A Style Guide for the City of Philadelphia

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What is a Style Guide?

These guidelines have been created for the City of Philadelphia to establish a seamless customer service-oriented voice for the City online and offline. In order for this to occur, please follow the instructions provided in this style guide.

Why this brand?

The icon and tagline focus on the core values of the City – a timeless brand promise, built on core values re-discovered in the roots of Philadelphia's City seal and the internationally known City icon – the Liberty Bell. Our story – old or new – is one of our values: Hope, Peace, Justice, Prosperity.

All of the logo options seen can be downloaded on **phila.gov/lifelibertyyou**.
Users will recieve a password and be required to agree to a liability statement before download.

Public use is allowed, but must be approved by the Office of the City Representative.

Have questions?

Contact:
Melanie Johnson
City Representative
215-683-2060
melanie.johnson@phila.gov

Why LIFE • LIBERTY • AND YOU™

Life

Because we aspire to better the lives of our citizens regionally, and all who visit our great City.

Liberty

Because this is the symbol of our city, and our ability to be in a society free of oppressive restrictions.

And You

Because each individual is responsible for making Philadelphia great, as ambassadors regionally, and as stewards of Peace, Hope, Justice, and Prosperity in everything we do.

This is the logo.

And it represents the internationally known City icon – the Liberty Bell. This is the central feature of the City of Philadelphia brand identity system. This bell was carefully selected for its modern and timeless flair, always tilted slightly to the right with an urban-sophisticated edge.

The Bell is the **Graphic Logo.**

This is the **Wordmark.** It includes the **Tagline**.

Text & Typography

The offical City of Philadelphia typeface is **Trebuchet MS Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The typeface of the tagline is HelveticaNeue Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

These are the colors.

The colors represent the original rich gold and deep blue of the City Seal. The logo may be used online in a variety of these colors (see Pages 8 -9), or in black or white.

Gold

PMS
117C

CMYK
0/18/100/15

RGB
222/180/8

HTML
DEB408

Blue

PMS
208C

CMYK
100/72/0/18

RGB
0/73/144

HTML
004990

Red

PMS
1807C

CMYK
0/100/18/27

RGB
181/18/27

HTML
B5121B

These are the primary executions.

Consistent use ensures the strength and longevity of the City of Philadelphia brand and contributes to the success of the city's mission. These are the two primary executions. Various color versions of each follow.

Horizontal

Characteristics: "City of Philadelphia" and tagline are to the right of the Bell. "City of" is above "Philadelphia." The tagline is below "Philadelphia." TM is placed to the right of the tagline.

Allowances: Use of the graphic logo only, as a marketing element, is allowed. Use of the tagline only, as a marketing element, is allowed.

Restrictions: When using the graphic logo with the wordmark, "City of Philadelphia" and the tagline must both be used.

Round

Characteristics: "City of Philadelphia" encircles the top of the bell. The tagline encircles the bottom half. Two dots separate the two text lines. TM is placed under right post of bell.

Allowances: Use this, in its entirety, when the horizontal version does not fit your design.

Restrictions: The wordmark cannot change in this format. It must appear as shown.

These are the alternate executions.

These are the two alternate executions, to be used when the primary versions do not work with your layout or design.

Stacked

Characteristics: “City of Philadelphia” and tagline are to be placed under the Bell. “City of” is above “Philadelphia.” The tagline is below “Philadelphia.” TM is placed to the right of the tagline.

Allowances: Use this version when you need to fit this into a square space or when the Round version is unreadable due to size restrictions.

Philadelphia Only

Characteristics: “City of” is removed from the Horizontal and Stacked versions.

Allowances: Use this when representing or identifying with Philadelphia in regard to non-official City of Philadelphia business.

These are the color options.

Full-color option

Uses all three colors (Gold - PMS 117C, Blue - PMS 208C, Red - 1807C).
This is used when printing in three colors does not cost more.

Two-color option

Uses only gold and blue. (Gold - PMS 117C, Blue - PMS 208C)
This is used when printing in two colors.

These are the color options.

One-color option

When used in one color, only Blue (PMS 208C) or Black are approved. The logos may also be reversed out and used in White on a dark background.

This is how you use the new logo

Each layout requires a unique size, placement and color. Here are the usage guidelines to create a consistent use of the brand.

Clear Space – a minimum amount of “clear space” needs to be maintained around all sides of the logo. That space is 0.125” of the height of the logo. So, if the logo is 1” high, the clear space should be 0.125” on all sides.

Other graphic elements should NEVER enter the clear space.

Minimum Size – the logo should **NEVER be reproduced so the font size of the tageline is less than 12pt.** (Approximately 1” in height)**.** The Horizontal logo should be measured from top, right side of the end of the tagline. The Round logo should be measure from the top of the “L” in hiladelphia to the bottom of the “T” in Liberty.

This is how NOT to use the new logo

These rules help build a consistant and strong brand for the City of Philadelphia.

DO NOT change the orientation of any elements when used as a whole, or in parts. This means the graphic logo must always tilt right and the wordmark must appear as is when used alone.

DO NOT use colors other than what is presented in this style guide.

DO NOT put this logo, or its elements, on a busy background.

DO NOT flip, rotate, or distort in any way.

DO NOT use fonts other than those presented in this style guide.

DO NOT use smaller than the measurements provided in this style guide.

Merchandise –a line of products will be developed to sell to the public through various channels. Any additional products for promotions or sale must be pre-approved.

These are the corresponding Service Sector Logos

The name of the sector is always in font **Trebuchet MS Bold**

City of Philadelphia and tagline are always in font HelveticaNeue Extended.

These are used on the sections of the Web site that pertain to these service sectors and on newly-created sector-specific letterhead.

Each sector has a designated color, outlined here. All can be used in black.

ONE COLOR

TWO COLOR

THREE COLOR

WEB VERSION

TWO COLOR

PMS 1245 C

THREE COLOR

PMS 1245 C Warm Gray 8

WEB VERSION

D59F0F # A19589

TWO COLOR

PMS 7474C

THREE COLOR

PMS 7474C Warm Gray 8

WEB VERSION

00929F # A19589

TWO COLOR

PMS 391C

THREE COLOR

PMS 391C Warm Gray 8

WEB VERSION

A4A510 # A19589

TWO COLOR

PMS 1807C

THREE COLOR

PMS 1807 C Warm Gray 8

WEB VERSION

B5121B # A19589

TWO COLOR

PMS 152 C

THREE COLOR

PMS 152 C Warm Gray 8

WEB VERSION

F3901D # A19589

TWO COLOR

PMS 222C

THREE COLOR

PMS 222C Warm Gray 8

WEB VERSION

#7D0041 #A19589

This is how you use the new logo on collateral materials.

First, there is still a place for the City Seal gold letterhead in the Mayor's Office for legal official correspondence. And the City Seal will still appear at the bottom of letterhead for a **transition time of 3 years.**

The new logo will replace some City Seal gold letterhead when writing most service-oriented correspondence. Remember, the purpose of the new logo is to convey a service-oriented City.

Following are two examples of how to use the new logo on letterhead:

1. **How to incorporate this on existing letterhead**
2. **How to incorporate this when you run out and have to print again**.

Please do not throw out your current products, as we want to slowly roll this out to stop unnecessary spending.

This is how to incorporate into existing letterhead.

OPTION 1 - HORIZONTAL LOGO

City of Philadelphia

Office of
address
Philadelphia, PA 19107
(215) 686-0000
Fax (215) 686-0000

Place the black Horizontal version of the logo in the bottom left corner of your letterhead template.

This should be 0.5” from the left edge, and 0.25” from the bottom.

This must be at least 1” in height from top of graphic logo to bottom of wordmark.

This is how to incorporate the logo when its time to print new letterhead.

Place full color or 2-color Horizontal logo in the top left corner, 0.5” from the left edge and 0.5” down from the top edge of the page.

This must be at least 1” in height from top of graphic logo to bottom of wordmark.

The Round logo cannot be used here.

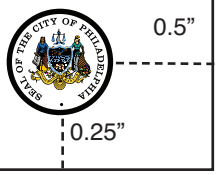
Place your service sector name at the bottom, aligned in the middle.

It must be and 0.25” from the bottom edge. It must be at least 0.5” high.

You may use this in your service sector color, or in black to save on printing. The wordmark must use same font and treatment as appears in your service sector logo.

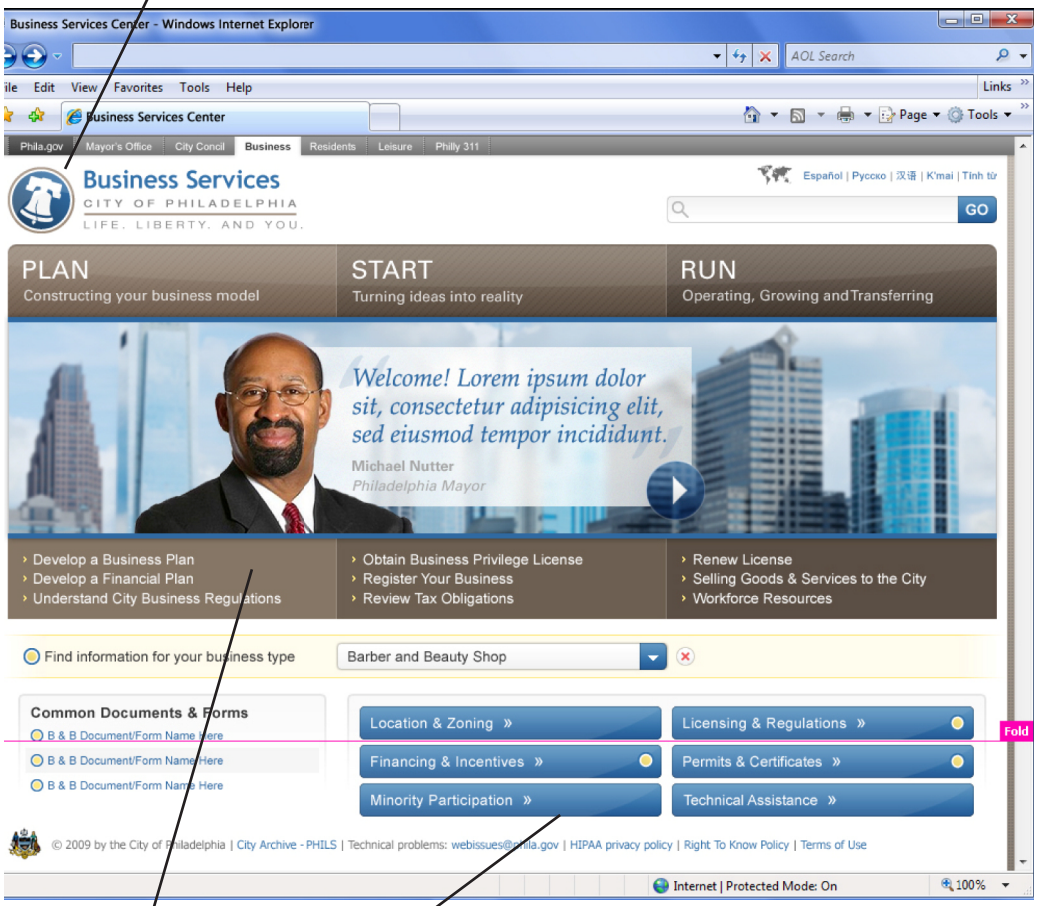
Place the City Seal in the bottom right corner, 0.5” from the right edge and 0.25” up from the bottom edge of the page.

It should be approximately as tall as the service sector wordmark.



This is how to incorporate Service Sector logos on Web

Your sector's logo should always be used in the top left corner of the page.

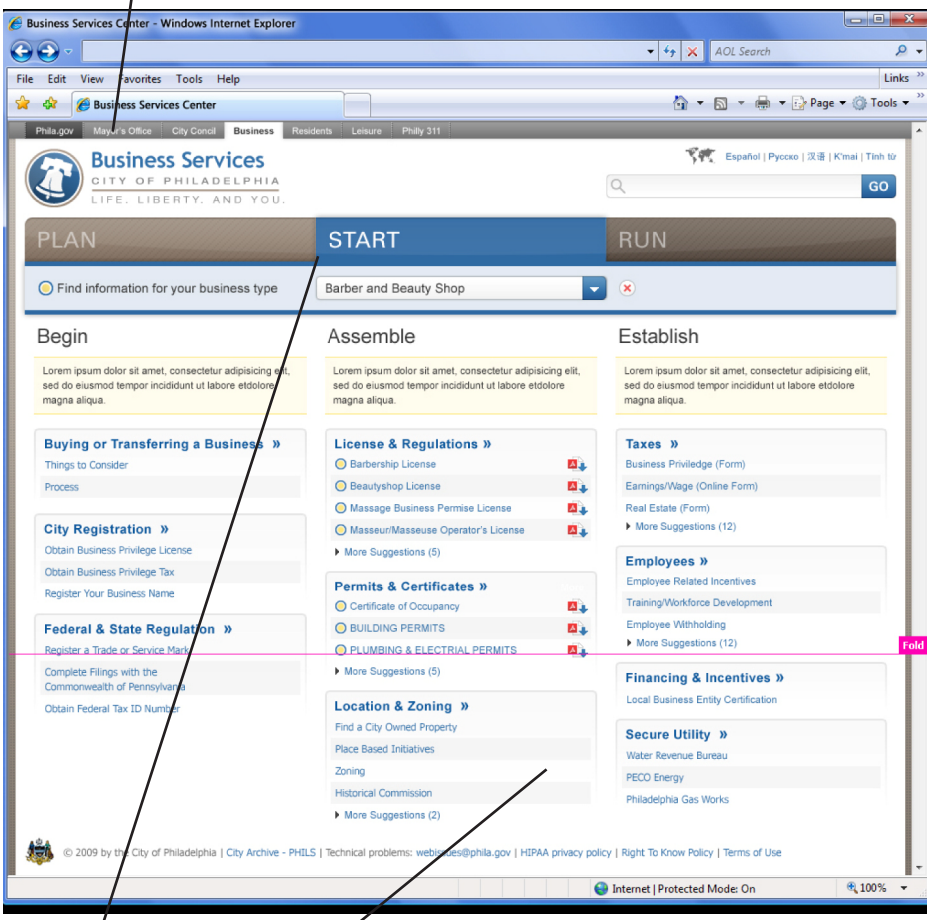


The color scheme on the rest of the page should correspond with the logo. Use the primary color in your logo, grey, and black (see pages 10 - 13).

Please contact the Department of Technology before beginning any Web development projects.

This is how to incorporate Service Sector logos on Web

Your sector's logo should always be used in the top left corner of the page.



Carry the corresponding colors through all layers of your site.

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