37-49 HEX: #7A2531 | DIGITAL RGB: 255-210-0 HEX: #FFD200 |

Approved Full-Color Seal and Signature Specifications

The approved signature color is Dark Purple (Pantone® 2735) when grouped with the full-color seal. Dark Purple may not be substituted in this color configuration.

The approved specialty .5" or less full-color seal does not use gradients. Specifications are listed at right.



- Outer Type: Dk Purple (100%)
- Mountains: Dk Red (90%)
- Sky: Dk Blue (22%)
- Field: Dk Red (85%)
Dk Green (35%)
- Sun: Yellow (100%)
- Cactus: Dk Green (80%)
- Sun Rays: Yellow (50%)
- Foreground: Dk Red (75%)

City of Peoria

Dark Purple (100%)

Approved Solid One-Color Seal and Signature Specifications

The approved signature color is Dark Purple (Pantone® 2735) when grouped with the solid one-color Dark Purple seal. Dark Purple may not be substituted in this color configuration.

In black and white reproduction, where the seal is solid one-color black, the signature must be solid 100% black.



City of Peoria

City of Peoria

Approved Color Usage

The solid one-color seal may be reproduced in four of the five colors from the approved primary color palette: Dark Purple, Dark Blue, Dark Green and Dark Red. The recommended standard color for all departmental and public facing applications is Dark Purple. Applications include all city and department general collateral, uniforms, outdoor signage and vehicle graphics.

Approved Seal Color Usage

All variations of the approved solid one-color seal are at right. The seal may be reversed out of a solid primary color field as well as on a white background. The specialty .5" or less seals may also be used.

Refer to Section Two (Brand Application Color Palettes and Font Usage Guidelines) for additional color usage information.



Approved Seal Specialty Usage

In some applications, it may be necessary to produce the seal using gold foil. This technique may be used for formal events and other specialty usage collateral and uniforms by Elected Officials only (Office of the Mayor, Office of the City Council).



Clear Space and Minimum Size

To ensure higher rates of recognition and legibility, it is recommended to allow a minimum amount of space around the seal and signature. This “clear space” is measured by the x-heights, shown as “x” in this exhibit. The minimum clear space must always be equal to “x” on all sides of the seal and signature. No outside elements should fall within this area.

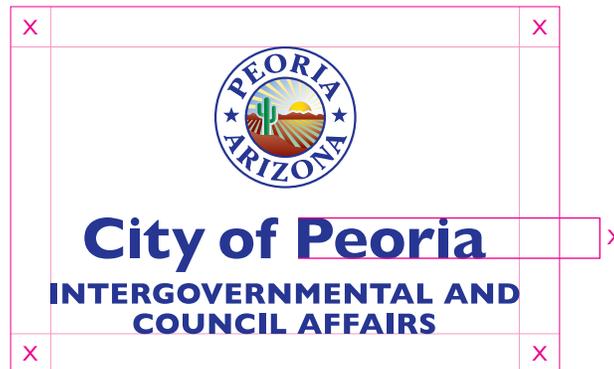
Clear Space, Seal Only

The clear space surrounding the seal should be equal to or greater than the distance from the inner illustration to the seal’s outer edge.



Clear Space, Seal and Signature

The clear space surrounding the seal and signature should be equal to or greater than the height of the capital letter **P** from the word, **Peoria**, in the signature. This applies to all signature configurations.



Minimum Reproduction Size

The primary seal should not appear smaller than .625" wide, *whether alone or with a signature*. Use the specialty seal for smaller reproduction sizes (.5" to .375" wide).

Primary Seal



.625"

Specialty Seal



.375"

Unacceptable Seal Usage

It is essential that the seal be used uniformly and consistently in every application. Shown here are examples of how the seal should NOT be used.

Unacceptable Reproduction

Do not rotate or tint the seal. The seal should not be distorted or stretched and should never be reproduced in a low resolution format.



Unacceptable Color Applications

The seal should never be produced in grayscale or monotone with gradients. The solid 1-color seal must be used. The seal colors should never be altered or substituted.



Unacceptable Illustration Changes

Do not use the seal's illustration by itself as a logo. The illustration should never be altered, including: changing the gradients, type or directly altering illustration elements.



Unacceptable Solid Variations

Only use colors from the approved primary color palette (see page 7). Never use the seal with a background that makes legibility difficult, including: drop shadows, light contrasts or busy photographic backgrounds.



Other Unacceptable Variations

The full-color seal should never appear transparent. Do not alter, distort or change the seal's outer type. Never create a variation or new logo using the seal. Do not use previous seals.



Pre-2012

Unacceptable Signature Usage

It is essential that the signature be used uniformly and consistently in every application. Shown here are examples of how the signature should NOT be used.

Unacceptable Reproduction

Do not rotate or tint the signature. The signature should not be distorted or stretched and should never be reproduced in a low resolution format.



Unacceptable Color Applications

The signature colors should never be altered or substituted. The full-color seal and signature should not be used on dark backgrounds. The specialty reverse (white) version must be used.



Unacceptable Layout Changes

Do not reconfigure the signature and seal beyond what has been approved, including size/spacial relationships and signature placements.



Unacceptable Type Variations

Only use the approved signature with the seal. Do not substitute fonts and/or type styles for the signature, department or division titles. Never abbreviate titles by removing words or using the ampersand (&) symbol.



Unacceptable Seal Replacements

The full-color specialty seal should never be used with the signature when it appears larger than .5" in size. Do not use previous seals with the signature.



Pre-2012



SECTION TWO
*Brand Application Color Palettes
and Font Usage Guidelines*

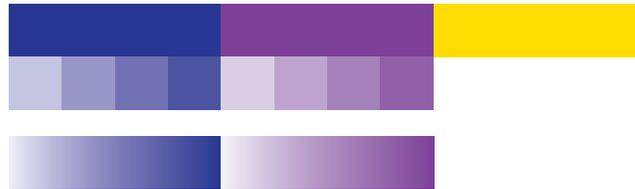
Application Color Palettes

The recommended standard color for all public facing and departmental applications is Dark Purple. Applications include all city and department general collateral, uniforms, outdoor signage and vehicle graphics. A secondary color and an accent color may be incorporated into most applications. The recommended standard color palette specifications are shown below.

Standard Color Palette: Purple

Dark Purple (Pantone® 2735) is the primary color. Light Purple (Pantone® 2592) may be used to compliment the usage of Dark Purple in most applications. Yellow is recommended as an accent color only, if appropriate.

Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.



DARK PURPLE

COATED
Pantone® Solid: 2735
Pantone® DS: 188-1
CMYK: 100-90-0-0

UNCOATED
Pantone® Solid: 2735
Pantone® DS: 188-2
CMYK: 80-75-0-0

DIGITAL
RGB: 34-0-144
HEX: #220090

LIGHT PURPLE

COATED
Pantone® Solid: 2592
Pantone® DS: N/A
CMYK: 60-90-0-0

UNCOATED
Pantone® Solid: 2592
Pantone® DS: N/A
CMYK: 35-60-0-0

DIGITAL
RGB: 147-37-178
HEX: #9325B2

YELLOW

COATED
Pantone® Solid: 109
Pantone® DS: 5-4
CMYK: 0-10-100-0

UNCOATED
Pantone® Solid: 108
Pantone® DS: 1-2
CMYK: 0-3-100-0

DIGITAL
RGB: 255-210-0
HEX: #FFD200

Approved Seal Usage for the Standard Color Palette

The full-color seal is recommended for most public facing applications.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



The solid one-color seal may be used in 100% black for general usage and black and white applications, if necessary.



Application Color Palettes

In unique applications, it may be necessary to incorporate alternate colors. Three separate alternate specialty color palettes may be used: Blue, Green and Red. Applications may include city or department general collateral, uniforms and outdoor signage. A secondary color and an accent color may be incorporated into most applications. The Blue specialty color palette specifications are shown below.

Specialty Color Palette #1: Blue

Dark Blue (Pantone® 300) is the primary color. Light Blue (Pantone® 299) may be used to compliment the usage of Dark Blue in most applications. Yellow is recommended as an accent color only, if appropriate.



Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.

DARK BLUE

COATED
Pantone® Solid: 300
Pantone® DS: 207-1
CMYK: 100-50-0-0

UNCOATED
Pantone® Solid: 300
Pantone® DS: 221-2
CMYK: 100-30-0-0

DIGITAL
RGB: 0-99-190
HEX: #0063BE

LIGHT BLUE

COATED
Pantone® Solid: 299
Pantone® DS: N/A
CMYK: 85-10-0-0

UNCOATED
Pantone® Solid: 299
Pantone® DS: N/A
CMYK: 70-5-0-0

DIGITAL
RGB: 0-160-223
HEX: #00A0DF

YELLOW

COATED
Pantone® Solid: 109
Pantone® DS: 5-4
CMYK: 0-10-100-0

UNCOATED
Pantone® Solid: 108
Pantone® DS: 1-2
CMYK: 0-3-100-0

DIGITAL
RGB: 255-210-0
HEX: #FFD200

Approved Seal Usage for the Specialty Color Palette #1

The full-color seal is recommended for most public facing applications.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



The solid one-color seal may be used in 100% black for general usage and black and white applications, if necessary.



Application Color Palettes

In unique applications, it may be necessary to incorporate alternate colors. Three separate alternate specialty color palettes may be used: Blue, Green and Red. Applications may include city or department general collateral, uniforms and outdoor signage. A secondary color and an accent color may be incorporated into most applications. The Green specialty color palette specifications are shown below.

Specialty Color Palette #2: Green

Dark Green (Pantone® 356) is the primary color. Light Green (Pantone® 361) may be used to compliment the usage of Dark Green in most applications. Yellow is recommended as an accent color only, if appropriate.



Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.

DARK GREEN

COATED
Pantone® Solid: 356
Pantone® DS: 277-1
CMYK: 100-0-100-40

UNCOATED
Pantone® Solid: 356
Pantone® DS: 283-1
CMYK: 80-0-100-10

DIGITAL
RGB: 0-120-54
HEX: #007836

LIGHT GREEN

COATED
Pantone® Solid: 361
Pantone® DS: N/A
CMYK: 75-0-100-0

UNCOATED
Pantone® Solid: 361
Pantone® DS: N/A
CMYK: 55-0-85-0

DIGITAL
RGB: 46-177-53
HEX: #2EB135

YELLOW

COATED
Pantone® Solid: 109
Pantone® DS: 5-4
CMYK: 0-10-100-0

UNCOATED
Pantone® Solid: 108
Pantone® DS: 1-2
CMYK: 0-3-100-0

DIGITAL
RGB: 255-210-0
HEX: #FFD200

Approved Seal Usage for the Specialty Color Palette #2

The full-color seal is recommended for most public facing applications.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



The solid one-color seal may be used in 100% black for general usage and black and white applications, if necessary.

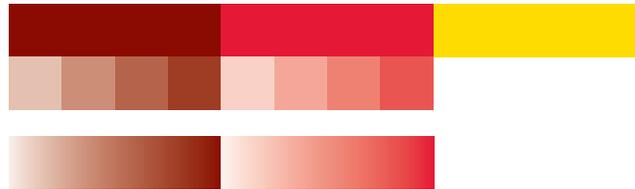


Application Color Palettes

In unique applications, it may be necessary to incorporate alternate colors. Three separate alternate specialty color palettes may be used: Blue, Green and Red. Applications may include city or department general collateral, uniforms and outdoor signage. A secondary color and an accent color may be incorporated into most applications. The Red specialty color palette specifications are shown below.

Specialty Color Palette #3: Red

Dark Red (Pantone® 188) is the primary color. Light Red (Pantone® 186) may be used to compliment the usage of Dark Red in most applications. Yellow is recommended as an accent color only, if appropriate.



Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.

| DARK RED | LIGHT RED | YELLOW |
|--|--|--|
| COATED Pantone® Solid: 188 Pantone® DS: 106-1 CMYK: 30-100-70-30 | COATED Pantone® Solid: 186 Pantone® DS: N/A CMYK: 0-100-75-5 | COATED Pantone® Solid: 109 Pantone® DS: 5-4 CMYK: 0-10-100-0 |
| UNCOATED Pantone® Solid: 188 Pantone® DS: 113-2 CMYK: 10-85-50-30 | UNCOATED Pantone® Solid: 186 Pantone® DS: N/A CMYK: 0-90-70-3 | UNCOATED Pantone® Solid: 108 Pantone® DS: 1-2 CMYK: 0-3-100-0 |
| DIGITAL RGB: 122-37-49 HEX: #7A2531 | DIGITAL RGB: 204-9-47 HEX: #CC092F | DIGITAL RGB: 255-210-0 HEX: #FFD200 |

Approved Seal Usage for the Specialty Color Palette #3

The full-color seal is recommended for most public facing applications.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



The solid one-color seal may be used in 100% black for general usage and black and white applications, if necessary.



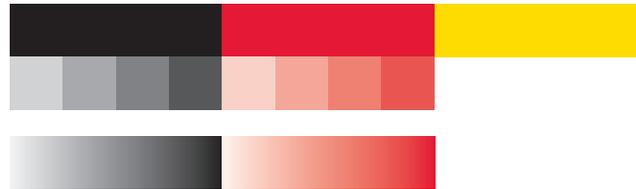
Application Color Palettes

Individual color palettes have been approved for Public Safety (Fire Department and Police Department). These are to be used for all applications in place of the standard Purple color palette whenever possible, including general collateral, uniforms and outdoor signage. A secondary color and an accent color may be incorporated into most applications. The Fire Department color palette specifications are shown below.

Public Safety, Fire Department Designated Color Palette

Black is the primary color. Light Red (Pantone® 186) may be used to compliment the usage of Black in most applications. Yellow is recommended as an accent color only, if appropriate.

Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.



| BLACK | LIGHT RED | YELLOW |
|--|--|--|
| COATED Pantone® Solid: N/A Pantone® DS: 325-1 CMYK: 0-0-0-100 | COATED Pantone® Solid: 186 Pantone® DS: N/A CMYK: 0-100-75-5 | COATED Pantone® Solid: 109 Pantone® DS: 5-4 CMYK: 0-10-100-0 |
| UNCOATED Pantone® Solid: N/A Pantone® DS: 325-1 CMYK: 0-0-0-100 | UNCOATED Pantone® Solid: 186 Pantone® DS: N/A CMYK: 0-90-70-3 | UNCOATED Pantone® Solid: 108 Pantone® DS: 1-2 CMYK: 0-3-100-0 |
| DIGITAL RGB: 0-0-0 HEX: #000000 | DIGITAL RGB: 204-9-47 HEX: #CC092F | DIGITAL RGB: 255-210-0 HEX: #FFD200 |

Approved Seal Usage for the Public Safety, Fire Department Designated Color Palette

The full-color seal is recommended for most public facing applications. The specialty .5" or less seal may also be used in the Fire color palette.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



Approved Seal Specialty Usage

Unique applications may require the seal to be produced in full-color or utilize Light Red in place of Black. The approved seal specialty usages are at right. *The seal may NOT be produced in Light Red with a white or light color background. The full-color or one-color Black seal must be used in its place.*



Application Color Palettes

Individual color palettes have been approved for Public Safety (Fire Department and Police Department). These are to be used for all applications in place of the standard Purple color palette whenever possible, including general collateral, uniforms and outdoor signage. A secondary color and an accent color may be incorporated into most applications. The Police Department color palette specifications are shown below.

Public Safety, Police Department Designated Color Palette

Black is the primary color. Dark Blue (Pantone® 300) may be used to compliment the usage of Black in most applications. Yellow is recommended as an accent color only, if appropriate.

Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.



| BLACK | DARK BLUE | YELLOW |
|--|---|--|
| COATED Pantone® Solid: N/A Pantone® DS: 325-1 CMYK: 0-0-0-100 | COATED Pantone® Solid: 300 Pantone® DS: 207-1 CMYK: 100-50-0-0 | COATED Pantone® Solid: 109 Pantone® DS: 5-4 CMYK: 0-10-100-0 |
| UNCOATED Pantone® Solid: N/A Pantone® DS: 325-1 CMYK: 0-0-0-100 | UNCOATED Pantone® Solid: 300 Pantone® DS: 221-2 CMYK: 100-30-0-0 | UNCOATED Pantone® Solid: 108 Pantone® DS: 1-2 CMYK: 0-3-100-0 |
| DIGITAL RGB: 0-0-0 HEX: #000000 | DIGITAL RGB: 0-99-190 HEX: #0063BE | DIGITAL RGB: 255-210-0 HEX: #FFD200 |

Approved Seal Usage for the Public Safety, Police Department Designated Color Palette

The full-color seal is recommended for most public facing applications. The specialty .5" or less seal may also be used in the Police color palette.



The solid one-color seal is recommended for departmental applications and may be used as an alternate for public facing applications.



Approved Seal Specialty Usage

Unique applications may require the seal to be produced in full-color or utilize Dark Blue in place of Black.

When associated with Public Safety (Police), the seal may NOT be produced in Dark Blue with a white or light color background. The full-color or one-color Black seal must be used in its place.

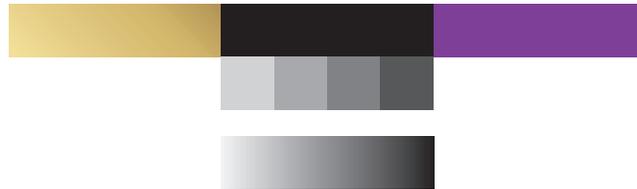


Application Color Palettes

Individual color palettes have been approved for Elected Officials (Office of the Mayor and Office of the City Council). These are to be used for specialty and general applications, including formal events, specialty and general usage collateral and uniforms. A secondary color and an accent color may be incorporated into most applications. Two specialty color palette specifications are shown below.

Elected Officials Specialty Color Palette #1: Gold Foil

For specialty applications, Gold Foil is the recommended production technique. Black may be used to compliment the usage of the Gold Foil. Light Purple may also be used as an accent color only, if appropriate.



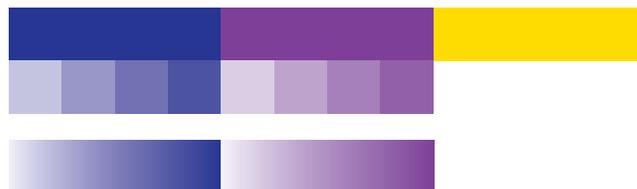
Approved Seal Usage for the Elected Officials Specialty Color Palette #1

Gold Foil may appear on both white and black backgrounds. Black and specialty seals may also be used in the Gold Foil color palette.



Elected Officials Specialty Color Palette #2: Purple

General Elected Official applications should always be produced in full-color, utilizing the complete standard Purple palette. One-color applications are not a recommended option.



Approved Seal Usage for the Elected Officials Specialty Color Palette #2

Always use the full-color seal for all general Elected Official applications.

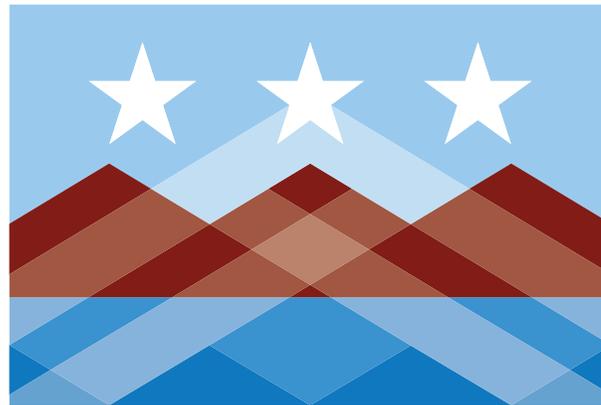


Peoria City Flag

The Peoria flag incorporates official City colors and uses graphic elements from the official Seal. The design features our open space mountains, the waters of Lake Pleasant and stars from the seal. The interlocked stripes reflect our Southwestern heritage and symbolize an industrious community coming together. The flag graphics can be used as a background for city communications and promotional material. The graphic should remain unchanged (e.g., don't remove stars, move stripes, etc.) but the image can be cropped to show a portion of the flag.

Peoria City Flag Designated Color Palette

The flag is available in CMYK, RGB and spot Pantone colors, as specified to the right.



Simplified version for small usage



| COLOR | CMYK | RGB | PANTONE | HEX |
|-------------------------|--------------|-------------|----------|--------|
| SKY dark blue | 37-9-0-0 | 153-202-237 | PMS 291 | 99caed |
| SKY light blue | 21-5-0-0 | 194-221-245 | PMS 545 | c2ddf5 |
| STARS | 0-0-0-0 | 255-255-255 | - | ffffff |
| MOUNTAIN dark red | 29-96-100-36 | 128-29-19 | PMS 1815 | 801d13 |
| MOUNTAIN med red | 29-96-100-36 | 161-87-64 | PMS 7586 | a15740 |
| MOUNTAIN light red | 25-52-57-4 | 186-129-107 | PMS 7591 | ba816b |
| WATER dark blue | 85-47-0-0 | 0-121-193 | PMS 3005 | 0079c1 |
| WATER med blue | 71-31-0-0 | 66-147-208 | PMS 279 | 4293d0 |
| WATER med (corner) blue | 71-31-0-0 | 101-162-207 | PMS 279 | 65a2cf |
| WATER light blue | 45-19-2-0 | 135-179-219 | PMS 278 | 87b3db |

Pantone® is Pantone, Inc.'s check standard trademark for color reproduction and color reproduction materials.

Peoria City Flag Alternative Usage Samples



Application Font Usage

The following typefaces are authorized for use in all city public facing and departmental collateral, uniforms, signage and vehicle graphics. In addition, they are recommended for use in publications and other communication documents. Complimentary typefaces may be selected for use, only when appropriate.

Approved Primary Typefaces

The approved primary type family is Gill Sans and should be used whenever possible. Usage (both public facing and departmental) includes headlines, subheadlines, text, address lines, disclaimers, department and division distinctions, all forms of collateral, uniforms, signage and vehicle graphics. Light, Regular and Bold weights are the primary recommendations.

The signature is based on Gill Sans Bold and has been customized to compliment the seal. It should never be replaced with the actual font when the seal and signature appear together.

AaBbCcDdEeFf

Gill Sans Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gill Sans Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gill Sans Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gill Sans Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Approved Alternate Typefaces

The typefaces at right may also be used, when appropriate.

Gill Sans Condensed
Gill Sans Bold Condensed
 Gill Sans Book

Approved Universal Typefaces

Universal typefaces for internal and/or digital uses at right. Bold and Bold Italic may also be used.

Times New Roman Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Times New Roman Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Unacceptable Typefaces

Exaggerated weights and/or versions having inconsistencies with the approved Gill Sans typeface are unacceptable.

~~**Gill Sans Ultra Bold Condensed**~~
~~**Gill Sans Ultra Bold**~~
 Gill Sans MT
Gill Sans MT Bold

~~Gill Sans Display MT Condensed Bold~~
~~Gill Sans Display MT Bold~~
~~Gill Sans Display MT Extra Bold~~



SECTION THREE
Business System Templates

Business System

Shown on the following pages are City of Peoria, Arizona business system templates with the official city seal correctly applied. The business system prints one-color (Pantone® 2735) and consists of letterhead, second sheet, number 10 envelopes and business cards. The standard departmental letterhead layout template specifications are shown below. Specifications are the same for all departments, except as noted.

Letterhead Template

Standard departmental letterhead layout specifications at right.

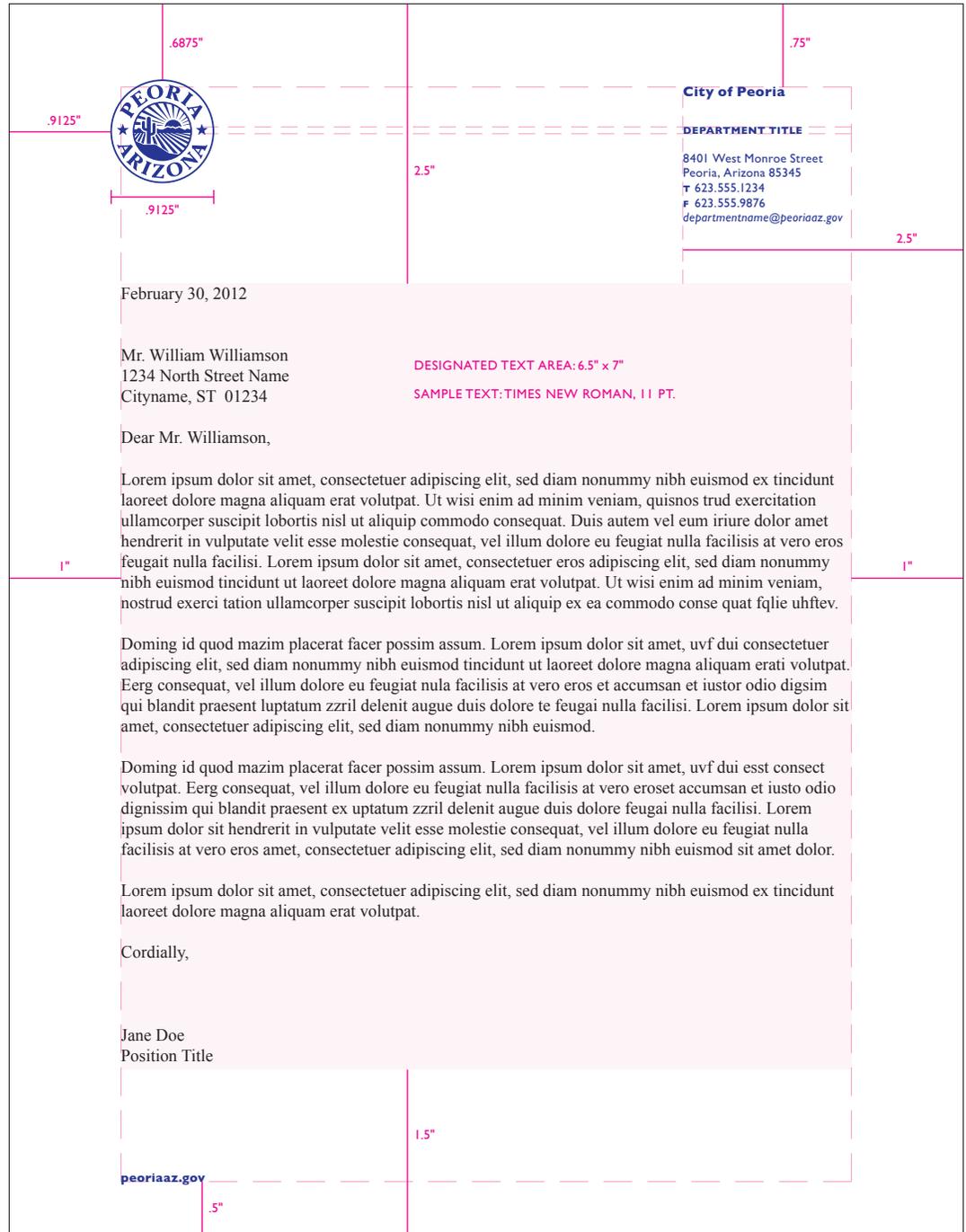
Elected Officials (Office of the Mayor and Office of the City Council) uses Gold Foil in place of Pantone® 2735 for the city seal. The address block and web address prints in Black. All layout specifications remain the same.

Public Safety (Fire Department and Police Department) uses Black in place of Pantone® 2735 for all elements. All layout specifications remain the same.

Letterhead Second Sheet

The approved standard departmental second sheet follows the same layout and specifications as the standard letterhead, omitting the address block in the upper right.

Elected Officials and Public Safety second sheets follow their letterhead color specifications.



Business System

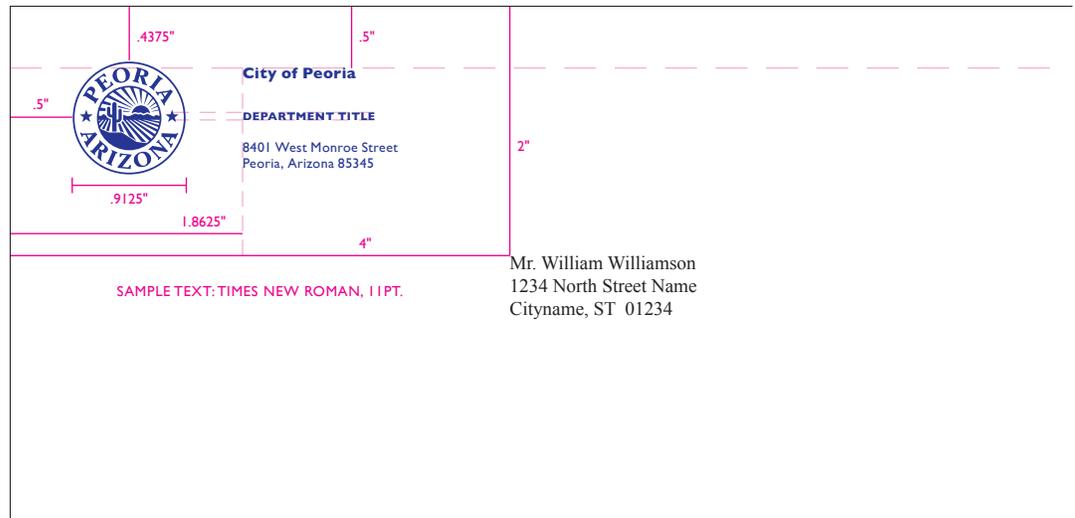
The standard departmental number 10 envelope layout template specifications are shown below. Specifications are the same for all departments, except as noted.

Number 10 Envelope Template

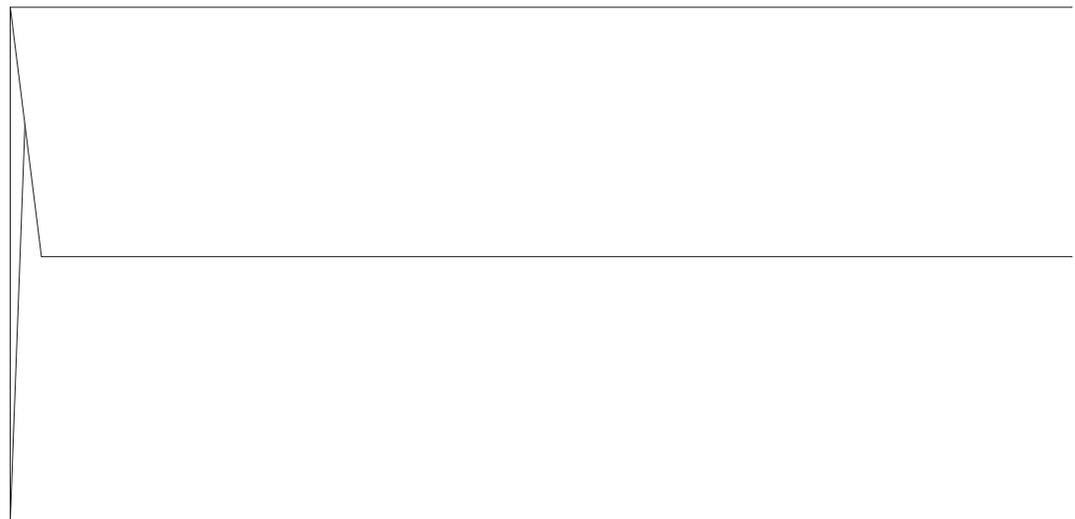
Standard departmental number 10 envelope layout specifications at right.

Elected Officials (Office of the Mayor and Office of the City Council) uses Gold Foil in place of Pantone® 2735 for the city seal. The address block prints in Black. All layout specifications remain the same.

Public Safety (Fire Department and Police Department) uses Black in place of Pantone® 2735 for all elements. All layout specifications remain the same.



All official City of Peoria, Arizona letter correspondences should use square flap number 10 envelopes. All return addresses should always remain on the envelope front and never placed on the number 10 envelope square flap.



Business System

The standard departmental business card layout template specifications are shown below. Specifications are the same for all departments, except as noted.

Business Card Templates

Standard departmental business card layout specifications at right. There are a total of four templates:

- 1) Individual, one-line department title
- 2) General, one-line department title
- 3) Individual, two-line department title
- 4) General, two-line department title

Elected Officials (Office of the Mayor and Office of the City Council) uses Gold Foil in place of Pantone® 2735 for the city seal. All text prints in Black. All layout specifications remain the same.

Public Safety (Fire Department and Police Department) uses Black in place of Pantone® 2735 for all elements. All layout specifications remain the same.



Optional Business Card Backs

Approved one-color business card back graphic illustrations shown at right. All four illustrations are considered as a series and not recommended to be used individually.

Card backs are available to all departments except Elected Officials and Public Safety.





SECTION FOUR
Communication Materials

Construction Alerts

Sample Planning and Community Development *Building Peoria Update* construction alert template specifications are shown below. This document may be used both electronically and in print.

Building Peoria Update Template

The approved *Building Peoria Update* template follows the same layout specifications as the departmental letterhead (page 21). When used electronically, the city seal, address block and web address must remain in color (Dark Purple). All variable data should be Black, use the standard primary typeface, Gill Sans, and follow the content hierarchy shown at right.

City of Peoria
PLANNING AND COMMUNITY DEVELOPMENT
 9875 North 85th Avenue
 Peoria, Arizona 85345
MAIL 8401 West Monroe Street
T 623.773.7601
F 623.773.5270
planning@peoriaaz.gov

Building Peoria Update

Project: Drainage Project
Update: 2/28/12

DESIGNATED TEXT AREA: 6.5" x 7"

CONSTRUCTION ACTIVITY AT VARNEY PARK: The City of Peoria will be in Varney Park to install a depressed sidewalk. This feature will assist with draining of rain water. The photograph on the back of this flier will help you visualize the location and activity.

When: October 31, 2012 through January 31, 2013
Where: Varney Park, 81st Avenue north of Olive Avenue
Times: 5:00 AM to 12:00 PM

This project is part of an ongoing City of Peoria process to update and improve existing storm water facilities to meet set standards. The improvements will reduce the impact from flooding and maintenance costs.

There will not be an impact to vehicular traffic, although pedestrians will be asked to *lorem ipsum*. For your safety and the safety of others, please do not enter the work area during the construction period.

Thank you for your patience and cooperation.

More Information: Call Burton Charron at 623.773.7237 or Vian Rashid at 623.773.7212, Monday through Thursday from 7:00 AM to 6:00 PM, or visit www.peoriaaz.gov/buildingpeoria.

peoriaaz.gov

City Issued Awards

Sample City of Peoria, Arizona city issued *Certificate of Completion* template specifications are shown below. Specifications are the same for all applicable city issued certificates.

Certificate of Completion Template

Background color is specified as Yellow. It is recommended that all *Certificate of Completion* awards use a thick, white uncoated stock.



Optional beveled deboss area shown in magenta at right. This area should include and register to only the Yellow background color.

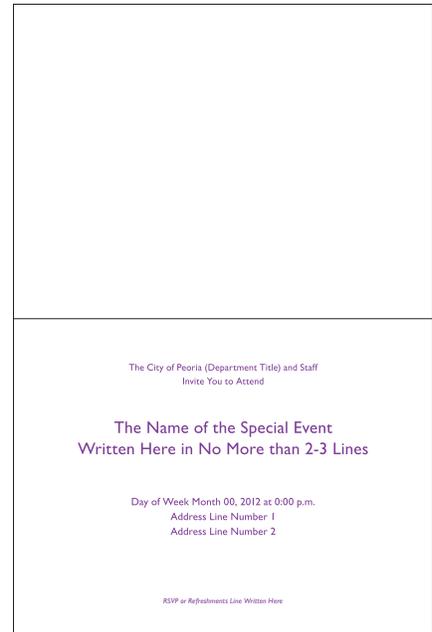


City Event Invitations

Sample City of Peoria, Arizona standard city event template specifications are shown below. Specifications are the same for all departments, except as noted.

Standard Departmental Non-Sponsored Event Invitation A-2 Note Card Template

The approved standard departmental invitation prints one-color on the front and back panels (Pantone 2735®), and one-color on the inside (Pantone® 2592). Recommended paper stock is white, uncoated, no less than 80# cover.



Sponsored Event Invitation Template Variations (Back Panel)

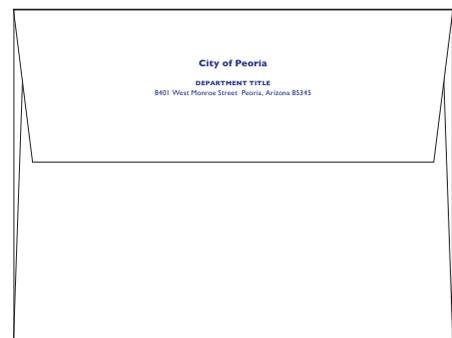
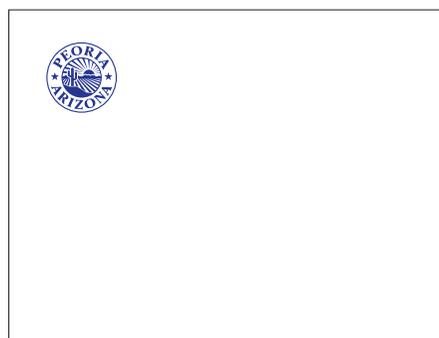
For sponsored city events, two back panel variations allow for sponsor logos and/or other sponsor-related content.

Sponsor logos and/or content must print in one-color, the same as the seal, address block and invitation front panel.



Standard Departmental Event Invitation A-2 Envelope

The approved standard departmental invitation envelope prints one-color on the front and square flap (Pantone 2735®). Invitation envelopes should always print in the color of the invitation front and back panels and match paper stock/color for continuity.

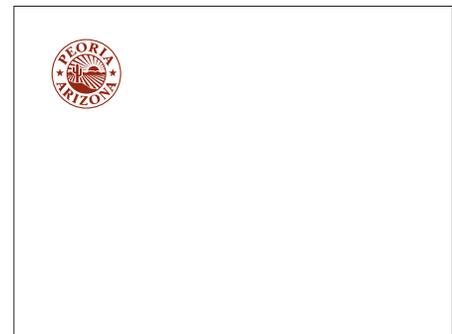
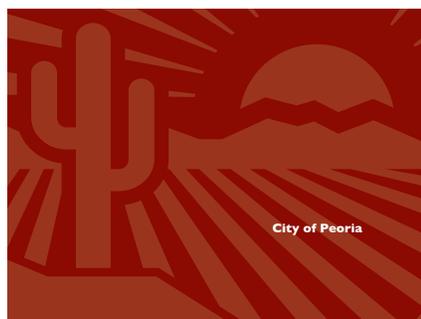
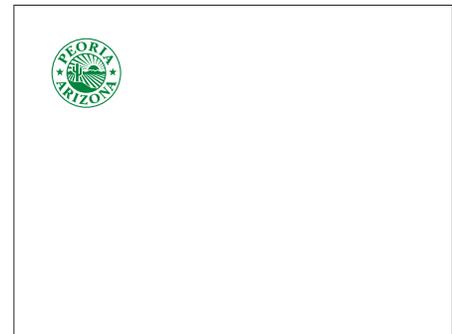
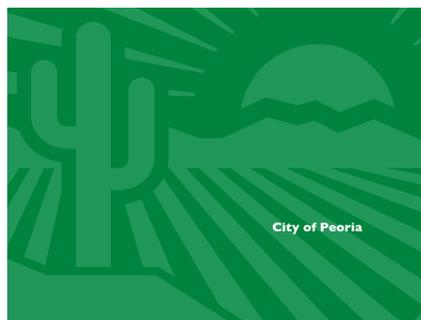
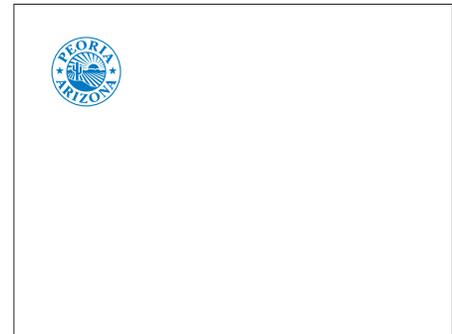
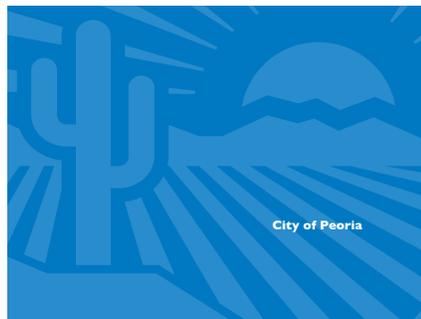
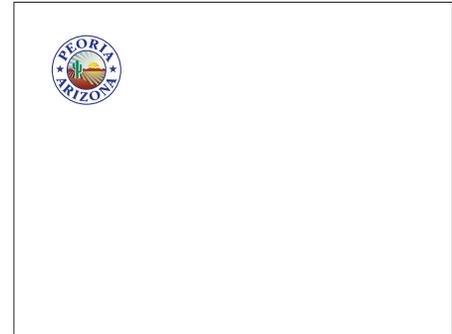


City Event Invitations

For unique events, it may be necessary to incorporate alternate colors. City event invitations may use the recommended standard Purple color palette as well as all three specialty color palettes: Blue, Green and Red. Sample City of Peoria, Arizona specialty city event template specifications are shown below.

Specialty Event Invitation Variations

Invitation envelopes should always print in the color of the invitation front and back panels and match paper stock/color for continuity. Return address to always print on A-2 envelope square flap. It is acceptable to use the full-color seal with any color palette as an option. When using the full-color seal on the envelope, it is recommended the return address print in the same color as the invitation front and back panels.

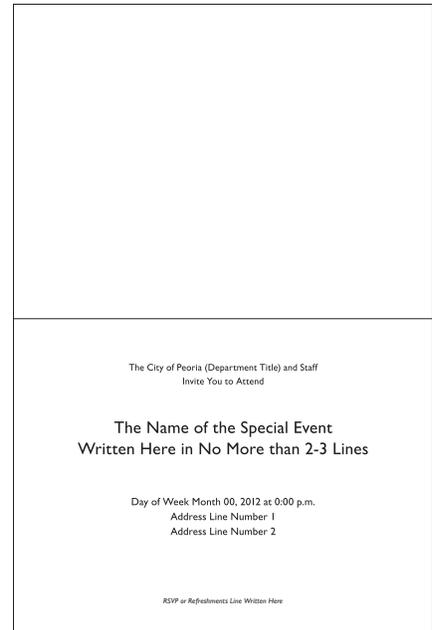
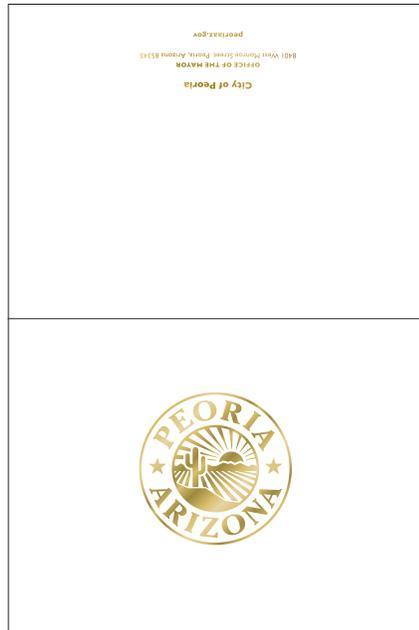


City Event Invitations

City events associated with Elected Officials (Office of the Mayor and Office of the City Council) should use alternate invitations. Sample City of Peoria, Arizona Elected Officials specialty city event template specifications are shown below.

Elected Officials Non-Sponsored Specialty Event Invitation A-2 Note Card Template (Gold Foil)

For non-sponsored formal events, it is recommended to use gold foil on the front and back panels, and one-color on the inside (Black). Recommended paper stock is white, uncoated, no less than 100# cover. It is preferred to use gold foil for the invitation envelopes, however, one-color Black may also be used as an option.

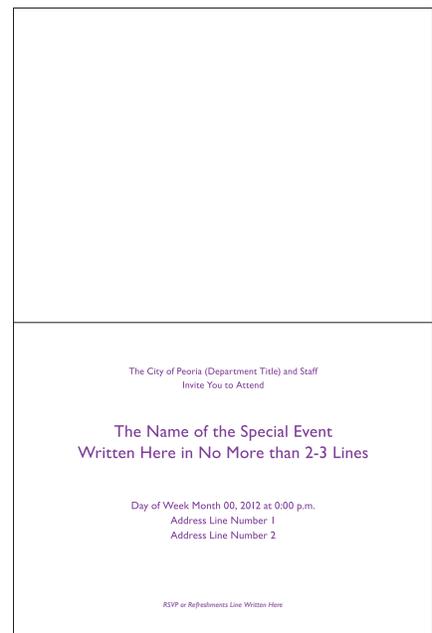


Elected Officials Non-Sponsored Specialty Event Invitation A-2 Note Card Template (Full Color)

For general Elected Official events, it is recommended to use the Elected Officials Purple specialty color palette and always use the full-color seal.

The artwork on the front panel should switch values from the standard departmental invitation artwork (dark cactus, sun, mountains, etc; light sky, background, 1954, etc).

For sponsored events, please use the departmental invitation back panel specifications shown on page 29 (Sponsored Event Invitation Template Variations).



PowerPoint Presentations

Sample City of Peoria, Arizona standard PowerPoint template specifications are shown below. Specifications are the same for all departments.

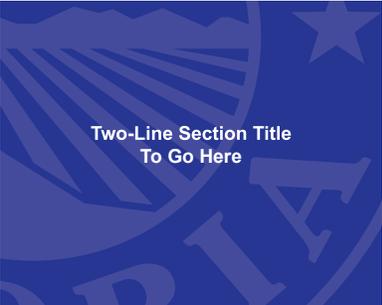
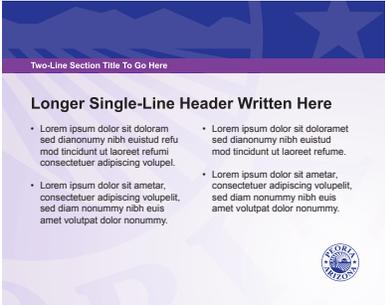
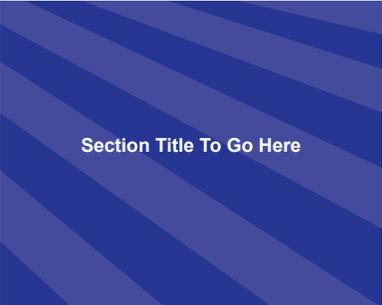
Standard PowerPoint Templates

There are a total of eight PowerPoint template slides available for use. It is recommended to use all eight templates together in the same presentation.

- 1) Presentation opening slide*
- 2) Presentation title slide
- 3) Sample section title slide
- 4) Sample text and photograph slide
- 5) Sample section title slide
- 6) Sample text only slide
- 7) Sample section title slide
- 8) Sample large photograph slide

Templates shown at right should never be combined with other PowerPoint templates of any kind.

** No other visual elements may be used with the presentation opening slide.*

| | | | |
|---|---|---|---|
| 1 |  | 2 |  |
| 3 |  | 4 |  |
| 5 |  | 6 |  |
| 7 |  | 8 |  |

PowerPoint Presentations

For unique presentations, it may be necessary to incorporate alternate colors. PowerPoint presentations may use the recommended standard Purple color palette as well as all three specialty color palettes: Blue, Green and Red. Sample City of Peoria, Arizona specialty PowerPoint template specifications are shown below. Specifications are the same for all departments.

Specialty PowerPoint Templates

All eight standard PowerPoint template slides may be used in the specialty color palettes. It is recommended to use all eight templates together in the same presentation.

It is acceptable to mix colors within the same presentation.

It is acceptable to use the full color seal on the text/photograph slides with any color palette option. It is unacceptable to use the solid one-color Black seal.

Templates shown at right should never be combined with other PowerPoint templates of any kind.





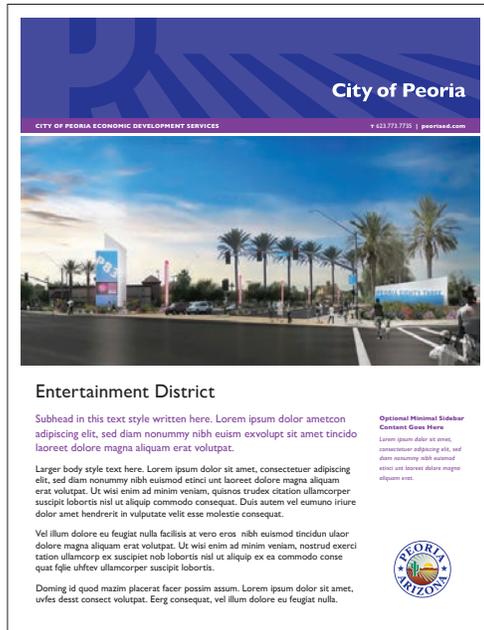
SECTION FIVE
General Collateral

General Purpose

Shown on the following pages are City of Peoria, Arizona sample general collateral with the official city seal and color palettes correctly applied. Sample collateral include general purpose flyers and folders, community brochures, community newsletters, employee newsletters and city event advertising. General purpose flyers and folders are shown below.

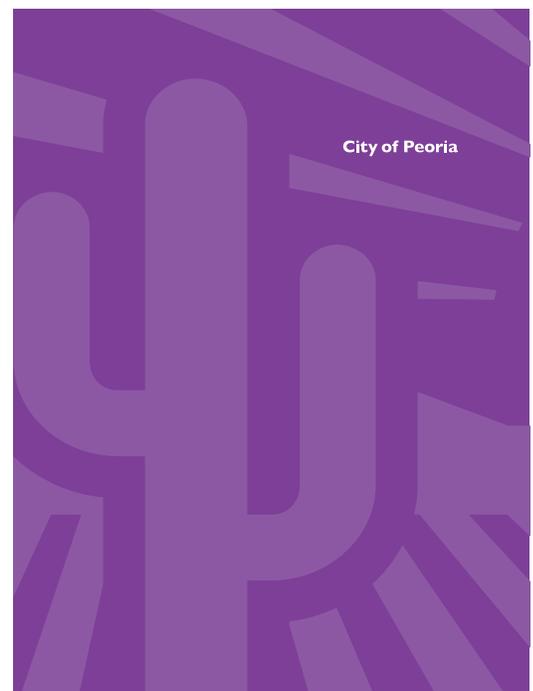
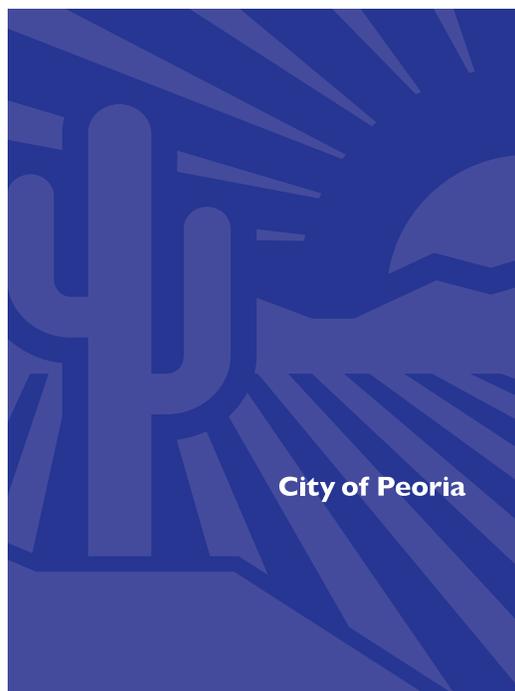
Standard Information Flyer, One- and Two-Sided Templates

Sample layout for a general purpose information flyer is shown at right. The template may be used as either a one- or two-sided flyer. Either side may be considered for the one-sided template. A margin of .25" on all four sides is included for in-house considerations.



Standard General Purpose Folder, Front Cover Templates

Sample layouts for general purpose pocket folders at right. Folders should be utilized to house all branded city collateral. Both folders may print in either Dark Purple (Pantone® 2735) or Light Purple (Pantone® 2592). Recommended paper stock is white, coated, no less than 100# cover.



Community Brochures

Sample City of Peoria, Arizona community brochure cover specifications are shown below. Community brochures may use the recommended standard Purple color palette as well as all three specialty color palettes: Blue, Green and Red.

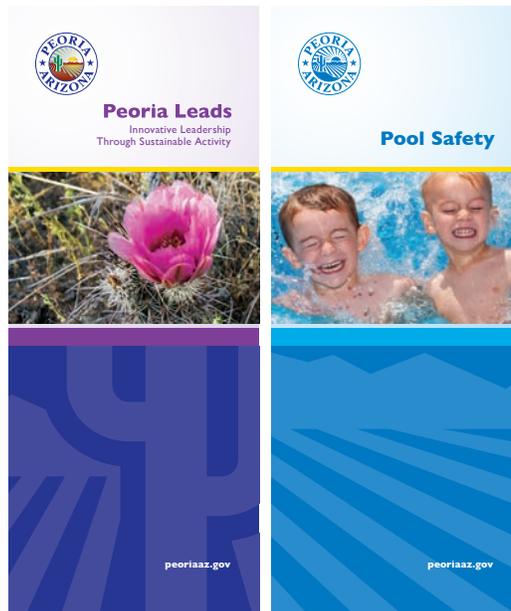
Standard Community Brochure Front Cover Templates

Brochure front cover templates intended for commercial reproduction at right.

Recommended paper stock is white, coated, no less than 80# cover.

Recommended print specifications are five-colors (process colors + spot color). Four-color (process colors only) is also acceptable. Aqueous coating is required.

Photography should be bright, saturated and energetic in nature with simplistic compositions. Overall colors should be in the same family as the primary or secondary color palettes.



Alternate Community Brochure Front Cover Templates

Alternate one-color brochure front cover templates intended for commercial reproduction at right. Photography should be high contrast with simplistic compositions.

Alternate brochure front cover templates intended for in-house reproduction. Full-color and black/white on color stock with margins. Design has been simplified for more universal use.



Employee Newsletters

Sample City of Peoria, Arizona **e*ouncements** employee newsletter specifications are shown below. **e*ouncements** employee newsletters may use all three specialty color palettes: Blue, Green and Red. However, Purple is the preferred color palette.

e*ouncements Email Template

Sample email blast layout at right. Actual content dimensions are 620 pixels wide. The content and window backgrounds should be White (RGB: 255-255-255, HEX #FFFFFF). All links should use the chosen color palette's secondary "light" colors only. Main content text should be Black (RGB: 0-0-0, HEX #000000) and set in Arial.



e*ouncements



City News
[Libraries Seeking Volunteers](#)
[Construction Project To Restrict\(](#)
[Nighttime Driving](#)
[Police Department Presents You\(](#)
[Citizens Academy](#)
[More City News >>](#)

Wellness / Events
[Open Enrollment Information](#)
[Sessions](#)
[Teen Volunteers Needed](#)
[Mobile On-site Mammography](#)
[More Wellness / Events >>](#)

Safety & Training
[Susan Thorpe Honored To](#)
[Go Back To School](#)
[Nurturing Meaningful Mentor](#)
[Relationships, For Mentors](#)
[Nurturing Meaningful Mentor](#)
[Relationships, For Mentees](#)
[FLSA For Supervisors \(Part 2\)](#)
[True Colors](#)
[Forklift Operation and Safety](#)
[Estate Planning For Everyone](#)
[Managing Personal Credit & Debt](#)
[More Safety & Training >>](#)

Job Postings
[Internal Job Postings >>](#)
[External Job Postings >>](#)

Highlights for Wednesday, February 31, 2012

Open Enrollment Information Sessions, April 24-26
 There are changes in the benefit plans. Attend an information session for all the details. Mandatory benefits open enrollment period is May 2-16. Packets will be distributed to all employees on April 25. [Read More >>](#)

Every Day is Earth Day
 Earth Day was Saturday, April 22, but the City of Peoria and its citizens can contribute to the Earth's sustainability everyday through recycling programs. [Read More >>](#)

Teen Volunteers Needed
 The Peoria Main and Sunrise Mountain libraries are recruiting teen volunteers for the Summer Reading Program. [Read More >>](#)

Susan Thorpe Honored to Go Back to School
 Deputy City Manager, Susan Thorpe, has been accepted to the Harvard University, Kennedy School of Government program for senior Executives in State and Local Government. Classes begin this summer. [Read More >>](#)

Relay For Life Benefit Concert at Peoria Sports Complex
 Relay For Life Benefit Concert. Matt Farris and special guest Shari Rowe. Saturday, April 28. [Read More >>](#)

Food Drive for Arizona Families
 In an effort to provide support and assistance to struggling residents within our community, Police Chief Roy Minter is asking members of his department, as well as all city employees, to join the food drive. [Read More >>](#)

[Submit an e*ouncement >>](#)
[e*ouncement archive >>](#)

e*ouncements is a weekly e-newsletter providing news and information to City of Peoria employees.
 For questions or comments regarding this e-newsletter, please contact the *Office of Communications*. For e*ouncements technical questions or assistance, please contact webstaff@peoriaaz.gov.

City Event Advertising

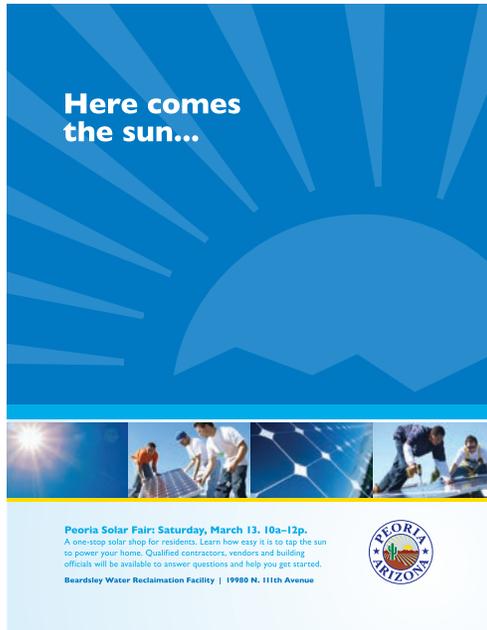
Sample City of Peoria, Arizona city event advertising specifications are shown below. City event advertisements may use the recommended standard Purple color palette as well as all three specialty color palettes: Blue, Green and Red.

Full Page, Four-Color Templates

Sample layouts for full page city event advertising are shown at right. Sample dimensions are 8.5" x 11".

The primary image area may be used for large graphic images, photographic images or branded event imagery. Color palette usage should be complimentary to the other visuals required in the layout. The full-color seal is preferred, but not required.

The solid one-color Black seal may not be used in four-color advertisements.



Quarter Page (Vertical), Four- and One-Color Templates

Sample layouts for quarter page city event advertising are shown at right. Sample dimensions are 4.25" x 5.5".

Black and white advertisements should not use gradients in the main content area.





SECTION SIX
Uniforms

Department Signatures

Shown on the following pages are City of Peoria, Arizona sample uniform applications with the official city seal and color palettes correctly applied. Sample uniform applications include various departmental casual wear shirts, various departmental and city event t-shirts and head wear. Department signature samples for applicable uniform applications are shown below. Specifications are the same for all departments.

Primary Configuration

The size of all uniform department signatures, when grouped with the city seal, are determined by the height of the letter **P** from the word, **Peoria**, in the city seal, as shown at right. Department signatures should be set in Gill Sans Bold.

) *+ (# " * 1 0 & # 1 ' * 3 + % * / # % ' 1 % & - / 4 % (, % & - 4 % & 5 (6 7 # " * 1 0 & # 1 (- ' * 3 8 9 - : % ' 1 * # - , & 1 - 4 % & 5 (- % & - % & 6



x | **CITY CLERK'S
OFFICE**

1.5 x

Primary Configuration Samples

Approved primary department and division uniform signature samples shown at right. Department signatures without division lines may range from one to three lines. The department and division x-heights should both be equal to x.



ENGINEERING



**PLANNING AND
COMMUNITY
DEVELOPMENT**



x | **FINANCE
DEPARTMENT**
x | *Treasury Division*

Non-Departmental Samples

Non-departmental signatures should follow all departmental specifications, when possible.

Variations to non-departmental signatures may be necessary to allow for easier legibility at increased distances. The **STAFF** signature height at right has been adjusted to 2x. Adjustments should NOT be larger.



x | **VOLUNTEER**



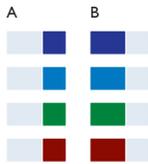
2 x | **STAFF**

Casual Wear

Sample City of Peoria, Arizona casual collar shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved primary color palette as closely as possible. Fabrics may be in the recommended standard Purple color as well as all three specialty color palettes: Blue, Green and Red. Specifications are the same for all departments, except as noted.

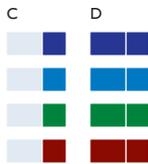
Unisex Polo Shirt Departmental

Standard departmental unisex polo shirts shown at right. Specialty colors may be used for unique events. Approved specialty color chart shown below.



Unisex Polo Shirt Universal

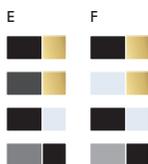
Standard universal unisex polo shirts shown at right. Specialty colors may be used for unique events. Approved specialty color chart shown below.



Men's/Women's Golf Shirt Elected Officials

Specialty men's and women's golf shirt samples shown at right. Approved specialty color chart shown below.

Elected Officials only.



Casual Wear

Sample Public Safety (Fire Department and Police Department) casual collar shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved Public Safety color palettes as closely as possible.

Unisex Polo Shirt Fire Department

Standard Fire Department unisex polo shirts shown at right. Specialty colors may not be used.

Fire Department only.



Unisex Polo Shirt Police Department

Standard Police Department unisex polo shirts shown at right. Specialty colors may not be used.

Police Department only.

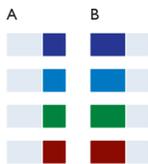


Unisex T-Shirts

Sample City of Peoria, Arizona departmental t-shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved primary color palette as closely as possible. Fabrics may be in the recommended standard Purple color as well as all three specialty color palettes: Blue, Green and Red. Specifications are the same for all departments.

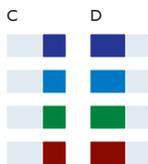
Unisex T-Shirt without Pocket Departmental

Standard departmental unisex t-shirts shown at right. Specialty colors may be used for unique events. Approved specialty color chart shown below.



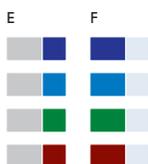
Unisex T-Shirt with Pocket Universal

Standard universal unisex t-shirts shown at right. Specialty colors may be used for unique events. Approved specialty color chart shown below.



Unisex T-Shirt without Pocket Universal

Standard universal unisex t-shirts shown at right. Specialty colors may be used for unique events. Approved specialty color chart shown below.



Unisex T-Shirts

Sample Public Safety (Fire Department) t-shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved Public Safety (Fire Department) color palette as closely as possible.

Unisex T-Shirt without Pocket Fire Department

Standard Fire Department unisex t-shirts shown at right. Specialty colors may not be used.

Fire Department only.



Unisex T-Shirt with Pocket Fire Department

Standard Fire Department unisex t-shirts shown at right. Specialty colors may not be used.

Fire Department only.



Specialty Unisex T-Shirt Fire Department

Specialty Fire Department unisex t-shirt shown at right. Specialty colors may not be used.

Fire Department only.



Unisex T-Shirts

Sample Public Safety (Police Department) t-shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved Public Safety (Police Department) color palette as closely as possible.

Unisex T-Shirt without Pocket Police Department

Standard Police Department unisex t-shirts shown at right. Specialty colors may not be used.

Police Department only.



Unisex T-Shirt with Pocket Police Department

Standard Police Department unisex t-shirt shown at right. Specialty colors may not be used.

Police Department only.



Specialty Unisex T-Shirt Police Department

Specialty Police Department unisex t-shirt shown at right. Specialty colors may not be used.

Police Department only.



Unisex T-Shirts

Sample City of Peoria, Arizona branded city event t-shirts are shown below. Fabrics should match the Pantone® colors as specified in the approved primary color palette as closely as possible. Fabrics may be in the recommended standard Purple color as well as all three specialty color palettes: Blue, Green and Red.

Unisex T-Shirt without Pocket Branded City Event, Public Use

Official city seal must always appear on the front. Event branding may appear on the back. Branded event graphics may use unique colors, if applicable. The seal must comply to all graphic standards as described in this manual. White shirt recommended. Approved specialty color chart shown below.



FRONT



BACK



Unisex T-Shirt without Pocket Branded City Event, Internal Use

Standard city event staff and volunteer unisex t-shirts shown at right. Color shirt recommended. Specialty colors may be used for unique events. Approved specialty color chart shown below.

Event Staff and Volunteers only.



FRONT



BACK



FRONT



BACK

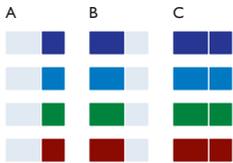


Head Wear

Sample City of Peoria, Arizona head wear are shown below. Fabrics should match the Pantone® colors as specified in the approved color palettes as closely as possible. Fabrics may be in the recommended standard Purple color as well as all three specialty color palettes: Blue, Green and Red. Specifications are the same for all departments, except as noted.

Unisex Baseball Hat, Universal

Department signature may be added to the back. Approved specialty color chart shown below.



Unisex Baseball Hat Fire Department

Department signature may be added to the back. Specialty colors may not be used.

Fire Department only.



Unisex Baseball Hat Police Department

Department signature may be added to the back. Specialty colors may not be used.

Police Department only.



Construction Helmet

All approved color options as shown. Solid one-color Pantone® 2735 Dark Purple approved for all general workmen. Full-color approved for Supervisor and Executive levels only. Solid one-color Gold approved for Elected Officials, ceremonial and other special events only.





SECTION SEVEN
Signage

Municipal Campus

Shown on the following pages are City of Peoria, Arizona sample signage applications with the official city seal and color palettes correctly applied. Sample signage applications include Municipal Campus exterior/interior signage and general usage city streetlight banners. Municipal Campus wayfinding signage samples are shown below.

Street Side Wayfinding

Main street side wayfinding monument signage samples at right. Color usage should be Pantone® 2735. The seal and signature must comply to all graphic standards as described in this manual.



Various On-Campus Wayfinding

Main on-campus wayfinding monument signage samples at right. Color usage should be Pantone® 2735. The seal must comply to all graphic standards as described in this manual.



Municipal Campus

Municipal Campus interior wayfinding signage samples are shown below.

City Clerk's Office Interior Entry

Interior City Hall wayfinding signage sample at right. The seal and typography must comply to all graphic standards as described in this manual.



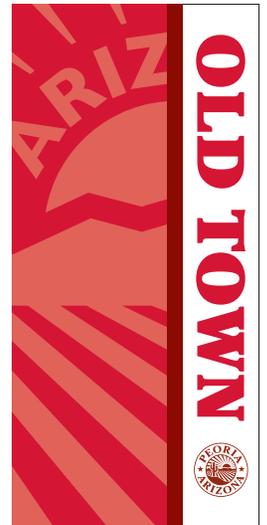
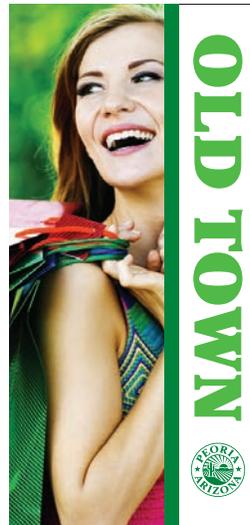
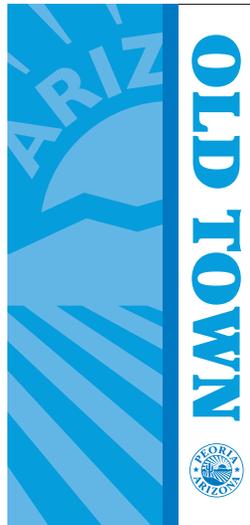
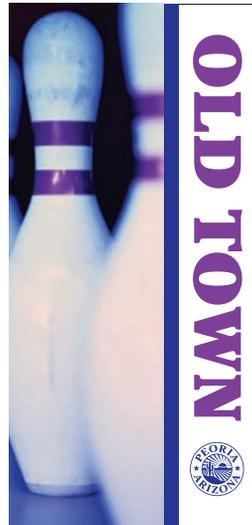
Human Resources Interior Entry

Interior City Hall wayfinding signage sample at right. The seal and typography must comply to all graphic standards as described in this manual.

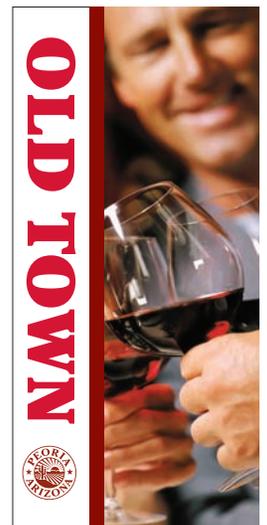
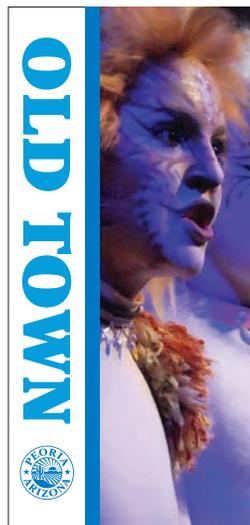
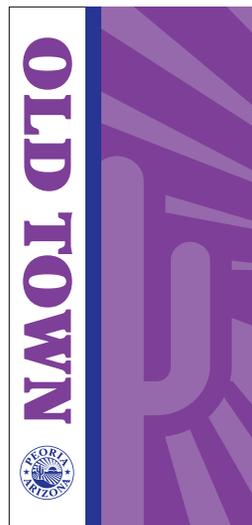


Streetlight Banners

Sample City of Peoria, Arizona general usage city streetlight banner specifications are shown below. It is strongly recommended that the streetlight banners use the standard Purple color palette as well as all three specialty color palettes: Blue, Green and Red.



Sample general usage city streetlight banners (front) are shown above. It is strongly recommended to use all four color palettes together as a series. Photography should be bright, saturated and energetic in nature with simplistic compositions. Overall colors should be in the same family as the primary or secondary color palettes.



Sample general usage city streetlight banners (back) are shown above. It is strongly recommended to use all four color palettes together as a series. Photography should be bright, saturated and energetic in nature with simplistic compositions. Overall colors should be in the same family as the primary or secondary color palettes.



SECTION EIGHT
City Vehicle Graphics

City Utilities

Shown on the following pages are City of Peoria, Arizona sample vehicle graphics with the official city seal correctly applied. All vehicle graphics should be one-color (Pantone® 2735), except as noted. Other primary colors are unacceptable. City utility vehicle specifications are shown below. Specifications are the same for city sedans, SUVs and all other applicable 2/4-door vehicles.

City Utility Pickup Truck with Department Title

The solid one-color seal and department title size/proportion relationships are as shown on page 41 (Department Signatures).

Additional text graphics other than, **FOR OFFICIAL USE ONLY**, to be set in Gill Sans and in Dark Purple (Pantone® 2735). Web site address should be set in Gill Sans Bold and placed on the back of the vehicle, horizontally centered within the rear panel, where applicable.



City Utility Truck with Department and Division Titles

The solid one-color seal and department title size/proportion relationships are as shown on page 41 (Department Signatures). Division titles are as shown on page 4 (Signatures).



Public Safety

Sample Public Safety (Fire Department and Police Department) vehicle specifications are shown below. Specifications are the same for all applicable Public Safety vehicles.

Fire Department Pickup Truck

Font usage for the Fire Department tag line, **Serving with STRENGTH HONOR COMPASSION**, must be updated to Gill Sans Bold Italic.

City seal artwork must be added to the Fire Department tag line.

All other vehicle graphics for the Fire Department fleet shall remain intact.



Police Department Cruiser

Font usage for the Police Department tag line, **Our Community. Our Commitment.**, must be updated to Gill Sans Italic.

City seal artwork on the front quarter panel must be updated.

General font usage must be updated to Gill Sans Bold.

All other vehicle graphics for the Police Department fleet shall remain intact.



