




Brand Guidelines



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Writing Guidelines

The Value of Consistent Messaging

The City of Newark, Delaware thrives on its unique balance of tradition and innovation. This balance is what we focused on when developing a style guide to address both writing and design guidelines. The guidelines promote consistency and professionalism, while supporting a fresh, updated branding scheme and should be adhered to for all materials disseminated by City staff.

Writing Goals and Guidelines

The City of Newark produces thousands of pieces of content each year – from flyers and brochures to utility bills and notice letters. It is important that each correspondence is clear, consistent and courteous. With every piece of content we publish, we aim to:

- **Empower.** Help residents and visitors understand City code, guidelines and procedures.
- **Educate.** Give them the information they need, along with opportunities to learn more.
- **Respect.** Be considerate and inclusive.
- **Guide.** Communicate in a friendly and helpful way.

In order to achieve those goals, our content should be:

- **Clear.** Understand the topic you're writing about. Use simple words and sentences.
- **Useful.** Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?
- **Friendly.** All of our content, from website copy to system alerts, should be warm and engaging.
- **Appropriate.** Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.

Abbreviations & Acronyms

On first mention, all words, phrases and titles should be spelled out. If, on second mention, an acronym is to be used, the acronym should be included in parenthesis immediately following the first mention and used for each subsequent mention within the document.

Units of time should be spelled out whenever possible. If abbreviations are necessary, they should be done according to AP style guidelines, as listed:

Months

- | | | | |
|------------|-------|-------------|------|
| ● January | Jan. | ● July | July |
| ● February | Feb. | ● August | Aug. |
| ● March | March | ● September | Sep. |
| ● April | April | ● October | Oct. |
| ● May | May | ● November | Nov. |
| ● June | June | ● December | Dec. |



Writing Guidelines (cont.)

Abbreviations & Acronyms Continued

Days of the week:

- | | | | |
|-------------|-------|------------|--------|
| • Sunday | Sun. | • Thursday | Thurs. |
| • Monday | Mon. | • Friday | Fri. |
| • Tuesday | Tues. | • Saturday | Sat. |
| • Wednesday | Wed. | | |

Time:

- Use figures except for noon and midnight.
- Use a colon to separate hours from minutes (e.g. 2:30 a.m.), but only when minutes exist. If the time is on the hour, simply use the hour figure.
- Use a.m. and p.m. to distinguish time of day.

Examples:

- | | |
|----------------------|-------------------|
| • 6 a.m. | • 6 – 6:30 a.m. |
| • 6:30 a.m. | • 7:30 – 8 p.m. |
| • 7 a.m. – 7:30 p.m. | • 11 a.m. – Noon. |

AP Style Numbers

- Spell out the numbers one through nine; for 10 and up, use Arabic numerals.
- For ages and percentages, always use Arabic numerals, even for numbers less than 10.
- Spell out numerals that start a sentence.

Email Guidelines

City-wide standards for email correspondence support overall efforts to create a clean, consistent look and feel. To ensure consistency, all City staff are required to adhere to the following rules:

- **Images and logos:** Do not use images or logos within the e-mail signature.
- **Quotes:** Refrain from the use of quotes or epigraphs. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the City's official slogan, ideology, or brand promise.
- **Fonts:** As with other correspondence from the City, we request emails use either Verdana 10-point font (preferred) or the e-mail client's default font (typically Calibri).
- **Rich text formatting:** Avoid colors, special fonts, bold, italics, graphics, themes and backgrounds.
- **vCards:** vCards can be used to share contact information for an initial correspondence, but should not be part of an email signature.

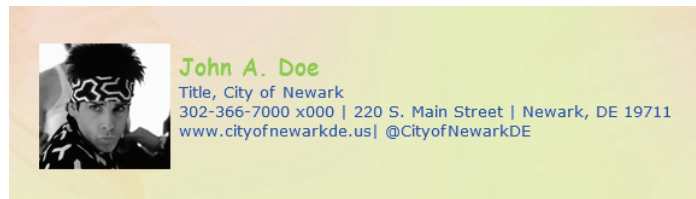
Standard E-mail Signature Format

All email signatures for employees with a @newark.de.us email address should include the following, as displayed:

Name | Professional Accreditations
Title, City of Newark
Phone | Mobile phone (optional) | 220 S. Main Street | Newark, DE 19711
www.cityofnewarkde.us | @CityofNewarkDE (optional)



John A. Doe | CCNA, Network+
Network Administrator, City of Newark
302-366-7000 x000 | 220 S. Main Street | Newark, DE
www.cityofnewarkde.us | @CityofNewarkDE

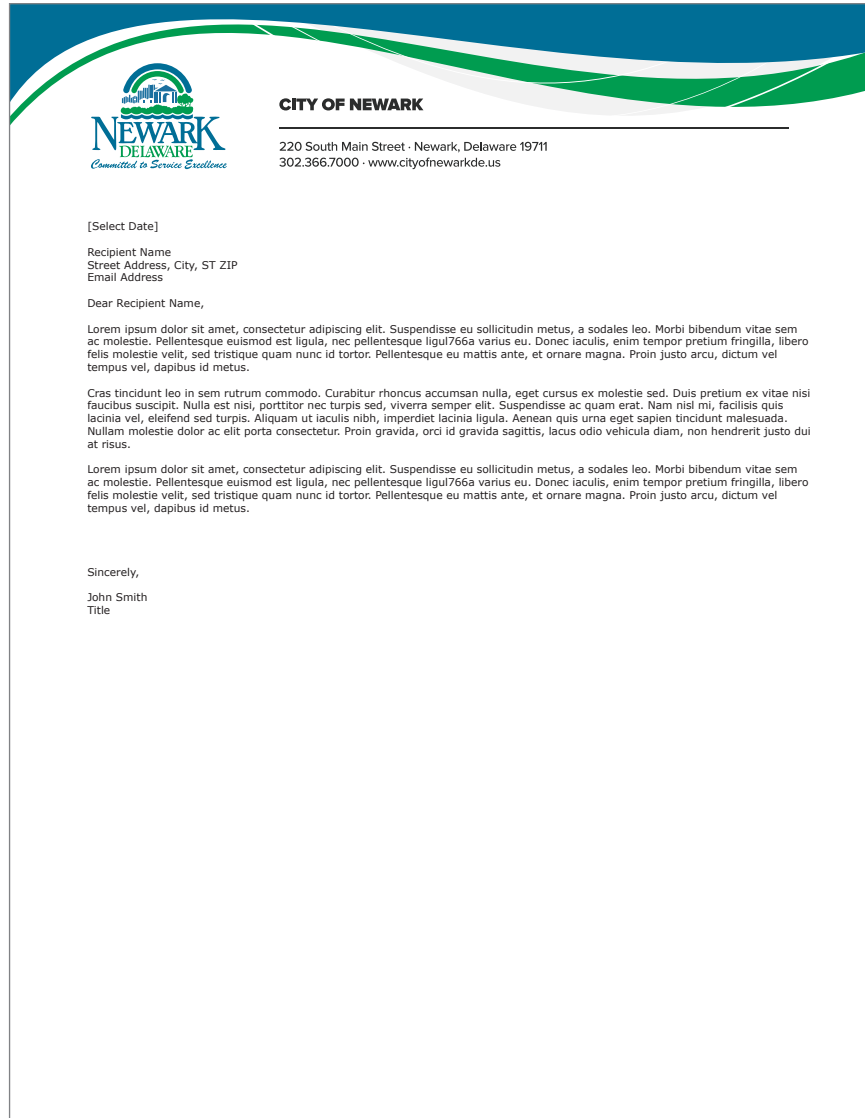


City of Newark Stationery

Letterhead

Each department has letterhead specific to their work and it should be used for all official correspondence. Letters should follow a standard format for layout, as indicated below.

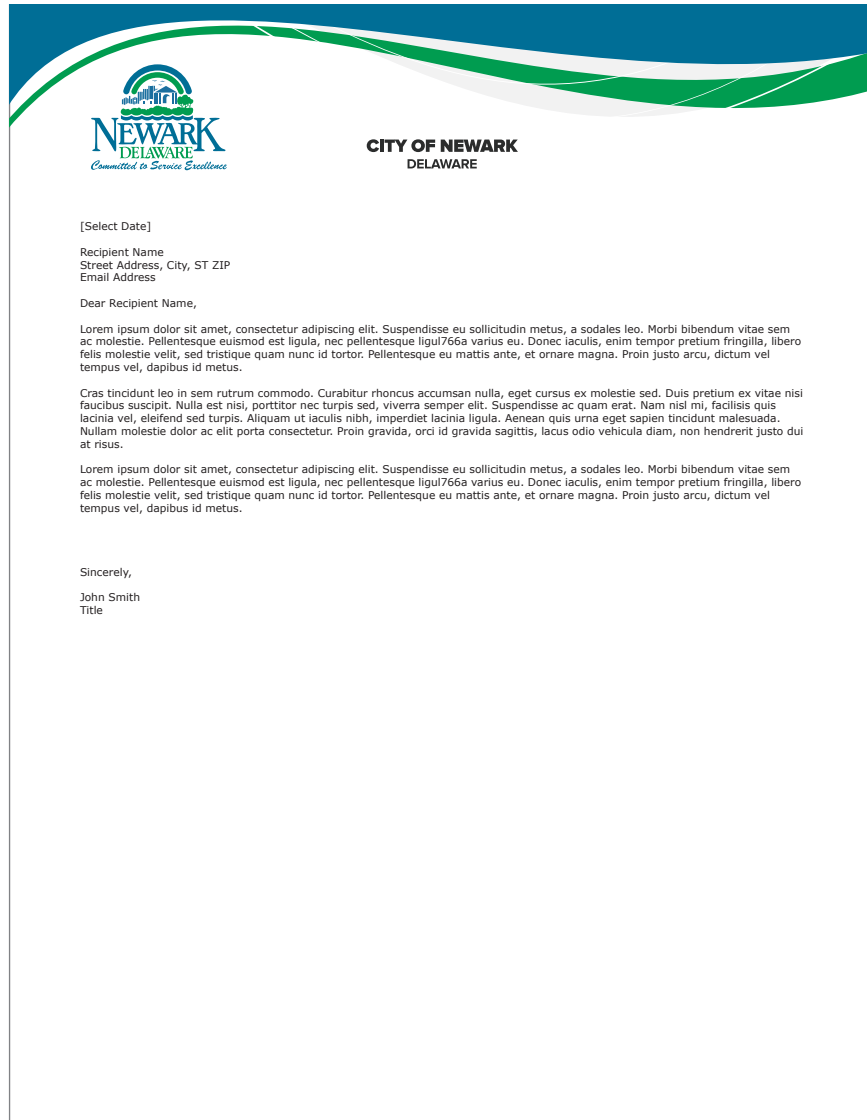
All City of Newark templates are located at V:\Resources




City of Newark Stationery (cont.)

Memo

All City of Newark templates are located at V:\Resources



The image shows a memo template for the City of Newark, Delaware. It features a header with the city logo and name, followed by a date selection field, recipient information fields, a salutation, three paragraphs of placeholder text, and a signature line.

 **CITY OF NEWARK**
DELAWARE

[Select Date]

Recipient Name
Street Address, City, ST ZIP
Email Address

Dear Recipient Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eu sollicitudin metus, a sodales leo. Morbi bibendum vitae sem ac molestie. Pellentesque euismod est ligula, nec pellentesque ligula varius eu. Donec iaculis, enim tempor pretium fringilla, libero felis molestie velit, sed tristique quam nunc id tortor. Pellentesque eu mattis ante, et ornare magna. Proin justo arcu, dictum vel tempus vel, dapibus id metus.

Cras tincidunt leo in sem rutrum commodo. Curabitur rhoncus accumsan nulla, eget cursus ex molestie sed. Duis pretium ex vitae nisi faucibus suscipit. Nulla est nisi, porttitor nec turpis sed, viverra semper elit. Suspendisse ac quam erat. Nam nisi mi, facilisis quis lacinia vel, eleifend sed turpis. Aliquam ut iaculis nibh, imperdiet lacinia ligula. Aenean quis urna eget sapien tincidunt malesuada. Nullam molestie dolor ac elit porta consectetur. Proin gravida, orci id gravida sagittis, lacus odio vehicula diam, non hendrerit justo dui at risus.

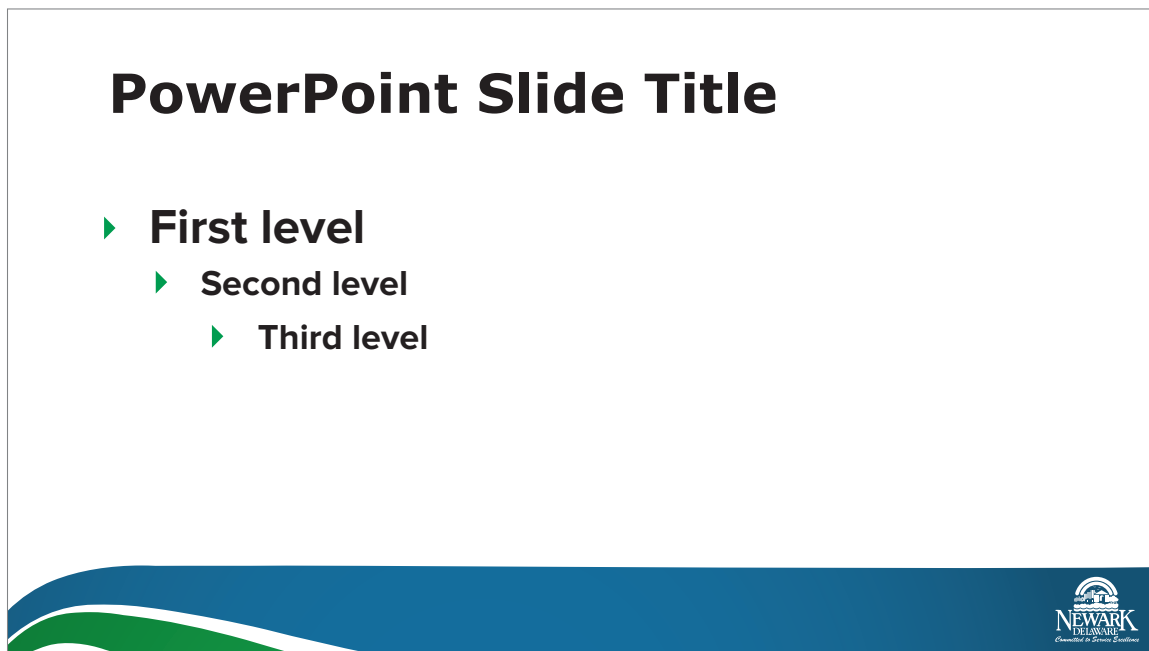
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eu sollicitudin metus, a sodales leo. Morbi bibendum vitae sem ac molestie. Pellentesque euismod est ligula, nec pellentesque ligula varius eu. Donec iaculis, enim tempor pretium fringilla, libero felis molestie velit, sed tristique quam nunc id tortor. Pellentesque eu mattis ante, et ornare magna. Proin justo arcu, dictum vel tempus vel, dapibus id metus.

Sincerely,
John Smith
Title

City of Newark Stationery (cont.)

PowerPoint Theme

All City of Newark templates are located at V:\Resources



GUIDELINES

Typefaces for Desktop Applications

When using common computer applications such as Microsoft Word and Powerpoint, Calibri will be the substitute font for Proxima Nova.

Calibri is included with most computer operating systems.

Calibri Light

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Light Italic

*abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Calibri Regular

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic

*abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Calibri Bold

**abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Calibri Bold Italic

***abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

City of Newark Brand Fonts

Primary Font

Proxima Nova font family - Headlines, body copy and any other copy heavy documents.

The Proxima Nova font family is available for free through Adobe Typekit and comes in 7 different weights.

Proxima nova Regular is a highly legible sans serif typeface which works best for body copy.

Proxima Nova Thin

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Light

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Medium

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Bold

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Extra Bold

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Proxima Nova Black

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

GUIDELINES

City of Newark Color Palette

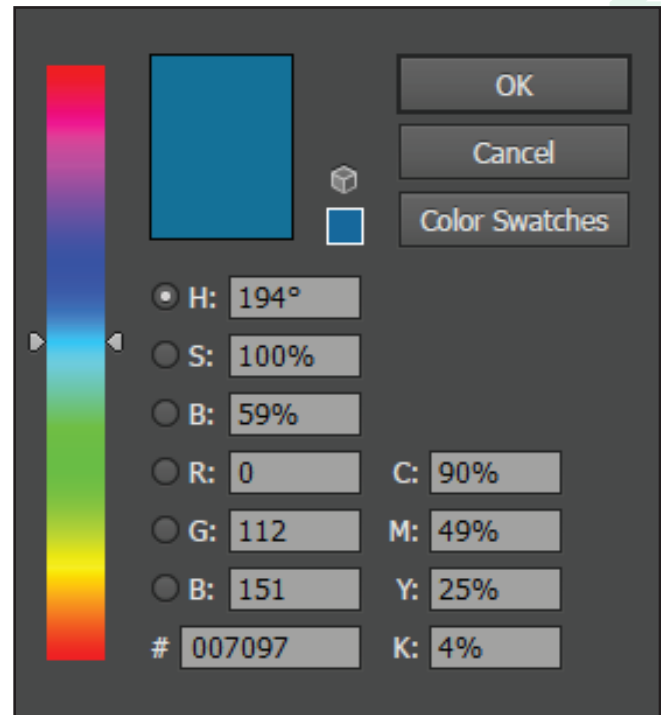
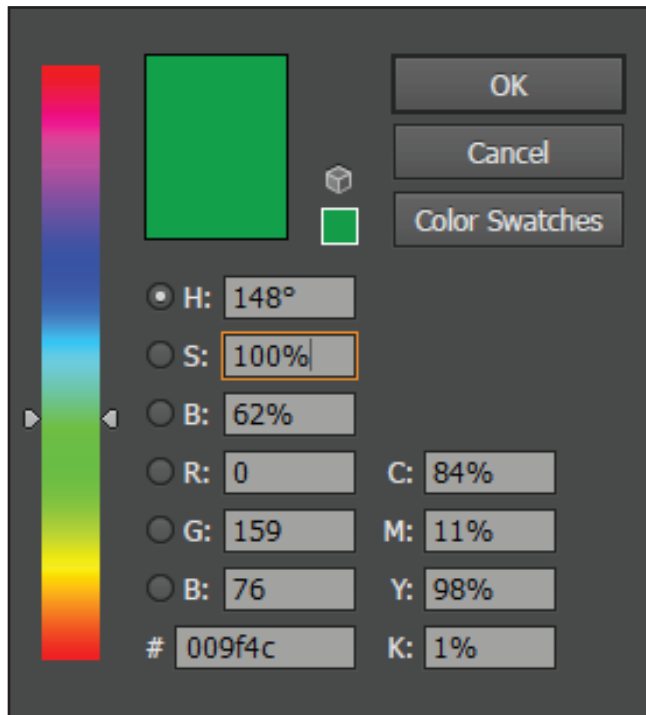
Primary Colors

The combination of green and blue are the primary colors for the City of Newark brand. Preferably use our primary colors as spot colors to achieve the most consistent results throughout our printed materials.



CMYK and RGB breakdown

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprints. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness.



City of Newark Logo Versions

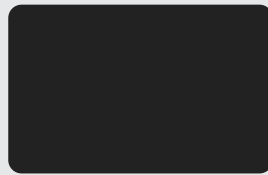
One Color Logo



PMS 7482C



Black



PMS Neutral Black C



Two Color Logo



PMS 7482C



PMS 7705C

City of Newark Logo Usage

Preferred Logo



This is the preferred logo to be used on all marketing and collateral material.

Clear Space Rule



Please allow a minimum of 1/8" (.125) clear space around the entire logo to keep clear of distracting elements; type, illustration, etc. When the logo overprints a photograph, make sure the contrast against the background is sufficient for the logo to be read clearly.

Minimum Size



When reproducing our logo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 2/4" tall in printed materials, and no less than 75px tall in the digital realm.

Incorrect Logo Usage

These are some examples of improper ways of presenting the City of Newark brand.



❌ Change colors



❌ Scale Elements



❌ Outline Elements



❌ Rotate the Logo



❌ Stretch the Logo



❌ Use Photographic Backgrounds

GUIDELINES

Photography and Artwork

High-quality creative content upholds the integrity of the City of Newark brand and improves overall perception. To maintain the professional, clean design guidelines we have developed, only high-quality graphics and photographs will be accepted for our marketing and advertisement pieces.

Photographs

The communications department can retouch images, and make adjustments as needed; however photo retouching may not be used as a substitute for image quality.



Example of High Quality

- High resolution
- Correct exposure
- Not Cropped
- In focus



Example of Low Quality

- Low resolution
- Overexposed
- Cropped
- Pixelated and artifact-ridden

Only royalty-free, original, and professionally shot photography will be accepted.

Photos must be hi-resolution (300 dpi at full output size for print publication and large print displays; lower dpi resolutions may be used in web pages only).

No pixelated or artifact-ridden photos will be accepted.

No dim, washed out, high flash, blurry, or over- or underexposed images will be accepted.

JPG, TIF, and RAW formats are preferred.

Artwork

Artwork that is going to print should be submitted in vector format.

AI, EPS, and SVG formats are preferred.



Example of High Quality

- Scalable to any size



Example of Low Quality

- Pixelated and artifact-ridden

Only royalty-free artwork will be accepted.

No pixelated or artifact-ridden graphics will be accepted.

No Microsoft Clipart will be accepted.

JPG, GIF, PNG and TIF formats are preferred for raster based artwork.