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The City of Columbus brand

To guarantee that our new identity is successful, The City of Columbus must be vigilant in ensuring that its brand identity is clearly communicated. Our brand is the aggregate of many elements such as our name, vision, logo, colors, and other visual and verbal touch points that identify The City of Columbus.

The most visible element to our brand, and thus the most important, is our logo. It's what all organizations and services fall under and how we are instantly recognized. The real value of our logo to The City of Columbus is measured when we think about what associations and meanings are assigned to the organization and its services. This value is known as brand equity, which equates to the strength of our brand – the sum of all of the brand touch points.

The term brand identity describes the vision of how we want the brand to be perceived by our audiences. So, the question answered by the brand identity is: "How do we want our audiences to think of us?"

The marketing and communication efforts of The City of Columbus must address any gap between our brand equity and our brand identity. This effort begins by asking the most critical question of all: "What relevant benefit does our brand identity offer to our partners?" In other words, "What's in it for them?" The answer is simple: they aren't just associated with the brand; they are now a part of an entire city's identity.

Our branding guides all marketing and communications initiatives, beginning with the use of the logo. Because the logo is the most visible representation of The City of Columbus identity, there is then a direct link between how The City of Columbus logo is used and our ability to communicate our brand. The use of initiative logos should only be for the specified purpose of the initiative's mission. Please ask each individual initiative contact for permission and specific usage guidelines.

How to use these guidelines

These guidelines are intended to ensure that The City of Columbus' brand is articulated in a consistent and approved manner. Each time the brand is represented correctly, it gains strength. Conversely, with each incorrect use, the brand loses equity.

Think of these guidelines as a framework for creating strong and effective business communications. They are a source of guidance and insight for creating communications that engage and inform our key partners while reinforcing a consistent brand message.

To achieve the greatest benefit from these guidelines, we suggest that you:

1. Browse through the guidelines to get acquainted.
2. Share them with the appropriate users and require their use.

These standards function as rules, providing definition for acceptable ways to communicate. But overall, the standards are your compass – a tool to help you make good decisions as you create and evaluate work.

As a member of The City of Columbus family, however, you are equally responsible for ensuring that everything bearing our brand is consistent with these guidelines.

Elements of the visual identity

The City of Columbus visual identity is the sum of many graphic elements. The core elements of the identity are called the foundation. When expressed consistently and within the stated standards, the foundation elements strengthen The City of Columbus brand.

These guidelines will offer guidance on the foundation elements of the identity including logos, lockups, size relationships and color.



The City of Columbus
core wordmark

Approved logo

The logo is the cornerstone of The City of Columbus visual brand identity. Its consistent application according to the following specifications is essential. The City of Columbus logo is the property of The City of Columbus and must be used only in accordance with the following standards to maintain consistency. Use these approved guidelines exclusively.



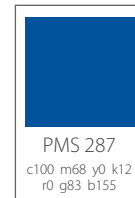
Always use the approved, master art for the logo – **never recreate it yourself.**

With proper and prominent use, The City of Columbus logo can achieve a strength and permanence that will serve our city well into the future. The logo helps build awareness and recognition. This is why it is so crucial that we use our logo consistently and appropriately in all of our communications.

This logo is intended for use only on print ads, literature, broadcast applications, business papers (letterhead) and promotional materials. It may not be used on building signage, vehicles or any other application without advanced written consent from The City of Columbus.

Approved logo colors

To build a strong association between color and our brand, we have designed the logo system to be very flexible by including multiple color options. This will provide designers greater latitude in usage of the logo in advertising and marketing communications.



Two-color logo preferred

The PMS 1797 + PMS 287 version of The City of Columbus logo is our corporate logo as well as the preferred version. Consider it the primary choice for most communications.

Process color logo options

The following 4-color process logos are to be used when PMS colors are not an option.



CMYK logo

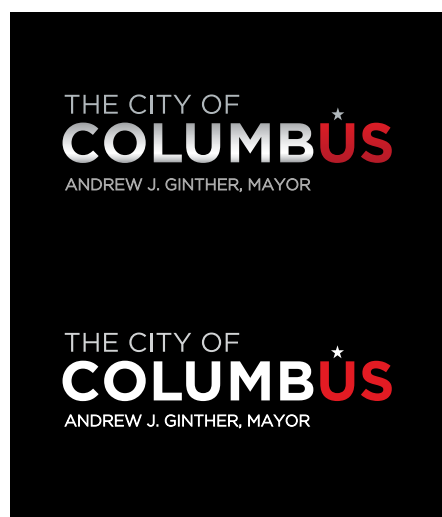
This detailed option includes a gradient and should only be used when logo is larger than 2 inches wide.



CMYK logo solid

No gradient.

When white space is not available, you may reverse the logo out of solid black.



CMYK reverse logo

This detailed option with gradient should only be used when logo is larger than 2 inches wide.

CMYK reverse logo solid

No gradient.

Spot PMS one-color logo options

In some situations, the use of The City of Columbus logo in the approved CMYK colors may not be feasible. In this situation, The City of Columbus logo may be printed in one of the following one-color options.



One-color blue logo

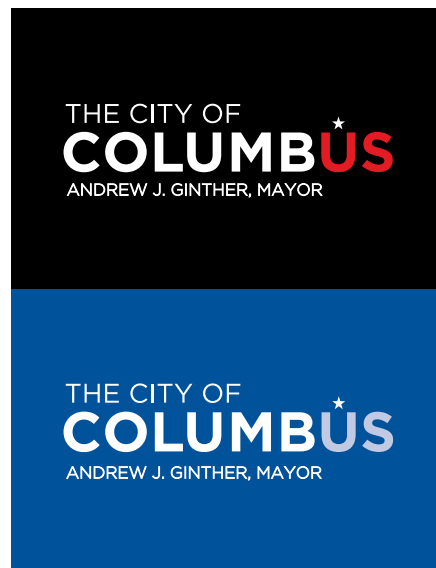
The US is a 40% tint of PMS 287 blue.



One-color blue logo solid

PMS 287 blue. The City of Columbus logo should only be printed in one color without the "US" in color or tint in extreme situations when printing a tint is not an option.

When white space is not available, you may reverse the logo out of solid black or blue.



One-color reverse logo

The City of Columbus logo may be reversed out of black. The US is PMS 1797 red.

One-color blue reverse logo

The City of Columbus logo may be reversed out of blue. The US is a 40% tint of PMS 287 blue.

Black & white options

In some situations, the use of The City of Columbus logo in one of the approved colors may not be feasible. In this situation, The City of Columbus logo may be printed in black.



Grayscale logo

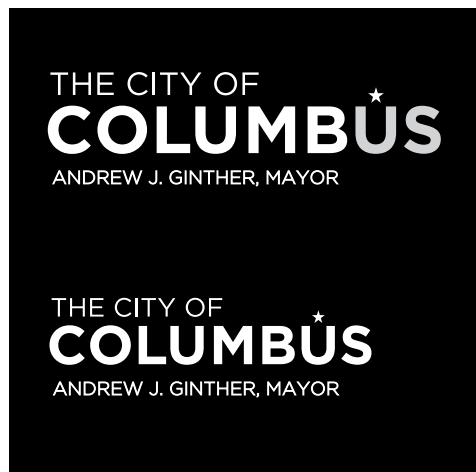
Use The City of Columbus logo in grayscale when using color is not an option. The US appears as a 40% tint of black.



Black logo solid

The City of Columbus logo should only be reproduced in solid black, without the "US" in grey, in extreme situations when grayscale is not an option.

When white space is not available, you may reverse the logo out of solid black.



Grayscale reverse logo

The City of Columbus logo may be reversed out of black. The US appears as a 20% tint of black.

White logo solid

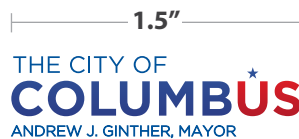
The City of Columbus logo should only be reproduced in solid white, without the "US" in grey, in extreme situations when grayscale is not an option.

Standard sizes

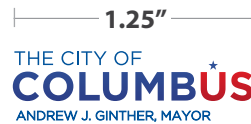
The City of Columbus logo should own a prominent, substantial presence wherever it is used. The logo should never compete for visual attention with adjacent graphic elements.

Using common sizes across all our applications helps us to establish a strong, cohesive look throughout our communications. Establishing a minimum size ensures proper protection of the integrity of the logo.

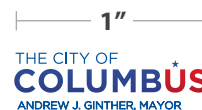
Always scale The City of Columbus logo elements together as a unit to ensure that the approved proportions and relationship between these elements can always be maintained.



8.5" x 11" brochure cover
8.5" x 11" product sheet
9" x 12" folder
PowerPoint title
Letterhead
Memo
Fax cover sheet
News release
Advertisement
Website



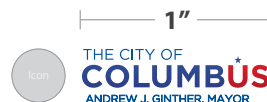
Business card
PowerPoint content slide
#10 envelope
Web banner



Minimum size

Form
Premium item
Any application where space is at a premium

Sizes are measured horizontally from the left side of the "C" to the outer right side of the "S."



Division logo

The same rules apply to any logo that contains The City of Columbus core wordmark.

The above examples illustrate common application sizes so you may visualize a point of reference regarding size. While enlarging the logo is not limited to the above sizes, the logo must not drop below the minimum standard shown.

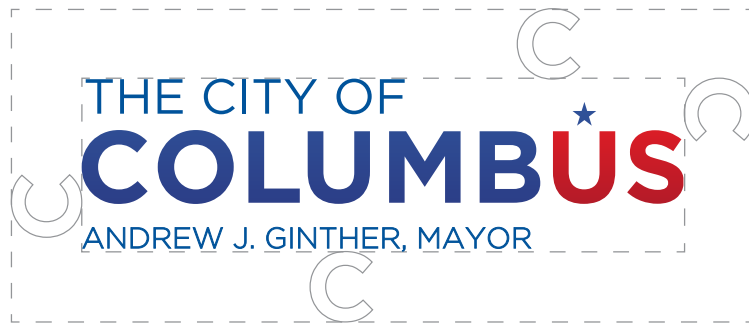
Minimum area of protection

Space around the logo is key to creating focus. The City of Columbus logo must always have sufficient “room to breathe” – thereby enabling it to be the focal point on all The City of Columbus communications.

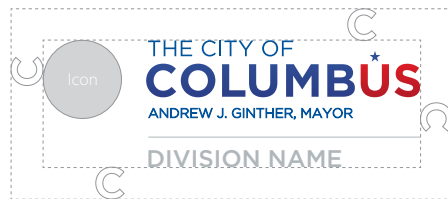
Situations may arise where surrounding our logo with generous amounts of clear space may not be feasible. When positioning our logo near text and/or image-heavy applications, always maintain – at the very least – a minimum area of protection space. The minimum area of protection is based on the cap height of the word “Columbus,” as shown, in the diagram here.

Protection area

Display The City of Columbus logo prominently, keeping it isolated from all other words and designs. The protection area provided around The City of Columbus logo must never be less than the minimum space demonstrated here.



Division logos follow the same protection rules.



Improper use

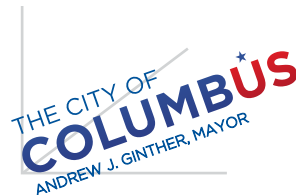
To legally protect The City of Columbus logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and its impact, and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid. Division logos follow these same rules against improper use.



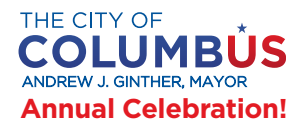
Do not change the size or position of the graphic elements of The City of Columbus logo



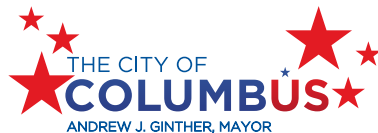
Do not use the logo as a headline or within body copy



Do not position the logo on angles



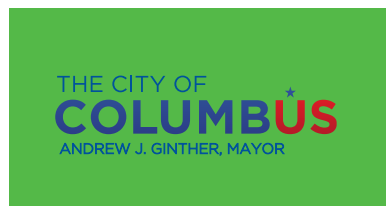
Do not lock-up promotional slogans to the logo



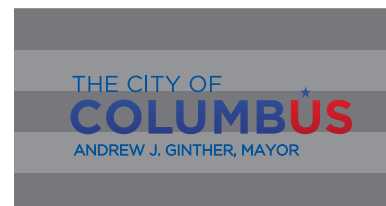
Do not add elements to the logo



Do not reproduce the logo in unauthorized colors



Do not place the full-color logo on clashing background colors or dark images. (always use the reversed logo)



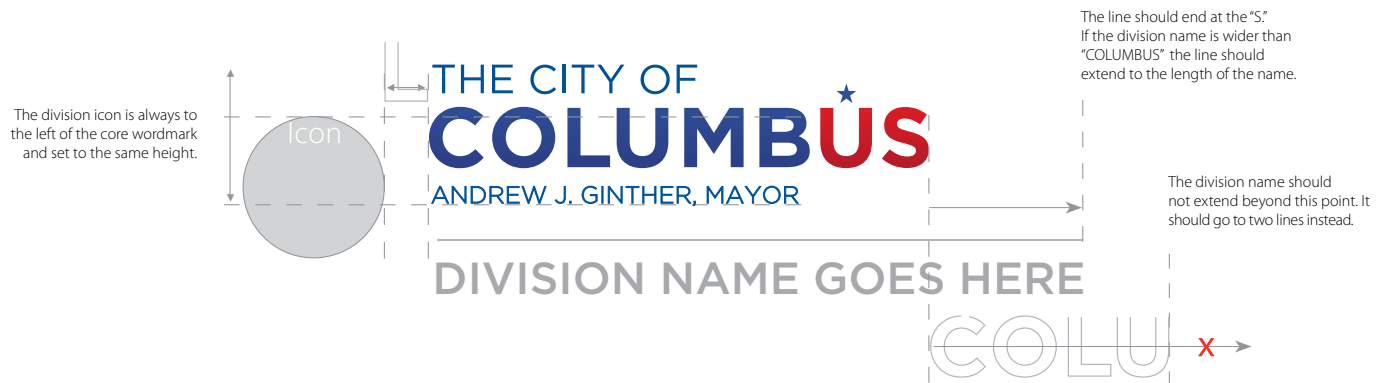
Do not place the logo on distracting backgrounds



Do not use special effects like drop shadows with the logo

Division logos

The following subbrand structure has been established to maintain a cohesive look for The City of Columbus brand and its divisions. Each division logo keeps The City of Columbus core wordmark intact while maintaining its unique brand characteristics with the use of its own division icon.



Each division has a separate set of logo options specific to its brand. The following pages contain each department's specific set of logos and variations. All previous rules and guidelines apply to division logos.

311 Columbus



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
2 COLOR - GRAY PMS 429 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

Civil Service Commission



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR SOLID - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

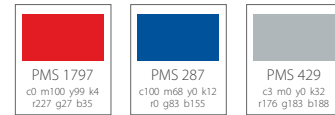
Columbus City Council



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR SOLID - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

Columbus Public Health



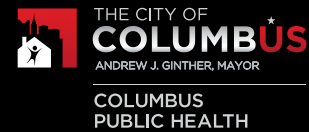
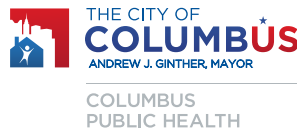
POSITIVE

REVERSED

PROCESS COLOR

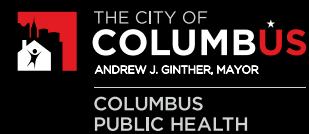
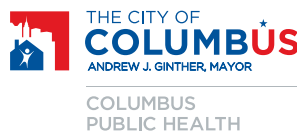
DETAILED TYPE WITH GRADIENT

- CMYK



SOLID TYPE

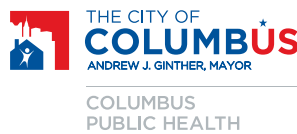
- CMYK



SPOT PMS COLOR

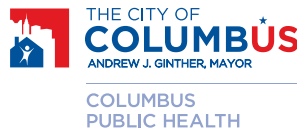
3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429



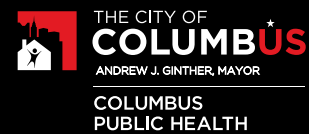
2 COLOR

POSITIVE:
- BLUE PMS 287
- RED PMS 1797
REVERSED:
- GRAY PMS 429
- RED PMS 1797



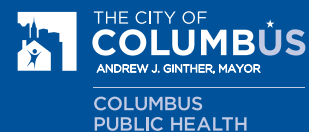
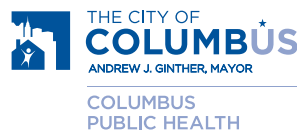
1 COLOR

- RED PMS 1797



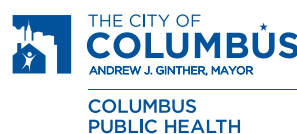
1 COLOR

- BLUE PMS 287



1 COLOR

- BLUE PMS 287

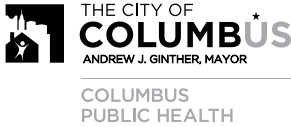


OUT OF BLUE COLOR FIELD

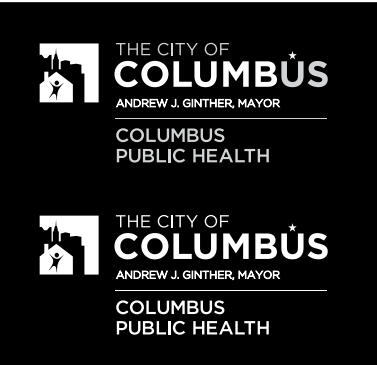
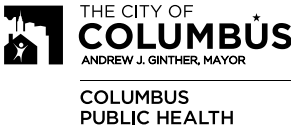
Columbus Public Health continued

BLACK AND WHITE

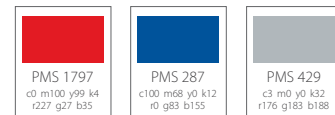
GRAYSCALE



SOLID



Columbus Television



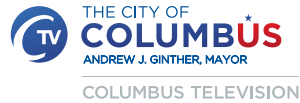
POSITIVE

REVERSED

PROCESS COLOR

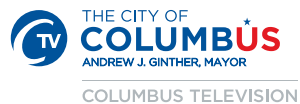
DETAILED TYPE
WITH GRADIENT

- CMYK



SOLID TYPE

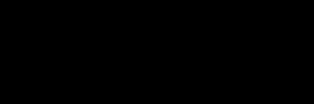
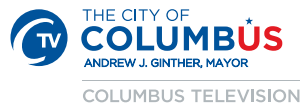
- CMYK



SPOT PMS COLOR

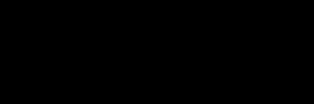
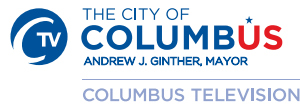
3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429



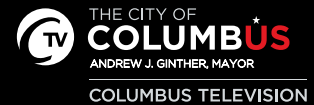
2 COLOR

- BLUE PMS 287
- RED PMS 1797



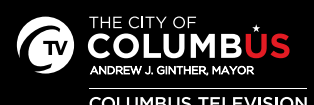
2 COLOR

- GRAY PMS 429
- RED PMS 1797



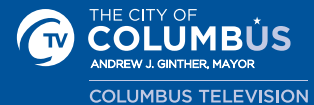
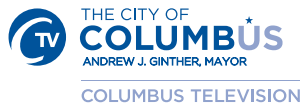
1 COLOR

- RED PMS 1797



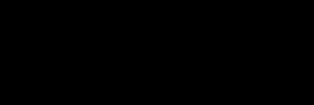
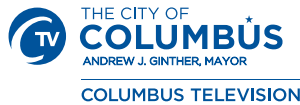
1 COLOR

- BLUE PMS 287



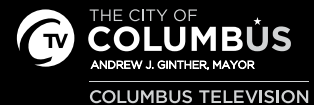
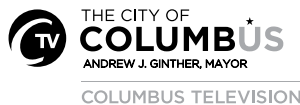
1 COLOR

- BLUE PMS 287

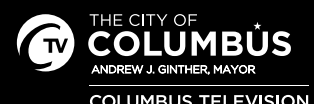
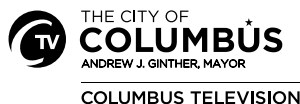


BLACK AND WHITE

GRAYSCALE

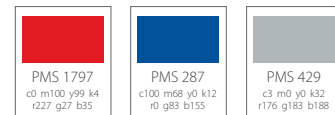


SOLID



OUT OF BLUE COLOR FIELD

Community Relations Commission



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK



SOLID TYPE

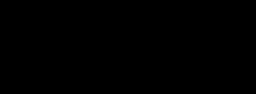
- CMYK



SPOT PMS COLOR

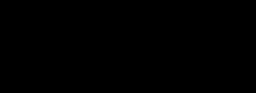
3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429



2 COLOR

- BLUE PMS 287
- RED PMS 1797



1 COLOR

- RED PMS 1797



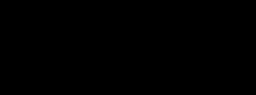
1 COLOR

- BLUE PMS 287



1 COLOR SOLID

- BLUE PMS 287



OUT OF BLUE COLOR FIELD

BLACK AND WHITE

GRAYSCALE



SOLID



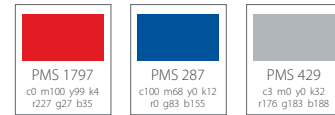
Department of Building and Zoning Services



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
SOLID TYPE - CMYK	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
2 COLOR - BLUE PMS 287 - RED PMS 1797	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
1 COLOR - RED PMS 1797	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
1 COLOR - BLUE PMS 287	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
1 COLOR SOLID - BLUE PMS 287	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
BLACK AND WHITE		
GRAYSCALE	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES
SOLID	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF BUILDING AND ZONING SERVICES

OUT OF BLUE COLOR FIELD

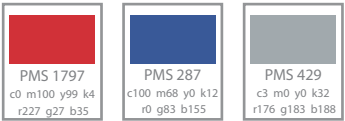
Department of Development



	POSITIVE	REVERSED
PROCESS COLOR	<p>DETAILED TYPE WITH GRADIENT</p> <p>- CMYK</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>
	<p>SOLID TYPE</p> <p>- CMYK</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>
	<p>SPOT PMS COLOR</p>	
<p>3 COLOR</p> <p>- BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	
<p>2 COLOR</p> <p>- BLUE PMS 287 - RED PMS 1797</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	
<p>1 COLOR</p> <p>- RED PMS 1797</p>		<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>
<p>1 COLOR</p> <p>- BLUE PMS 287</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>
<p>1 COLOR SOLID</p> <p>- BLUE PMS 287</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	
BLACK AND WHITE	<p>GRAYSCALE</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>
	<p>SOLID</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF DEVELOPMENT</p>

OUT OF BLUE COLOR FIELD

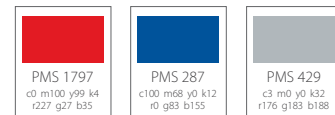
Department of Education



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR SOLID - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

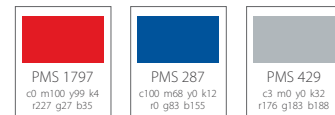
Department of Finance and Management



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT
SOLID TYPE - CMYK	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	
2 COLOR - BLUE PMS 287 - RED PMS 1797	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	
1 COLOR - RED PMS 1797		THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT
1 COLOR - BLUE PMS 287	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT
1 COLOR SOLID - BLUE PMS 287	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	
BLACK AND WHITE		
GRAYSCALE	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT
SOLID	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT	THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR DEPARTMENT OF FINANCE AND MANAGEMENT

OUT OF BLUE COLORFIELD

Department of Human Resources



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK

SOLID TYPE

- CMYK

SPOT PMS COLOR

3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429

2 COLOR

- BLUE PMS 287
- RED PMS 1797

1 COLOR

- RED PMS 1797

1 COLOR

- BLUE PMS 287

1 COLOR SOLID

- BLUE PMS 287

BLACK AND WHITE

GRAYSCALE

SOLID

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
HUMAN RESOURCES

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
HUMAN RESOURCES

THE CITY OF
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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
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DEPARTMENT OF
HUMAN RESOURCES

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
HUMAN RESOURCES

OUT OF BLUE COLOR FIELD

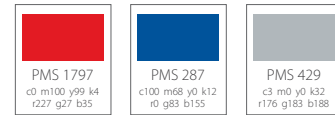
Department of Neighborhoods



	POSITIVE	REVERSED
PROCESS COLOR	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	
2 COLOR - BLUE PMS 287 - RED PMS 1797	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	
1 COLOR - RED PMS 1797		<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>
1 COLOR - BLUE PMS 287	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>
1 COLOR SOLID - BLUE PMS 287	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	
BLACK AND WHITE		
GRAYSCALE	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>
SOLID	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>DEPARTMENT OF NEIGHBORHOODS</p>

OUT OF BLUE COLOR FIELD

Department of Public Safety



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK

SOLID TYPE

- CMYK

SPOT PMS COLOR

3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429

2 COLOR

- BLUE PMS 287
- RED PMS 1797

1 COLOR

- RED PMS 1797

1 COLOR

- BLUE PMS 287

1 COLOR SOLID

- BLUE PMS 287

BLACK AND WHITE

GRAYSCALE

SOLID

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

THE CITY OF
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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

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DEPARTMENT OF
PUBLIC SAFETY

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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

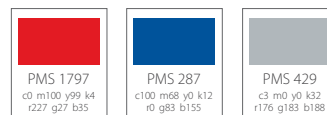
DEPARTMENT OF
PUBLIC SAFETY

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SAFETY

OUT OF BLUE COLOR FIELD

Department of Public Service



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

SOLID TYPE

- CMYK

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

SPOT PMS COLOR

3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

2 COLOR

- BLUE PMS 287
- RED PMS 1797

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

1 COLOR

- RED PMS 1797

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

1 COLOR

- BLUE PMS 287

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

1 COLOR SOLID

- BLUE PMS 287

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

BLACK AND WHITE

GRAYSCALE

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

SOLID

THE CITY OF
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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
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DEPARTMENT OF
PUBLIC SERVICE

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

OUT OF BLUE COLOR FIELD

Department of Public Utilities



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE
WITH GRADIENT

- CMYK

SOLID TYPE

- CMYK

SPOT PMS COLOR

3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429

2 COLOR

- BLUE PMS 287
- RED PMS 1797

1 COLOR

- RED PMS 1797

1 COLOR

- BLUE PMS 287

1 COLOR SOLID

- BLUE PMS 287

BLACK AND WHITE

GRAYSCALE

SOLID

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC UTILITIES

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC UTILITIES

THE CITY OF
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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
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DEPARTMENT OF
PUBLIC UTILITIES

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

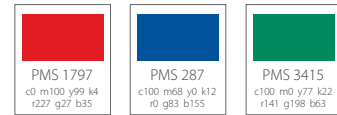
DEPARTMENT OF
PUBLIC UTILITIES

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC UTILITIES

OUT OF BLUE COLOR FIELD

Department of Recreation and Parks



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

SOLID TYPE

- CMYK



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

SPOT PMS COLOR

4 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429
- GREEN PMS 3415



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

3 COLOR (BLUE TYPE)

- BLUE PMS 287
- RED PMS 1797
- GREEN PMS 3415



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

3 COLOR (BLUE ICON)

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

2 COLOR

POSITIVE:
- BLUE PMS 287
- RED PMS 1797
REVERSED:
- GREEN PMS 3415
- RED PMS 1797



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

2 COLOR

POSITIVE:
- BLUE PMS 287
- GREEN PMS 3415



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

1 COLOR

- RED PMS 1797



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

1 COLOR

- BLUE PMS 287



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

1 COLOR

- BLUE PMS 287



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT







THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

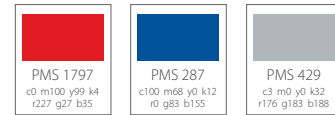
RECREATION AND PARKS
DEPARTMENT

OUT OF BLUE COLOR FIELD

Department of Recreation and Parks continued

BLACK AND WHITE		POSITIVE	REVERSED
GRAYSCALE		 <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <hr/> <p>RECREATION AND PARKS DEPARTMENT</p>	 <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <hr/> <p>RECREATION AND PARKS DEPARTMENT</p>
SOLID		 <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <hr/> <p>RECREATION AND PARKS DEPARTMENT</p>	 <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <hr/> <p>RECREATION AND PARKS DEPARTMENT</p>

Department of Technology



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE
WITH GRADIENT

- CMYK

SOLID TYPE

- CMYK

SPOT PMS COLOR

3 COLOR

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429

2 COLOR

- BLUE PMS 287
- RED PMS 1797

1 COLOR

- RED PMS 1797

1 COLOR

- BLUE PMS 287

1 COLOR SOLID

- BLUE PMS 287

BLACK AND WHITE

GRAYSCALE

SOLID

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
TECHNOLOGY

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
TECHNOLOGY

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
TECHNOLOGY

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COLUMBUS
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TECHNOLOGY

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THE CITY OF
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DEPARTMENT OF
TECHNOLOGY

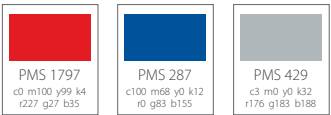
OUT OF BLUE COLOR FIELD

Office of Diversity and Inclusion



	POSITIVE	REVERSED
PROCESS COLOR	<p>DETAILED TYPE WITH GRADIENT</p> <p>- CMYK</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>SOLID TYPE</p> <p>- CMYK</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p>
SPOT PMS COLOR	<p>3 COLOR</p> <p>- BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>2 COLOR</p> <p>- BLUE PMS 287 - RED PMS 1797</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>1 COLOR</p> <p>- RED PMS 1797</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>1 COLOR</p> <p>- BLUE PMS 287</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>1 COLOR SOLID</p> <p>- BLUE PMS 287</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>OUT OF BLUE COLOR FIELD</p>
BLACK AND WHITE	<p>GRAYSCALE</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>SOLID</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p>	<p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p> <p>THE CITY OF COLUMBUS ANDREW J. GINTHER, MAYOR</p> <p>OFFICE OF DIVERSITY AND INCLUSION</p>

Office of the Auditor



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR
SOLID TYPE - CMYK	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	
2 COLOR - BLUE PMS 287 - RED PMS 1797	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	
1 COLOR - RED PMS 1797		THE CITY OF COLUMBUS OFFICE OF THE AUDITOR
1 COLOR - BLUE PMS 287	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR
1 COLOR SOLID - BLUE PMS 287	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	
BLACK AND WHITE		
GRAYSCALE	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR
SOLID	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR	THE CITY OF COLUMBUS OFFICE OF THE AUDITOR

OUT OF BLUE COLORFIELD

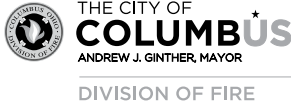
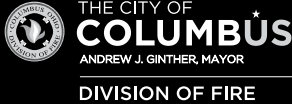
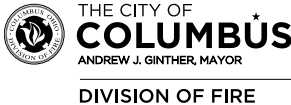
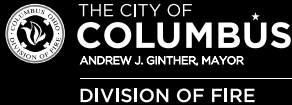
Office of the Treasurer



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR SOLID - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

Division of Fire continued

	POSITIVE	REVERSED
BLACK AND WHITE		
GRAYSCALE		
SOLID		

Division of Police



POSITIVE

REVERSED

PROCESS COLOR

DETAILED TYPE WITH GRADIENT

- CMYK



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

SOLID TYPE

- CMYK



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

SPOT PMS COLOR

3 COLOR (BLUE ICON)

- BLUE PMS 287
- RED PMS 1797
- GRAY PMS 429



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

2 COLOR

- BLUE PMS 287
- RED PMS 1797



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

1 COLOR

- RED PMS 1797



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR
DIVISION OF POLICE

1 COLOR

- BLUE PMS 287



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

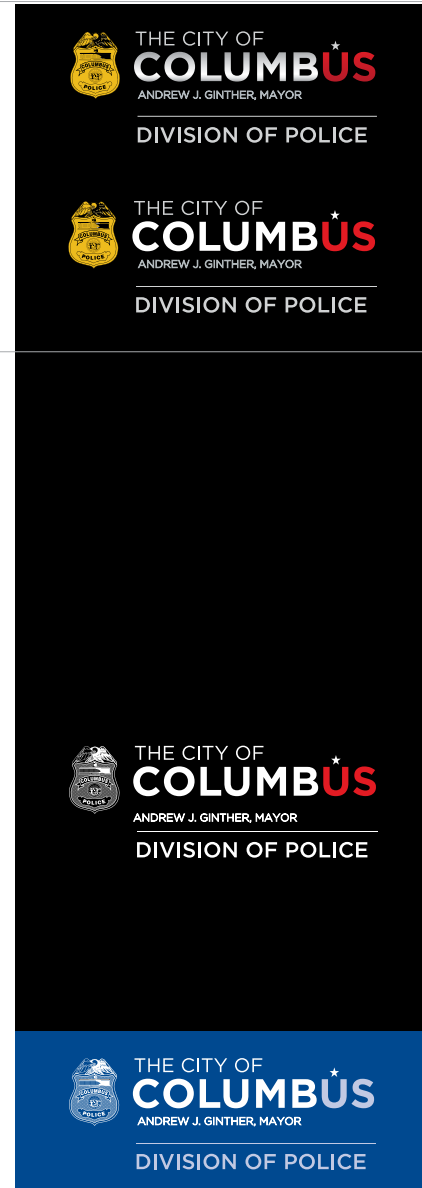
1 COLOR

- BLUE PMS 287
- WITH TINT OF PMS 287



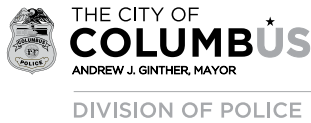
THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DIVISION OF POLICE

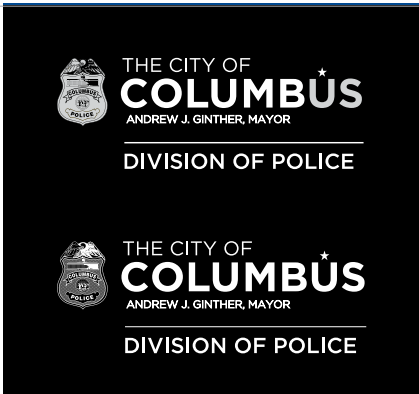
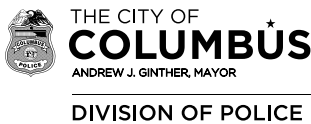


BLACK AND WHITE

GRAYSCALE



SOLID



Neighborhood Pride



	POSITIVE	REVERSED
PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
1 COLOR - RED PMS 1797		
1 COLOR - BLUE PMS 287		
1 COLOR SOLID - BLUE PMS 287		
BLACK AND WHITE		
GRAYSCALE		
SOLID		

OUT OF BLUE COLOR FIELD

Sustainable Columbus



POSITIVE

REVERSED

PROCESS COLOR

SOLID TYPE
- CMYK



SPOT PMS COLOR

1 COLOR
- GREEN PMS 376



1 COLOR
- BLUE PMS 287



BLACK AND WHITE

GRAYSCALE



SOLID











ON VEHICLES

SOLID COLOR



OUT OF BLUE COLOR FIELD

CelebrateOne

							
PMS 345 C43 M1 Y48 K0 R149 G204 B159	PMS 365 C26 M0 Y59 K0 R193 G224 B137	PMS 429 C62 M54 Y53 K27 R92 G92 B92	PMS 486 C1 M53 Y55 K1 R241 G142 B112	PMS 629 C39 M3 Y12 K0 R152 G210 B221	PMS 1205 C5 M7 Y55 K0 R244 G255 B139	PMS 1355 C4 M25 Y69 K0 R243 G192 B103	COOL GRAY 4 c3 m0 y0 k32 r176 g183 b188

CELEBRATEONE LOGO

For screen display (web, email, ppt),
use a .JPG or .PNG file.
For print, use an .EPS file

PRIMARY LOGO



ONE COLOR LOGO



ONE COLOR REVERSED



COLOR LOGO ON COLOR/PHOTO BACKGROUND



SECONDARY LOGO

This logo should only be used online,
where the .info isn't necessary.
For screen display (web, email, ppt),
use a .JPG or .PNG file.
For print, use an .EPS file.



CLEAR SPACE

Minimum clearspace is the smallest
distance allowed between the logo
and the edge of a page, the edge of
an image, or body copy.
Maintaining it at all times ensures
prominence and legibility











MINIMUM SIZE

Minimum logo size should be w .87" x h ½",
or 124x72 pixels. Anything smaller will be
illegible.



CelebrateOne

 PMS 345 C43 M1 Y48 K0 R149 G204 B159	 PMS 365 C26 M0 Y59 K0 R193 G224 B137	 PMS 429 C62 M54 Y53 K27 R92 G92 B92	 PMS 486 C1 M53 Y55 K1 R241 G142 B112	 PMS 629 C39 M3 Y12 K0 R152 G210 B221	 PMS 1205 C5 M7 Y55 K0 R244 G255 B139	 PMS 1355 C4 M25 Y69 K0 R243 G192 B103	 COOL GRAY 4 c3 m0 y0 k32 r176 g183 b188
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MISUSE

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the CelebrateOne logo. Here are some examples of logo misuse.

Don't use an arbitrary color on the logo



Don't scale individual elements in the logo



Don't alter the colors of the logo



Don't outline the logo



Don't lighten the logo



Don't remove elements from the logo



Don't stretch the logo



Don't rotate the logo



Don't put a drop shadow on the logo



Don't put the logo on a color background



Don't reproduce the logo in low resolution



Don't rearrange elements of the logo

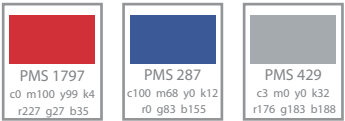


LOCKUP CLEAR SPACE & PROPORTIONS

Remember to maintain clear space around the logo.



Columbus Women's Commission



POSITIVE

REVERSED

PROCESS COLOR		
DETAILED TYPE WITH GRADIENT - CMYK		
SOLID TYPE - CMYK		
SPOT PMS COLOR		
3 COLOR - BLUE PMS 287 - RED PMS 1797 - GRAY PMS 429		
2 COLOR - BLUE PMS 287 - RED PMS 1797		
BLACK AND WHITE		
GRAYSCALE		
SOLID		




Our logo is a symbol of who we are. It is bold and persistent. It should not be distorted, stretched, squeezed, or recreated. Our logo cannot be used as a substitute for the Columbus Women's Commission in writing.

Our logo color is blue, red and gray. The gradient version is preferred, but when flat color is necessary, the solid two and three color solution can be used. It should always be placed on light backgrounds so legibility is not compromised.

Our black and gray logos are for use only in documents that will be printed or reproduced in black and white. The gray logo is preferred, unless the use is confined to solid black, in which instance the black logo should be used.

There is one version of the reversed logo. It may be placed on most dark backgrounds, as long as legibility is not compromised.

Smart Columbus

					
PMS 123 C0 M22 Y93 K0 R255 G198 B39	PMS 137 C0 M42 Y100 K0 R266 G164 B0	PMS 213 C0 M85 Y0 K0 R234 G29 B118	PMS 297 C54 M4 Y2 K0 R108 G197 B233	PMS 299 C100 M0 Y0 K14 R0 G174 B239	PMS 1205 C62 M0 Y100 K0 R149 G214 B0

OUR LOGO WITH OTHERS

How to put our logo with yours.

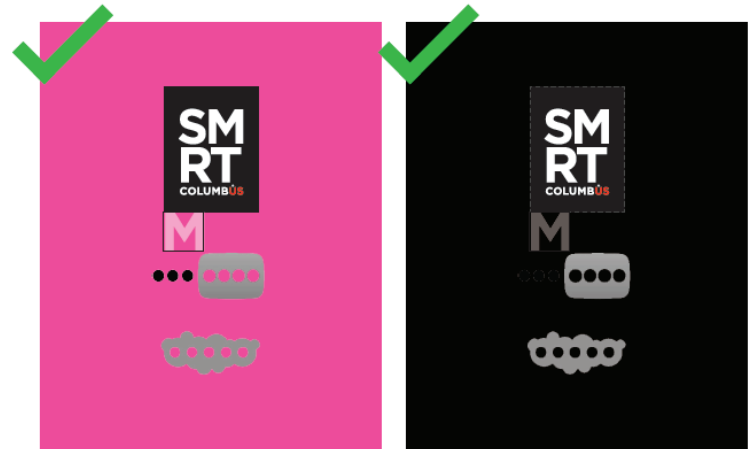
Our parent brand, Columbus, operates as an open brand. So do we. We're excited to share our inspired vision—and our logo—with everybody. You may want to include our logo in an event name or initiative logo.

We absolutely want people to understand who's involved—we want you to shout it from the rooftops. Whenever your logo needs to pull up next to ours, here's how we like to do co-branding.

Do this. (Please.)

DO
Keep our logo flat, straight, parallel to the edges.

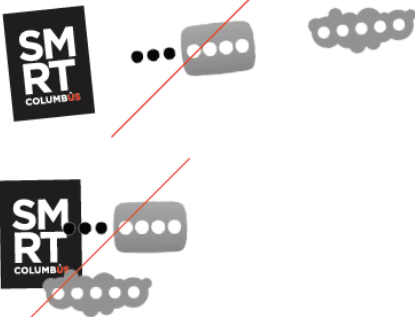
DO
Align our logo horizontally or vertically with partner logos.



Don't do this. (Ever.)

DON'T
Angle our logo (or anybody else's) in any layout.

DON'T
Crowd our logo with partner logos.

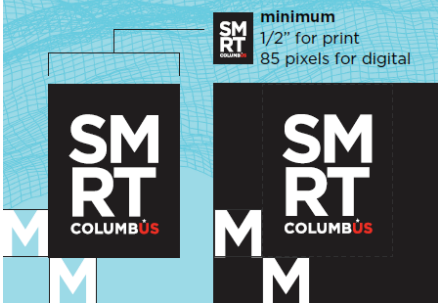


LOGO SIZE

The most important rule

Our logo is available for download to anyone who needs it. This is not a concept or suggestion... if it's going to be used, it should be used as art.

Always scale the Smart Columbus logo elements together as a unit – to keep the design intact. Nothing else, except the star, the letters “SMRT,” and the word “Columbus,” should ever sit inside the box.



GUIDELINES

Minimum size, print

Staying above our minimum size requirement ensures people can read our logo. In print, the Smart Columbus logo should never appear smaller than 1/2 inch wide, measured from the left of the black box to the outer right of the box.

Minimum size, digital

For digital uses, the Smart Columbus logo should never appear smaller than 85 pixels wide, measured from the left of the black box to the outer right of the box.

Clear space

Our Smart Columbus logo doesn't like traffic jams. Space around the logo ensures people find their way to it.

If you must place our logo in a tight space, always maintain a minimum clear space around the logo. The minimum clear space is based on the cap squared size of the letter “M” in our logo.

Do this. (Please.)

DO
use “SMRT” only for our logo.

DO
use “Smart” in our written name.

DO
use “smart” as a word in headlines and sentences.

Don't do this. (Ever.)

DON'T
put “Smart” in our logo.

DON'T
use “SMRT” as part of our name.

DON'T
use “SMRT” in a headline or sentence.

Typography – city typeface

We have chosen Topaz Layers Background and Gotham to be our typefaces. These two font families provide a system that can be applied to a broad typographic spectrum from collateral material, newsletters and signs, to Web page design and advertising typography.

Headline Font:

**TOPAZ LAYERS
BACKGROUND** **AB**

Body Copy Font:

Use **Gotham Book** as the primary font for body copy on a light background.

Gotham Book **Ab**

Reversed Body Copy Font:

Use **Gotham Medium** as the primary font for body copy reversing out of a dark background or busy image.

Gotham Medium **Ab**

Gotham Font Family:

Use the following fonts to emphasize or de-emphasize text when needed.

Gotham Light	Ab
<i>Gotham Light Italic</i>	Ab
Gotham Book	Ab
<i>Gotham Book Italic</i>	Ab
Gotham Medium	Ab
<i>Gotham Medium Italic</i>	Ab
Gotham Bold	Ab
<i>Gotham Bold Italic</i>	Ab

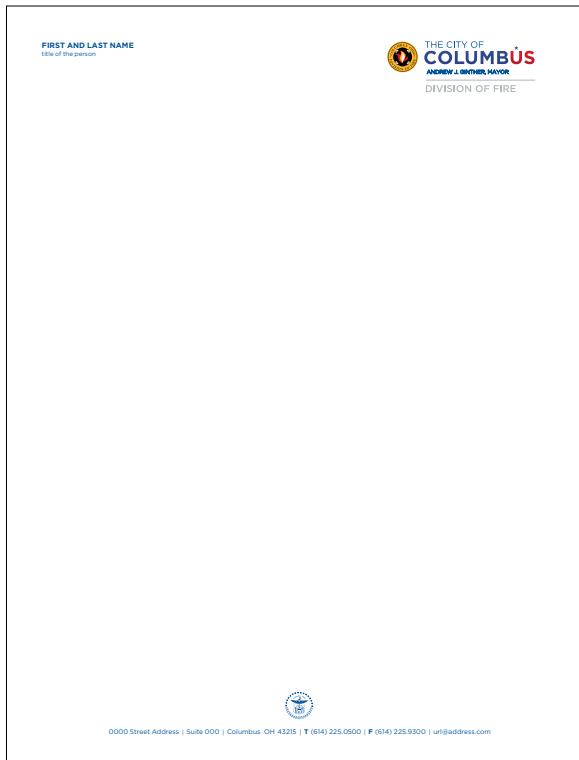
Alternate/Computer Typeface:

Arial Regular	Ab
Arial Bold	Ab

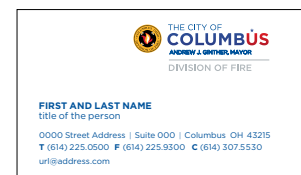
Logo usage & applications

Below are a few sample projects that show proper logo usage.

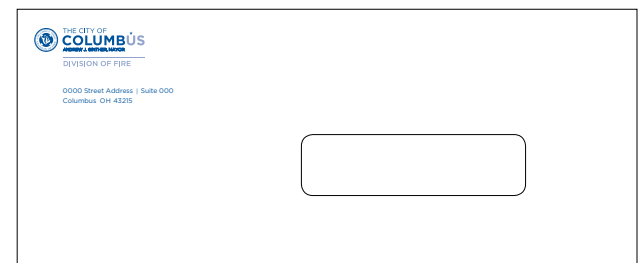
Letterhead



Business card front



10 Envelope



Web header



Email signature

YOUR NAME
YOUR TITLE

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

Address

Direct: XXX.XXX.XXXX

Fax: XXX.XXX.XXXX

[url](#)



- Arial (all caps) 20 pt, gray
- Arial (all caps) 11 pt, blue
- Gray rule

- Logo “Columbus” is 2.5” wide.
(Use division logo in .jpg format)

- Arial, 12pt, gray
- Arial, 12pt, gray (only bold the words Direct and Fax)

- Arial, 11pt, blue underline

- Icons for links

Frequently asked questions

What is the difference between CMYK and RGB?

CMYK refers to Cyan, Magenta, Yellow and Black. RGB refers to Red, Green, Blue. An offset printer (not color copying or desk-top printing) needs CMYK versions of the logo in order to print in full-color process. RGB type files are used on-screen and when printing on a color copier or a desk-top printer.

Why can't I view an EPS file?

Generally, you can't view an EPS file unless you have the appropriate software such as Adobe Illustrator or Adobe Photoshop.

What does dpi mean and what dpi should I use?

Dpi refers to dots-per-inch. Generally, an image needs to be at least 300 dpi at actual size for high-quality print reproduction, unless the file type is a Vector image where dpi is not important.

Contact

Melanie Crabill

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The City of Columbus, Office of the Mayor
90 W. Broad Street, 2nd Floor
Columbus, Ohio 43215
614-645-5300
mjcrabill@columbus.gov