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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.
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
MICHAEL B. COLEMAN, MAYOR

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.

THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR

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.

**THE CITY OF COLUMBUS**
MICHAEL B. COLEMAN, MAYOR

**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.

**THE CITY OF COLUMBUS**
MICHAEL B. COLEMAN, MAYOR

**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.

**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.

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

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

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 position the logo on angles.
- Do not add elements to the logo.
- Do not place the full-color logo on background clashing background colors or dark images. (always use the reversed logo).
- Do not use special effects like drop shadows with the logo.
- Do not use the logo as a headline or within body copy.
- Do not lock-up promotional slogans to the logo.
- Do not reproduce the logo in unauthorized colors.
- Do not place the logo on distracting backgrounds.

The City of Columbus Brand Guidelines ©2012 The City of Columbus
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.

4.1 311 Columbus
4.2 Columbus City Council
4.3 Civil Service Commission
4.4 Columbus Public Health
4.5 Columbus Television
4.6 Community Relations Commission
4.7 Department of Building and Zoning Services
4.8 Department of Development
4.9 Department of Finance and Management
4.10 Department of Public Safety
4.11 Department of Public Service
4.12 Department of Public Utilities
4.13 Department of Technology
4.14 Division of Fire
4.15 Division of Police
4.16 Equal Business Opportunity
4.17 Get Green Columbus
4.18 Department of Human Resources
4.19 Neighborhood Pride
4.20 Office of the Auditor
4.21 Office of the Treasurer
4.22 Recreation and Parks Department
311 Columbus

**PROCESS COLOR**

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| REVERSED
| **THE CITY OF COLUMBUS** |

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| REVERSED
| **THE CITY OF COLUMBUS** |

**SPOT PMS COLOR**

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</table>
| POSITIVE
| **THE CITY OF COLUMBUS** |
| REVERSED
| **THE CITY OF COLUMBUS** |

<table>
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| **THE CITY OF COLUMBUS** |
| REVERSED
| **THE CITY OF COLUMBUS** |

<table>
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</table>
| POSITIVE
| **THE CITY OF COLUMBUS** |
| REVERSED
| **THE CITY OF COLUMBUS** |

<table>
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| POSITIVE
| **THE CITY OF COLUMBUS** |
| REVERSED
| **THE CITY OF COLUMBUS** |

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| POSITIVE
| **THE CITY OF COLUMBUS** |
| REVERSED
| **THE CITY OF COLUMBUS** |

<table>
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<tr>
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## Detailed Type

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## Solid Type

### CMYK

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## Spot PMS Color

### 2 Color

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### 1 Color

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### 1 Color Solid

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### Black and White

### Grayscale

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### Solid

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Civil Service Commission

**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 SOLID**
- BLUE . . . PMS 287

**BLACK AND WHITE**

**GRAYSCALE**

**SOLID**
Columbus Public Health

**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

**Grayscale**

**Solid Type**

**1 Color**
- Red . . . . PMS 1797

**1 Color**
- Blue . . . . PMS 287
The City of Columbus Brand Guidelines

Columbus Public Health continued

**Black and White**

**Grayscale**

**Solid**

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Columbus Television

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

BLACK AND WHITE

GRAYSCALE

SOLID
Community Relations Commission

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

GRAYSACE

SOLID
Department of Building and Zoning Services

**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 SOLID**
- Blue: PMS 287

**GRAYSCALE**

**SOLID**
### 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 Solid
- Blue . . . . . PMS 287

#### Black and White

- Grayscale
- Solid

---

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## Department of Public Service

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### Spot PMS Color

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### Black and White

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The City of Columbus Brand Guidelines

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## Department of Public Utilities

### 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 Solid
- Blue: PMS 287

### Black and White

#### Grayscale

#### Solid
The City of Columbus Brand Guidelines

©2012 The City of Columbus
### Detailed Type with Gradient

- **CMYK**

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### Solid Type

- **CMYK**

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### Spot PMS Color

#### 5 Color

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#### 3 Color (Blue Icon)

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#### 2 Color

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<tr>
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<td>1797</td>
<td><code>r227 g27 b35</code></td>
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#### 1 Color

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<th>Value</th>
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<tr>
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#### Out of Blue Color Field

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Division of Fire continued

<table>
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<th>BLACK AND WHITE</th>
<th>POSITIVE</th>
<th>REVERSED</th>
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<td><img src="image2.png" alt="Reversed Logo" /></td>
</tr>
<tr>
<td><strong>SOLID</strong></td>
<td><img src="image3.png" alt="Positive Logo" /></td>
<td><img src="image4.png" alt="Reversed Logo" /></td>
</tr>
</tbody>
</table>
Divison of Police

**Process Color**

**Detailed Type with Gradient**
- CMYK

**Solid Type**
- CMYK

**Spot PMS Color**

**3 Color (Blue Icon)**
- 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
- With tint of PMS 287

The City of Columbus Brand Guidelines
©2012 The City of Columbus
**Black and White**

**Grayscale**

**Solid**

---

**The City of Columbus**

**Michael B. Coleman, Mayor**

**Division of Police**

---

**The City of Columbus**

**Michael B. Coleman, Mayor**

**Division of Police**
**Equal Business Opportunity**

<table>
<thead>
<tr>
<th><strong>PROCESS COLOR</strong></th>
<th><strong>THE CITY OF COLUMBUS</strong></th>
<th><strong>EQUAL BUSINESS OPPORTUNITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>DETAILED TYPE WITH GRADIENT</td>
<td>- CMYK</td>
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<tr>
<td>SOLID TYPE</td>
<td>- CMYK</td>
<td></td>
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<tr>
<td>SPOT PMS COLOR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 COLOR</td>
<td>- BLUE PMS 287</td>
<td>- RED PMS 1797</td>
</tr>
<tr>
<td>2 COLOR</td>
<td>- BLUE PMS 287</td>
<td>- RED PMS 1797</td>
</tr>
<tr>
<td>1 COLOR</td>
<td>- RED PMS 1797</td>
<td></td>
</tr>
<tr>
<td>1 COLOR SOLID</td>
<td>- BLUE PMS 287</td>
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</table>

<table>
<thead>
<tr>
<th><strong>BLACK AND WHITE</strong></th>
<th><strong>THE CITY OF COLUMBUS</strong></th>
<th><strong>EQUAL BUSINESS OPPORTUNITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAYSCALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOLID</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Get Green Columbus

**PROCESS COLOR**

**DETAILED TYPE WITH GRADIENT**
- CMYK

**SOLID TYPE**
- CMYK

**SPOT PMS COLOR**

**3 COLOR**
- BLUE ... PMS 287
- RED ... PMS 1797
- GREEN ... PMS 376

**2 COLOR (BLUE ICON)**
- BLUE ... PMS 287
- RED ... PMS 1797

**2 COLOR**
POSITIVE:
- BLUE ... PMS 287
- GREEN ... PMS 376
NEGATIVE:
- RED ... PMS 1797
- GREEN ... PMS 376

**1 COLOR**
- RED ... PMS 1797

**1 COLOR**
- GREEN ... PMS 376

**1 COLOR SOLID**
- GREEN ... PMS 376

**1 COLOR**
- BLUE ... PMS 287

**1 COLOR SOLID**
- BLUE ... PMS 287
# Department of Human Resources

## Process Color

<table>
<thead>
<tr>
<th>Detailed Type with Gradient</th>
<th>Positive</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
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<table>
<thead>
<tr>
<th>Solid Type</th>
<th>Positive</th>
<th>Reversed</th>
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</thead>
<tbody>
<tr>
<td>CMYK</td>
<td></td>
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</tr>
</tbody>
</table>

## Spot PMS Color

1 Color
- Red PMS 1797

2 Color
- Blue PMS 287
- Red PMS 1797

3 Color
- Blue PMS 287
- Red PMS 1797
- Gray PMS 429

## grayscale solid

<table>
<thead>
<tr>
<th>Blue PMS 287</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red PMS 1797</td>
</tr>
<tr>
<td>Gray PMS 429</td>
</tr>
</tbody>
</table>

## Black and White

<table>
<thead>
<tr>
<th>Blue PMS 287</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red PMS 1797</td>
</tr>
<tr>
<td>Gray PMS 429</td>
</tr>
</tbody>
</table>

---

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Neighborhood Pride

**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 SOLID**
- BLUE (. . . . PMS 287)

**BLACK AND WHITE**

**GRAYSCALE**

**SOLID**
**Office of the Auditor**

**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 SOLID**
- BLUE . . . . PMS 287

**BLACK AND WHITE**

**GRAYSCALE**

**SOLID**
### The City of Columbus Brand Guidelines

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#### Office of the Treasurer

<table>
<thead>
<tr>
<th>Style</th>
<th>Process Color</th>
<th>Spot PMS Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Detailed Type with Gradient</strong></td>
<td>- CMYK</td>
<td></td>
</tr>
<tr>
<td><strong>Solid Type</strong></td>
<td>- CMYK</td>
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</tr>
<tr>
<td><strong>Spot PMS Color</strong></td>
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</tr>
<tr>
<td><strong>3 Color</strong></td>
<td>- Blue . . . PMS 287</td>
<td>- Blue . . . PMS 287</td>
</tr>
<tr>
<td></td>
<td>- Red . . . PMS 1797</td>
<td>- Red . . . PMS 1797</td>
</tr>
<tr>
<td></td>
<td>- Gray . . . PMS 429</td>
<td>- Gray . . . PMS 429</td>
</tr>
<tr>
<td><strong>2 Color</strong></td>
<td>- Blue . . . PMS 287</td>
<td>- Red . . . PMS 1797</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>1 Color</strong></td>
<td>- Red . . . PMS 1797</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1 Color Solid</strong></td>
<td>- Blue . . . PMS 287</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Black and White</strong></td>
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<tr>
<td><strong>Grayscale</strong></td>
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<tr>
<td><strong>Solid</strong></td>
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</table>
Recreation and Parks Department

**Black and White**

<table>
<thead>
<tr>
<th>Grayscale</th>
<th>Solid</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="" /></td>
<td><img src="image2" alt="" /></td>
</tr>
<tr>
<td><img src="image3" alt="" /></td>
<td><img src="image4" alt="" /></td>
</tr>
</tbody>
</table>

POSITIVE

REVERSED
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**

Body Copy Font:

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

**Gotham Book**

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**

Gotham Font Family:

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

- Gotham Light
- **Gotham Light Italic**
- Gotham Book
- **Gotham Book Italic**
- Gotham Medium
- **Gotham Medium Italic**
- Gotham Bold
- **Gotham Bold Italic**

Alternate/Computer Typeface:

- **Arial Regular**
- Arial Bold
Logo usage & applications

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

Letterhead

Business Card Front

# 10 Envelope

Web Header
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

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The City of Columbus, Department of Technology
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Columbus, Ohio 43215
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