

# CODE OF ETHICS AND CONDUCT COMPLAINT

Riverside Municipal Code Chapter 2.78

**RECEIVED**

A Public Document

JUN 16 2020

City of Arts & Innovation

City of Riverside  
City Clerk's Office

**1. Person filing complaint:**

Name JASON HUNTER Email jehunter51@msn.com  
Address 3681 SUNNYSIDE DR # 20629, RIVERSIDE, CA 92516  
Phone (202) 321-2630

**2. Official who committed alleged violation:**

Name GABRIELA PLASCENCIA  
Position CITY COUNCIL MEMBER

3. Date(s) of alleged violation: 12/17/19

4. Date you became aware of alleged violation on or about 1/15/20

*Complaints shall be filed with the City Clerk within 180 calendar days of discovery of an alleged violation, but in no event later than three (3) years from the date of the alleged violation.*

**5. Specific Prohibited Conduct Section of Code of Ethics and Conduct allegedly violated:**

- Use of Official Title or Position for Personal Gain Prohibited
- Use or Divulgence of Confidential or Privileged Information Prohibited
- Use of City Resources for Non-City Purposes Prohibited
- Advocacy of Private Interests of Third Parties in Certain Circumstances Prohibited
- Endorsements for Compensation Prohibited
- Violation of Government Code Sections 87100 et seq., Prohibited (Conflict of Interest)
- Certain Political Activity Prohibited (Coercion of City employees to participate in election activities)
- Display of Campaign Materials in or on City Vehicles Prohibited
- Knowingly Assisting Another Public Official in Violating This Code of Ethics and Conduct Prohibited
- Negotiation for Employment With Any Party Having a Matter Pending Before City Prohibited
- Ex Parte Contact in Quasi-Judicial Matters Prohibited
- Attempts to Coerce Official Duties Prohibited
- Violations of Federal, State, or Local Law Prohibited

6. Description of the specific facts of the alleged violation (may submit as attached separate sheet):

ON 12/3/19, MS. PLASCENCIA ASKED THE CITY MANAGER AND ATTORNEY TO SCHEDULE A FUTURE AGENDA ITEM TO DISCUSS POLICY OPTIONS FOR INCLUDING ITEMS + LOGOS OTHER THAN <sup>OFFICIAL</sup> CITY BUSINESS ON CITY COUNCIL COLLATERAL. MS. PLASCENCIA THEN MOVED TO PLACE THIS AGENDA ITEM ONTO THE 12/17/19 CITY COUNCIL AGENDA IN VIOLATION OF THE CITY'S EXISTING SUNSHINE ORDINANCE. THE REPORT <sup>AND OTHER MATERIALS</sup> ACCOMPANYING THE AGENDA ITEM WERE AMBIGUOUS, VIOLATING ADMINISTRATIVE MANUAL POLICY # 02.001.00. AT THE 12/17/19 MEETING MS. PLASCENCIA IMMEDIATELY INTRODUCED THE IDEA OF ALLOWING A "UNION BUG" ON CITY BUSINESS CARDS, ETC., IN VIOLATION OF RIVERSIDE MUNICIPAL ~~2~~ CODE 2.78.060 C, D, E AND F.

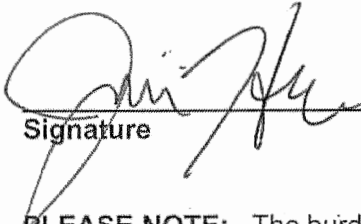
7. Names, addresses, telephone numbers, and email addresses, if known, of each person the complainant intends to call as a witness at the hearing (may identify additional witnesses on a separate sheet):

CITY CLERK COLEEN NICOL

8. Attach copies of any and all documents, photographs, recordings, or other tangible materials to be introduced and considered at the hearing.

*Witnesses, documents, photographs, recordings or other tangible materials, other than those submitted with the complaint or official's reply, shall not be introduced at the hearing or considered by the hearing panel, except upon a finding by the hearing panel that the discovery of the evidence came to the awareness of the proponent after the filing of the complaint or reply and that the proponent disclosed such information to the City Clerk as soon as practicable after becoming aware of its existence. However, the hearing panel may subpoena additional witnesses, documents, photographs, recordings and other tangible evidence to be introduced and considered.*

9. Signed under penalty of perjury of the laws of the State of California:

  
Signature

6/15/2020  
Date

**PLEASE NOTE:** The burden of proof is on the complainant and the complainant must prove the violation by a preponderance of the evidence.

*Failure to complete all sections of this form may result in the filing being deemed incomplete and the complainant will be so notified. Incomplete filings will not be processed.*

File completed form and attachments:

Office of the City Clerk  
City of Riverside  
3900 Main Street  
Riverside, CA 92522  
951-826-5557  
city\_clerk@riversideca.gov

**Attachments:** [Report](#)  
[General Fund Revenue and Expenditure Detail Analysis](#)  
[Budget Transfers](#)  
[Carrvoer of Unexpended Funds](#)  
[Measure Z Overview](#)  
[Presentation](#)

- 6 MEASURE Z - Fiscal Year 2019-20 Quarterly performance report on vital indicators, Department accomplishments, strategic goals, performance measures, and Measure Z funding (City Manager) (All Wards) (5-minute presentation)

**Attachments:** [Report](#)  
[Quarterly Report](#)  
[Completed Goals](#)  
[Presentation](#)

- 7 Award Bid 7631 to All American Asphalt, Corona, for \$13,138,339.25 with ten percent change order authority for total of \$14,452,172.25 for Magnolia Avenue Improvements from Buchanan Street to Banbury Drive - Reimbursement agreement with Western Municipal Water District for \$350,000 for relocation of existing facilities - Supplemental appropriations (Public Works) (Wards 6 and 7) (5-minute presentation)

**Attachments:** [Report](#)  
[Agreement](#)  
[Bid Award Recommendation](#)  
[Map](#)  
[Presentation](#)

- 7a Councilwoman Plascencia recommends guidelines for City Council collateral and insignias for official City business (City Council) (All Wards) (5-minute presentation)

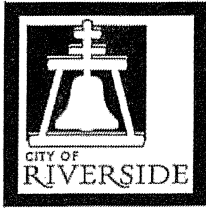
**Attachments:** [Report](#)  
[Brand Manual](#)

### **3 P.M.**

#### **PUBLIC HEARINGS/PLANNING REFERRALS AND APPEALS**

*Audience participation is encouraged.*

- 8 A Resolution of the City Council of the City of Riverside, California, confirming the Annual Report of the Riverside Downtown Partnership acting in its capacity as the Advisory Board to the Downtown Parking and Business Improvement Area and



City of Arts & Innovation

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: DECEMBER 17, 2019**  
**FROM: COUNCILWOMAN PLASCENCIA**      **WARDS: ALL**  
**SUBJECT: GUIDELINES FOR OFFICIAL CITY OF RIVERSIDE CITY COUNCIL COLLATERAL AND DETERMINE THE INSIGNIAS THAT SHOULD AND SHOULD NOT APPEAR ON THE COLLATERAL**

**ISSUE:**

Discuss the guidelines for official City of Riverside City Council collateral, such as business cards, letterhead, memos, etc. and determine the insignia that should and should not appear on the collateral.

**RECOMMENDATION:**

That the City Council discuss the guidelines for official City of Riverside City Council collateral and determine the insignias that should and should not appear on the collateral.

**LEGISLATIVE BACKGROUND:**

Riverside Municipal Code Section 1.04.030 Custody and Use of Official Seal and Other City Insignia states, "a. With the exception of use of City insignia for purposes directly connected with the official business of the City of Riverside, it shall be unlawful for any person to use or allow to be used any reproduction or facsimile of the City Insignia, including any design so closely resembling the City Insignia as to be apt to deceive without first having obtained the permission of the City Council therefor."

**BACKGROUND:**

The City of Riverside Brand Manual (Manual) establishes the guidelines and parameters needed to maintain the brand and image of the City of Riverside. It includes information on how to protect the brand of the City of Riverside and introduces approved City symbols, marks, and messages. It is important to protect design standards in order to build a stronger, more recognizable brand.

On May 5, 2015, the City Council Approved and authorized use of the City Council emblem and directed staff to create collateral material template for City Council use that include the City Council emblem.

**DISCUSSION:**

The City Council will openly discuss the guidelines for official City of Riverside City Council collateral and determine what insignias should and should not appear on the collateral.

City Council Collateral includes, but is not limited to, business cards, letterhead, emails, memos, envelopes, and newsletters. When considering the design of City Council collateral, it is important to remember that the collateral represents the City of Riverside City Council and it is important to show respect and concern with how it is used and displayed. It is important to ask the following questions when determining what should and should not appear on City Council collateral in representation of the City of Riverside:

- Are there any significant budget implications by changing branding standards?
- Will any branding changes represent the City as a whole and be applied consistently to all collateral?
- Will branding deviations cause a lack of continuity amongst the City Departments or City Council?

**FISCAL IMPACT:**

There is no anticipated fiscal impact associated with the recommended actions in this report.

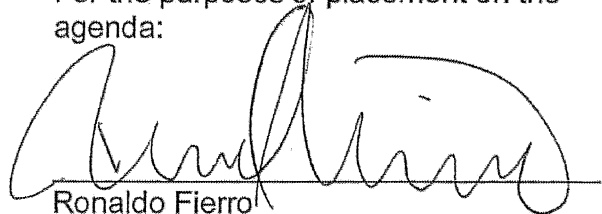
Approved as to form: Gary G. Geuss, City Attorney

Submitted by:



Gaby Plascencia  
Councilwoman, Ward 5

For the purposes of placement on the agenda:



Ronaldo Fierro  
Councilmember, Ward 3

Attachment: City of Riverside Brand Manual


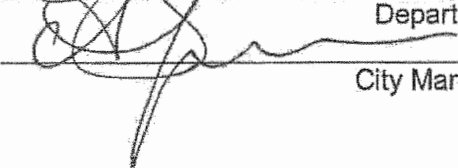




## City of Riverside Administrative Manual

Effective Date: 07/2003  
Latest Revision Date: 09/2016  
Next Review Date: 07/2018  
Policy Owner(s): City Clerk's Office

Approved:

  
\_\_\_\_\_  
Department  
  
\_\_\_\_\_  
City Manager

### SUBJECT:

**City Council, Successor Agency to the Redevelopment Agency, Authorities, and City Council Committee Agenda Reports**

### PURPOSE:

To establish a guide for the preparation and submission of City Council, Successor Agency to the Redevelopment Agency, Authorities, and City Council Committee agenda reports.

### POLICY:

#### Format, Style, and Content

Reports shall be written in active voice journalistic style. They shall be concise but must include sufficient information to enable the City Council, Successor Agency to the Redevelopment Agency, Authorities, and City Council Committees to make an informed decision. All costs to the City must be identified. All expenditures will require a fiscal impact statement as a statement in the text of the report. Reports requesting expenditures shall be certified by the Chief Financial Officer/City Treasurer as to funding availability, and reports requesting additional funds or changes in fund usage (fund usage to include fund surpluses or transfers), also must be reviewed and approved by the Chief Financial Officer/City Treasurer. Reports that have been reviewed by a City Council Committee must be signed by the Committee Chair, include the Committee's recommendation(s), and indicate the members present. Reports that have been reviewed by a board, commission or advisory committee must reference their recommendation(s) and have the appropriate minutes attached. It is essential to this process that certifications by the Chief Financial Officer/City Treasurer and City Attorney are obtained in a timely manner. Sufficient time is necessary for the review of the request prior to certifying it.

Reports shall be prepared in the prescribed City Council format, in Arial font, size 12, as shown in Exhibit A. Attachments should be referenced in the body of the report and listed at the end of the report. City Council, Successor Agency to the Redevelopment Agency, Authorities, and City Council Committee agenda reports originating in any City department shall be approved by the head of the department, City Attorney, and by any other departments that are impacted by the report and forwarded to the City Clerk's Office through the Legistar program.

#### Vote Required

If five affirmative votes (super majority) are required for City Council approval, the report should so state.

#### Contracts/Agreements

Except where bids are to be awarded, documents such as contracts, agreements, etc., requiring the signature of a second party must be signed by the other parties and approved by the City Attorney as to



form before being placed on the agenda. However, documents involving county, state and federal agencies may be submitted to the City Clerk for execution after approval of the City Attorney as to form but prior to being signed by the agency involved.

Attachments

Where bids are awarded, the City Clerk attaches the Bid Recommendation form signed by the Purchasing Services Manager. The City Attorney drafts and forwards resolutions and ordinances to the City Clerk. The City Clerk attaches in Legistar resolutions, ordinances, contracts, agreements, and other documents approved as to form by the City Attorney.

Approval Routing

The City Clerk's Office will review the report for completeness and continue the approval routing through the City Manager, the Chief Financial Officer/City Treasurer, the City Attorney, and Mayor and/or Council members, as appropriate.

Publication Dates

The City Manager's Office in cooperation with the City Clerk prepares and posts on the Intranet the Agenda Calendar identifying due dates for report submittals.

**PROCEDURE:**

<u>Responsibility</u>	<u>Action</u>
Department Head	<ol style="list-style-type: none"> <li>1. Ensures that the report is written in active voice journalistic style and in the prescribed format. Reports shall be concise but must include sufficient information to enable the City Council, Successor Agency to the Redevelopment Agency, Authorities, and/or City Council Committees to make an informed decision. All costs, both current and long term, to the City must be identified.</li> <li>2. Prepares report using the prescribed City Council report format as illustrated in Exhibit A. Electronically transmits the final report with all attachments and presentations to the City Clerk's Office via Legistar by the due date on the Agenda Calendar.</li> </ol>
Department Head	<ol style="list-style-type: none"> <li>3. Submits documents such as contracts, agreements, etc., to the City Attorney for approval as to form. If a document (ordinance, resolution, etc.) needs to be prepared, the department shall notify the City Attorney's Office at least 45 working days prior to the meeting at which the matter is to be heard.</li> </ol>
City Attorney	<ol style="list-style-type: none"> <li>4. Prepares resolutions, ordinances, contracts, and agreements as requested by the Department Head, approves documents as to form, and forwards them to the City Clerk's Office.</li> </ol>
Department Head	<ol style="list-style-type: none"> <li>5. Submits finalized report and all standard attachments to the City Clerk's Office via Legistar no later than twenty four days preceding the meeting at which it is to be presented. Deadlines may be changed from time to time due to holidays. Please contact the City Clerk for further information. If a report has to be on the agenda and it is after the deadline, then it must be approved by the City Manager's Office for late submission.</li> <li>6. Contacts the City Clerk's Office to determine the number of copies needed for special attachments (i.e., color brochures, oversized documents, notebooks, etc.), prepares the copies, and forwards documents to the City Clerk's Office for distribution.</li> </ol>
City Clerk	<ol style="list-style-type: none"> <li>7. Confirms all reports are complete and begins routing through Legistar. Obtains signatures of Mayor and Council members, if required.</li> </ol>
City Manager	<ol style="list-style-type: none"> <li>8. Approves report for placement on the City Council agenda.</li> </ol>

# Social Design Notes



3 January 2003

## A Bug's Life

A "union bug" is a tiny logo used to designate items that have been produced with union labor.

"Printers have been know to use a bug to designate union labor as early as October 15, 1891, when it appeared at the head of the editorial column of the Compositors (I.T.U.) Typographical Journal. The first known use of a bug in commercially-produced documents was by the [International Printing Pressmen Union of North America] in May 1893.

The union label has at least five purposes:

1. It is a protection against anti- or non-union shops that might otherwise profess union working conditions.
2. It can be part of a public-relations campaign to induce customers to buy union-made products.
3. It is a sign of good workmanship and quality standards.
4. It is badge of union prestige to attract new members.
5. It is warning against trespass by competitive unions.



Bugs usually appear discreetly at the corner of a back page or at the bottom of a title page.... The most common union bug is that of the Allied Printing Trades. It signifies that all aspects of the work, from typesetting to finishing, were performed by union labor. This bug contains several important pieces of information. The lower arc contains the geographic region, which may be a city ("New York") or a broader area ("Northern California"). Coupled with that location is a shop name or number. The number is permanently assigned when the shop is organized. A regional list of union shops, indexed by shop name and number, is available from the local Printing Trades Council. A national database is also now available on-line."

...

So in addition to recession, years of declining union membership, and an increasingly hostile organizing environment, the union bug, proud mark of much hardship and struggle, is being written out of the history of the documents that bear it. While archivers and catalogers of printed matter

note publisher, printer, city and date of printing, they almost always exclude information encoded in the union bug and even fail to mention the bug at all.

From Proposal for Inclusion of Union Label Description In Bibliographic and Archival Cataloging Guidelines:

"Most catalogers have no idea what to do with them. Full cataloging of bug-bearing documents either omits mention of them at all or indicates only that which is recognizable.... Direct inquiry confirmed that 'The Library of Congress has not sought to describe (this) level of detail... when encoding historical documents with the American Memory DTD [Document Type Definition].'...

The authoritative source on cataloging guidelines is the Anglo American Cataloging Rules (AACR). According to Michael Gorman, Dean of Libraries at C.S.U. Fresno and editor of the AACR, 'I can safely say that the Union Bug is not mentioned in any English-language cataloging code.'

A review of the 1988 edition provides several potential loci for specifying union bug information.... Given that the union bug is a valuable piece of cataloging data, I would like to propose that it be formally included in AACR, MARC, EAD, and other archival cataloging protocols. The default option should be that absence of information means that there is no bug. If a bug is present, however, the relevant information should have a designated place to record it."

3 January 2003, 4:49 PM | [LINK](#) | Filed in [libraries](#), [memory](#), [print](#), [publishing](#), [unions](#)

Read more items related by tag:

- [After Nineteen Eighty-Four](#)
- [From Museum Bot to Catalog Bot](#)
- [Tor exit nodes in libraries](#)
- [Check the Police](#)
- [Fair pricing for library ebooks](#)



## Nicol, Colleen

---

**From:** J Hunter <jehunter51@msn.com>  
**Sent:** Monday, June 15, 2020 5:18 PM  
**To:** Nicol, Colleen  
**Subject:** [External] Ethics Complaint - Plascencia/Union Bug  
**Attachments:** Plascencia Complaint.cleaned.pdf

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This email's attachments were cleaned of potential threats by The City of Riverside's Security Gateway.  
Click [here](#) if the original attachments are required (justification needed).

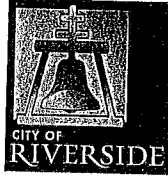
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Please include the videos of the Council meetings:

1. 12/3/2019 - timestamped at Item 46 (Items for Future Consideration)
2. 12/17/2019 - timestamped at Item 7a (Councilwomen Plascencia recommends...)

Please also include the City's Sunshine Ordinance (Title 4 of the Riverside Municipal Code) and the City's Brand Manual (<https://riversideca.legistar.com/View.ashx?M=F&ID=7963443&GUID=AFB70BD6-4D6A-4581-8EF9-A795B04CB202>)

Sincerely,  
Jason Hunter



*City of Arts & Innovation*

**Colleen J. Nicol, MMC**

*City Clerk*

*City Clerk's Office*

Office: (951) 826-5557

Fax: (951) 826-5470

Tdd: (951) 826-5439

[cnicol@riversideca.gov](mailto:cnicol@riversideca.gov)

3900 Main Street Riverside, CA 92522 | [RiversideCA.gov](http://RiversideCA.gov)

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JUN 23 2020

City of Riverside  
City Clerk's Office

Title 4 - PUBLIC MEETINGS AND PUBLIC RECORDS

Chapter 4.01 - GENERAL PROVISIONS

**RECEIVED**

JUN 23 2020

City of Riverside  
City Clerk's Office

4.01.010 - Findings and purpose.

The Riverside City Council finds and declares:

- (A) A government's duty is to serve the public and in reaching its decisions to accommodate those who wish to obtain information about or participate in the process.
- (B) The City Council, commissions, boards, advisory bodies and other agencies of the City exist to conduct the people's business. This ordinance is intended to assure that their deliberations and that the City's operations are open to the public.
- (C) This ordinance is intended to clarify and supplement the Riverside City Charter, the Ralph M. Brown Act, and the California Public Records Act to assure that the people of the City of Riverside can be fully informed and thereby retain control over the instruments of local government in their city.

(Ord. 7301 § 1, 2015)

4.01.020 - Citation.

This ordinance may be cited as the Riverside Sunshine Ordinance.

(Ord. 7301 § 1, 2015)

Chapter 4.05 - PUBLIC ACCESS TO MEETINGS

4.05.010 - Definitions.

Words or phrases in this ordinance shall be defined pursuant to the Ralph M. Brown Act, Government Code § 54950 et. seq. and the Public Records Act, Government Code § 6250 et. seq., unless otherwise specified as follows:

- (A) *Agenda* shall mean the agenda of a local body which has scheduled the meeting. The agenda shall meet the requirements of Government Code § 54954.2, except that the timing requirements of this ordinance shall control. For closed sessions, the agenda shall meet the requirements set forth in Government Code § 54954.5. The agenda shall contain a brief, general description of each item of business to be transacted or discussed during the meeting and shall avoid the use of abbreviations or acronyms not in common usage and terms whose meaning is not known to the general public. The agenda may refer to explanatory documents, including but not limited to, correspondence or reports, in the agenda related material. A description of an item on the agenda is adequate if it is sufficiently clear and specific to alert a person of average intelligence and education whose interests are affected by the item that he or she may have reason to attend the meeting or seek more information on the item.
- (B) *Agenda related materials* shall mean the agenda, all reports, correspondence and any other document

prepared and forwarded by staff to any local body, and other documents forwarded to the local body, which provide background information or recommendations concerning the subject matter of any agenda item. Notwithstanding the foregoing, agenda related materials shall not include: 1) the written text or visual aids for any oral presentation so long as such text or aids are not substituted for, or submitted in lieu of, a written report that would otherwise be required to meet the filing deadlines of this ordinance, and 2) written amendments or recommendations from the Mayor or a member of a local body pertaining to an item contained in agenda related materials previously filed pursuant to Section 4.05.050 or Section 4.05.060.

(C) *City* shall mean the City of Riverside.

(D) *Local Body* shall mean:

- (1) The Riverside City Council;
- (2) Any board, commission, task force or committee which is established by City Charter, ordinance, or by motion or resolution of the City Council;
- (3) Any advisory board, commission or task force created and appointed by the Mayor and which exists for longer than a 12-month period; and,
- (4) Any standing committee of any body specified in subsections D.1., 2., or 3.

"Local body" shall not mean any congregation or gathering which consists solely of employees of the City of Riverside.

(E) *Meeting* shall mean any congregation of a majority of the members of a local body at the same time and location, including teleconference location as permitted by Government Code § 54953, to hear, discuss, deliberate, or take action on any item that is within the subject matter jurisdiction of the local body and shall also mean a meal or social gathering of a majority of the members of a local body immediately before, during or after a meeting of a local body;

- (1) A majority of the members of a local body shall not, outside a meeting defined in this subsection E., use a series of communications of any kind, directly or through intermediaries, to discuss, deliberate, or take action on any item of business that is within the subject matter jurisdiction of the local body.
- (2) Subparagraph E.1. shall not be construed as preventing an employee or official of a local agency, from engaging in separate conversations or communications outside of a meeting defined in this subsection E. with members of a local body in order to answer questions or provide information regarding a matter that is within the subject matter jurisdiction of the local agency, if that person does not communicate to members of the local body the comments or position of any other member or members of the local body.
- (3) Nothing in this subsection E. shall impose the requirements of this chapter upon any of the following:
  - (a) Individual contacts or conversations between a member of a local body and any other person that do not violate subparagraphs E.1. and 2.;
  - (b) The attendance of a majority of the members of a local body at a conference or similar gathering open to the public that involves a discussion of issues of general interest of the public or to public agencies of the type represented by the local body, provided that a majority

of the members do not discuss among themselves, other than as part of the scheduled program, business of a specified nature that is within the subject matter jurisdiction of the local agency. Nothing in this paragraph is intended to allow members of the public free admission to a conference or similar gathering at which the organizers have required other participants or registrants to pay fees or charges as a condition of attendance;

- (c) The attendance of a majority of the members of a local body at an open and publicized meeting organized to address a topic of local community concern by a person or organization other than the local agency, provided that a majority of the members do not discuss among themselves, other than as part of the scheduled program, business of a specific nature that is within the subject matter jurisdiction of the local body of the local agency;
  - (d) The attendance of a majority of the members of a local body at an open and noticed meeting of another local body of the local agency, or at an open and noticed meeting of a local body of another local agency, provided that a majority of the members do not discuss among themselves, other than as part of the scheduled meeting, business of a specific nature that is within the subject matter jurisdiction of the local body of the local agency; or
  - (e) The attendance of a majority of the members of a local body at a purely social and ceremonial occasion, provided that a majority of the members do not discuss among themselves business of a specific nature that is within the subject matter jurisdiction of the local body of the local agency.
- (F) *Notice* shall mean the posting of an agenda in a location that is freely accessible to the public 24 hours a day and as additionally specified in Section 4.05.050 and Section 4.05.060.
- (G) *On-Line* shall mean accessible by computer without charge to the user.
- (H) *Software or hardware impairment* means the City is unable to utilize computer software, hardware and/or network services to produce agendas, agenda related material or to post agendas on-line due to inoperability of software or hardware caused by the introduction of a malicious program (including but not limited to a computer virus), electrical outage affecting the City's computer network, or unanticipated system or equipment failure. "Software or Hardware Impairment" may also include situations when the City is unable to access the internet due to required or necessary maintenance or the installation of system upgrades that necessitates de-activating the system network; however, the City shall make reasonable efforts to avoid a delay in the preparation, distribution, or posting of agendas and agenda related material as a result of required or necessary maintenance or installation of system upgrades.
- (I) *Standing Committee* shall mean any number of members of a local body which totals less than a quorum and which has a continuing subject matter jurisdiction or a meeting schedule fixed by charter, ordinance, resolution or formal action of the local body.

(Ord. 7301 § 1, 2015)

#### 4.05.020 - Conduct of meetings for additional bodies covered by the ordinance.

To the extent not inconsistent with state or federal law, a local body shall require, as a condition of any express delegation of power to any public agency, including joint powers authorities, or other person(s), whether such delegation of power is achieved by legislative act, contract, lease or other agreement, that



any meeting by such a public agency or other person(s) at which an item concerning or subject to the delegated power is discussed or considered, shall be conducted pursuant to the Ralph M. Brown Act (Government Code § 54950).

(Ord. 7301 § 1, 2015)

4.05.030 - Meetings to be open and public: Application of Brown Act.

All meetings of local bodies specified in Section 4.05.010(D) and Section 4.05.020 shall be open and public, to the same extent as if that body were governed by the provisions of the Ralph M. Brown Act (Government Code § 54950) unless greater public access is required by this ordinance, in which case this ordinance shall be applicable.

(Ord. 7301 § 1, 2015)

4.05.040 - Conduct of business: Time and place for meetings.

- (A) Every local body specified in Section 4.05.010.D shall establish by formal action the time and place for holding regular meetings and shall conduct such regular meetings in accordance with such resolution or formal action.
- (B) Regular and special meetings of local bodies specified in Section 4.05.010.D. shall be held within the City of Riverside except to do any of the following:
  - (1) Comply with state or federal law or court order, or attend a judicial or administrative proceeding to which the local body is a party;
  - (2) Inspect real or personal property which cannot be conveniently brought to Riverside, provided that the topic of the meeting is limited to items directly related to the real or personal property;
  - (3) Participate in meetings or discussions of multi-agency significance that are outside Riverside. However, any meeting or discussion held pursuant to this subsection shall take place within the jurisdiction of one of the participating agencies and be noticed by the respective local body as specified in this ordinance; or
  - (4) Meet outside the City of Riverside with elected or appointed officials of the United States or the State of California when a local meeting would be impractical, solely to discuss a legislative or regulatory issue affecting the City of Riverside, and over which issue the other federal or state agency has jurisdiction.
- (C) If a regular meeting for any local body falls on a holiday, the meeting shall be held on the next scheduled regular meeting day unless otherwise noticed as a special meeting for which notice is given at least five calendar days in advance.
- (d) If, because of fire, flood, earthquake or other emergency, it would be unsafe to meet in the customary location, the meetings may be held for the duration of the emergency at some other place specified by the City Manager or his or her designee. The change of meeting site shall be announced, by the most rapid means of communication available at the time, in a notice to media organizations who have requested written notice of meetings.
- (E) No local body shall take any action at a meeting which occurs when a quorum of the local body becomes present at a meeting of a standing or ad hoc committee of the local body, although the committee may

take action consistent with its jurisdiction and authority.

(Ord. 7301 § 1, 2015)

4.05.050 - Notice and agenda requirements: Regular meetings.

- (A) *Twelve day advance notice requirement for regular meetings of the City Council, City Council Standing Committees, and all City Boards and Commissions.* The City Council, City Council Standing Committees, and all City Boards and Commissions shall provide notice before any regular meeting by:
- (1) Posting a copy or image of the agenda in a location freely accessible to the public 24 hours a day no later than 12 days before the date of the meeting; and
  - (2) Posting a copy or image of the agenda on-line at the local body's website no later than 12 days before the date of the meeting. Notwithstanding Section 4.05.050.D, the failure to timely post a copy or image of the agenda online because of software or hardware failure, as defined in Section 4.05.010.H, shall not constitute a defect in the notice for a regular meeting, if the local body complies with all other posting and noticing requirements.
- (B) *Supplemental agenda and related materials requirements for regular meetings of the City Council, City Council Standing Committees, and all City Boards and Commissions.* Notwithstanding the notice provisions of Section 4.05.050.A, the City Council, City Council Standing Committees, and all City Boards and Commissions may amend or supplement a posted agenda or agenda-related materials no later than 72 hours before a regular meeting and only for the following reasons or under the following conditions:
- (1) To add an item due to an emergency or urgency, provided the local body makes the same findings as required by Section 4.05.050.D before taking action;
  - (2) To delete or withdraw any item from a posted agenda however, nothing herein shall limit the ability of a local body to delete or withdraw an item during the meeting;
  - (3) To provide additional information to supplement the agenda-related material previously published with the agenda provided that the additional information was not known to staff or considered to be relevant at the time the agenda-related materials were filed. Examples of supplemental material permitted by this section are reports responding to questions or requests raised by members of a local body after posting and filing of the 12-day agenda and materials, and analyses or opinions of the item by the Office of the City Attorney, any member of the City Council, or the Mayor;
  - (4) To correct errors or omissions, or to change a stated financial amount, or to clarify or conform the agenda title to accurately reflect the nature of the action to be taken on the agenda time;
  - (5) To continue an agenda item to a future regular meeting of the local body provided that members of the public are given an opportunity to address the local body on the limited question whether to continue the item to a future meeting.
- (C) *Submittal of additional documents.* The Mayor, Council Members, City Manager, City Attorney, and/or City Clerk, may submit materials that are necessary to the deliberation of an agenda item that were not available prior to the publishing of the agenda material, to the City Clerk at any time prior to an agenda item being heard. Copies of such documents shall be made available to the public at the related meeting. Documents submitted by outside parties may be distributed to and accepted by the

local body at any time prior to or during the related meeting. Documents submitted by outside parties prior to the meeting shall be made available to the public at the related meeting. Documents submitted by outside parties at the meeting shall be made available to the public the following business day.

- (D) *Excuse of Sunshine Notice Requirements.* If an item appears on an agenda but the local body fails to meet any of the additional notice requirements under this section, the local body may take action only if the minimum notice requirements of the Riverside City Charter and the Brown Act have been met and one of the following applies:
- (1) The local body, by a two-thirds vote of those members present, adopts a motion determining that, upon consideration of the facts and circumstances, it was not reasonably possible to meet the additional notice requirements under this section and any one of the following exists:
    - (a) The need to take immediate action on the item is required to avoid a substantial impact that would occur if the action were deferred to a subsequent special or regular meeting; or,
    - (b) There is a need to take immediate action which relates to federal, state, county or other governmental agency legislation or action or the local body's eligibility for any grant or gift; or,
    - (c) The item relates to a purely ceremonial or commendatory action.
  - (2) If the Mayor or a Council Member, with the concurrence of two other Council Members, believes an item is urgent, which urgency is detailed, in writing, in the Council Report, and the failure to meet any additional notice requirements was due to:
    - (a) The need to take immediate action, which came to the attention of the local body after the agenda was posted, or;
    - (b) A software or hardware impairment as defined by Section 4.05.010 H and such additional notice requirements are satisfied no later than 72 hours before the date of the meeting; or,
  - (3) The item is a closed session item relating to ongoing, proposed or threatened litigation.
  - (4) The item was continued by City Council at a regularly noticed City Council meeting to a subsequent City Council meeting.
- (E) *Action on items not appearing on the agenda.* Notwithstanding subsection (D) of this section, a local body may take action on items not appearing on a posted agenda only if the matter is determined to be an emergency by a majority vote of the local body. An emergency shall be defined as a work stoppage, crippling disaster or other activity exists which severely impairs public health, safety or both.
- (F) *Future meeting.* Nothing in this section shall prohibit a local body from taking action to schedule items for a future meeting to which regular or special meeting notice requirements will apply, or to distribute agenda-related materials relating to items added pursuant to Section 4.05.050.D before or during a meeting.
- (G) *Conforming a document.* Nothing in this section shall prohibit the office of the City Attorney from conforming a document to comply with technical requirements as to form and legality.

(Ord. 7509 § 1, 2020; Ord. 7459 § 9, 2019; Ord. 7369 § 1, 2017; Ord. 7301 § 1, 2015)

#### 4.05.060 - Notice and agenda requirements: Special meetings.

- (A) Special meetings of any local body may be called at any time by the presiding officer thereof or by a majority of the members thereof. All local bodies calling a special meeting shall provide notice by:

- (1) Posting a copy or image of the agenda in a location freely accessible to the public at least five calendar time of the meeting set forth in the agenda; and,
  - (2) Delivering a copy or image of the agenda to each member of the local body, to each local newspaper of general circulation, and to each media organization which has previously requested notice in writing, so that a copy or image of the agenda is received at least 48 hours (excluding Saturdays, Sundays and holidays) before the time of the meeting set forth in the agenda. Receipt of the agenda shall be presumed upon reasonable proof that delivery was made.
- (B) Local bodies specified in Section 4.05.010.D shall, in addition to the noticing requirements of this section, post a copy or image of the agenda for any special meeting on-line at the local body's website at least five calendar days before the time of the meeting set forth in the agenda. Failure to timely post a copy or image of the agenda online because of software or hardware impairment, as defined in Section 4.05.010.H, shall not constitute a defect in the notice for a special meeting if the local body complies with all other posting and noticing requirements.
- (C) No business other than that set forth in the agenda shall be considered at a special meeting. Each special meeting shall be held at the regular meeting place of the local body except that the City Manager may designate an alternative meeting location provided that such alternative location is specified in the agenda and that notice pursuant to this section is given at least 12 days prior to the special meeting. This 12-day notice requirement shall not apply if the alternative location is at the same address at which regular meetings of the local body occur.
- (D) To the extent practicable, the presiding officer or the majority of members of any local body may cancel a special meeting by delivering notice of cancellation in the same manner and to the same persons as required for the notice of such meeting.
- (E) Special meetings may not be noticed on the same day as a previously scheduled regular meeting that was not noticed in compliance with this ordinance if the special meeting is called to consider any of the items that were included in the notice for such regular meeting.
- (F) Notwithstanding the provisions of subsection (A) through (C) above, a Special Meeting may occur on less than five days' notice if the Mayor or a Council Member, with the concurrence of another Council Member, believe an item is urgent and there is a need to take immediate action. Any such Special Meeting must comply with the Special Meeting notice requirements of the Brown Act.

(Ord. 7459 § 10, 2019; Ord. 7369 § 2, 2017; Ord. 7301 § 1, 2015)

#### 4.05.070 - Public testimony at regular and special meetings.

- (A) The rules of procedure and order of business of the City Council Resolution, and any such amendments thereto, shall govern all proceedings of the City Council and are hereby incorporated into this ordinance.
- (B) No local body shall abridge or prohibit public criticism of the policies, procedures, programs or services of the local body or agency, or of any other aspect of its proposals or activities, or of the acts or omissions of the local body, even if the criticism implicates the performance of one or more public employees. Nothing in this subsection shall change the operation of law in the area of defamation.

(Ord. 7301 § 1, 2015)

#### 4.05.080 - Minutes and recordings.

- (A) The City Council, City Council Standing Committees, Planning Commission, Board of Public Utilities (not their committees), Budget Engagement Commission (not their committees) and Community Police Review Commission (not their committees) shall make a visual and audio recording of every open meeting. Any recording of any open meeting shall be a public record subject to inspection and copying and shall not be erased, deleted or destroyed for at least five years, provided that if during that five-year period a written request for inspection or copying of any recording is made, the recording shall not be erased, deleted or destroyed until the requested inspection or copying has been accomplished. Inspection of any such recording shall be provided without charge on a player or computer made available by the local body.
- (B) All local bodies shall record the minutes for each regular and special meeting convened under the provisions of this ordinance. At a minimum, the minutes shall state the time the meeting was called to order, the names of the members attending the meeting, a one-sentence summary of, and the roll call vote on, each matter considered at the meeting, the time the local body began and ended any closed session, and the time the meeting was adjourned. The draft minutes of each meeting shall be available for inspection and copying upon request no later than ten business days after the meeting. The officially adopted minutes shall be available for inspection and copying upon request no later than five business days after the meeting at which the minutes are adopted.
- (C) Notwithstanding paragraph A. of this section, City Council meetings, or portions thereof, for the purpose of conducting interviews for appointments to boards, commissions, or committee's shall be open to the public and audio recorded. Video recording is not required.
- (D) The retention period of all records shall be adopted by resolution of the City Council.

(Ord. 7369 § 3, 2017; Ord. 7301 § 1, 2015)

#### Chapter 4.10 - POLICY IMPLEMENTATION

##### 4.10.010 - Responsibility for Administration.

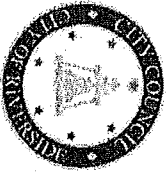
- (A) The City Manager shall administer and coordinate the implementation of the provisions of this chapter for all local bodies, agencies and departments under his or her authority, responsibility or control.
- (B) The Office of the City Clerk or other responsible department shall timely post all agendas and shall make available for immediate public inspection and copying all agendas and agenda-related material filed with it.

(Ord. 7301 § 1, 2015)

##### 4.10.020 - Severability.

The provisions of this chapter are declared to be separate and severable. The invalidity of any clause, sentence, paragraph, subdivision, section or portion of this chapter, or the invalidity of the application thereof to any person or circumstances, shall not affect the validity of the remainder of this chapter, or the validity of its application to other persons or circumstances.

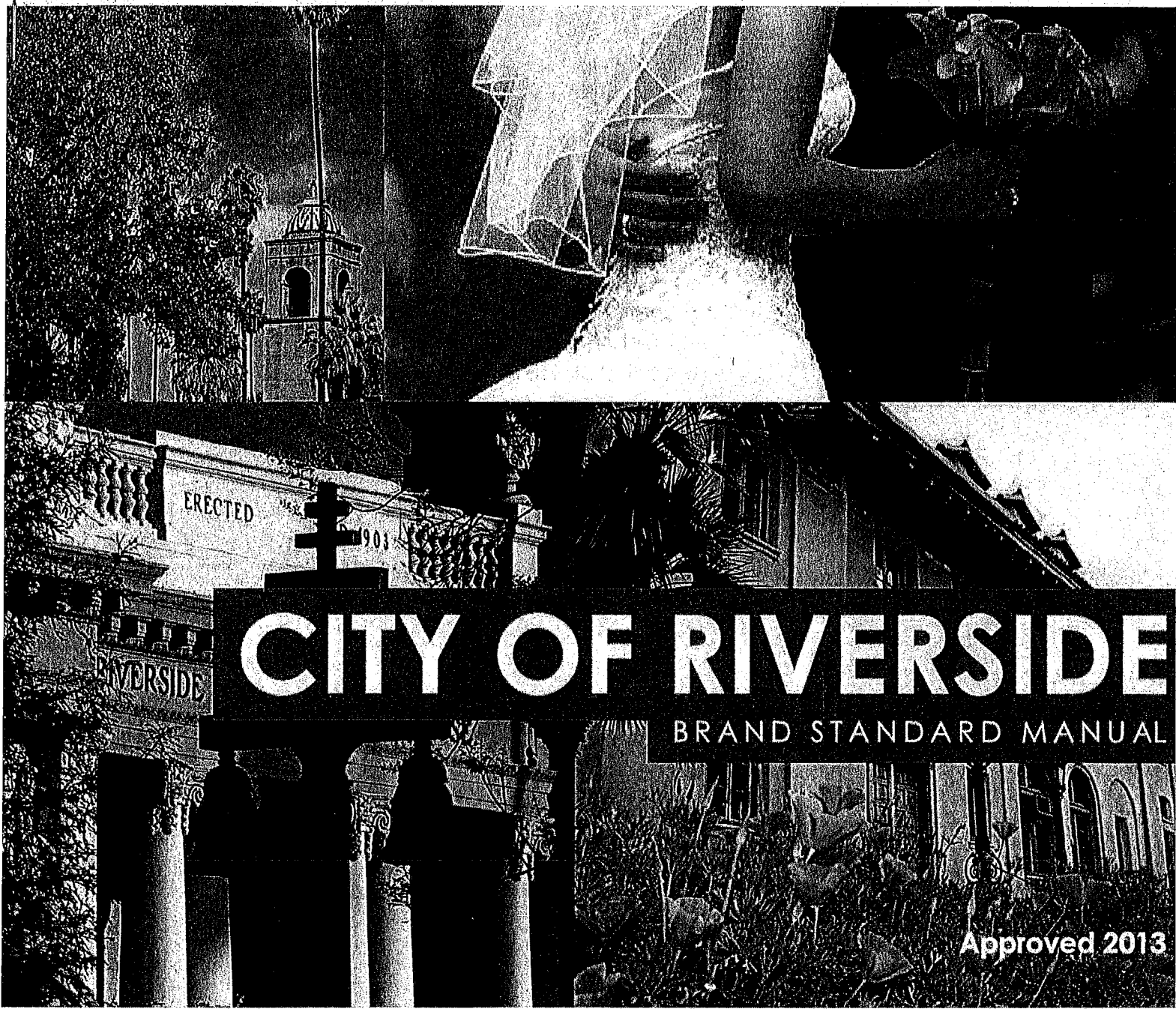
(Ord. 7301 § 1, 2015)



City of Arts & Innovation

**Gaby Plascencia**  
City Councilwoman - Ward 5  
Office: (951) 826-5328  
Cell: (951) 640-0102  
Fax: (951) 826-2448  
gplascencia@riversideca.gov

3900 Main Street, Riverside, CA 92522



# CITY OF RIVERSIDE

BRAND STANDARD MANUAL

Approved 2013

**RECEIVED**

JUN 23 2020

City of Riverside  
City Clerk's Office

Welcome to the digital edition of the City of Riverside Brand Standards Manual. This style guide is designed to provide you with guidelines and parameters needed to maintain the brand and image of the City of Riverside.

Within this flipbook is information on how to protect the brand of the City of Riverside, as well as links to the more commonly used logos and documents. There is also direction for other material you may not use that often, but can provide to a printer or designer for exact layout.

Thank you for helping to protect and promote the brand of the City of Riverside. Please feel free to contact the City's Marketing Division with any questions or comments.

City of Riverside  
Marketing Division



*City of Arts & Innovation*



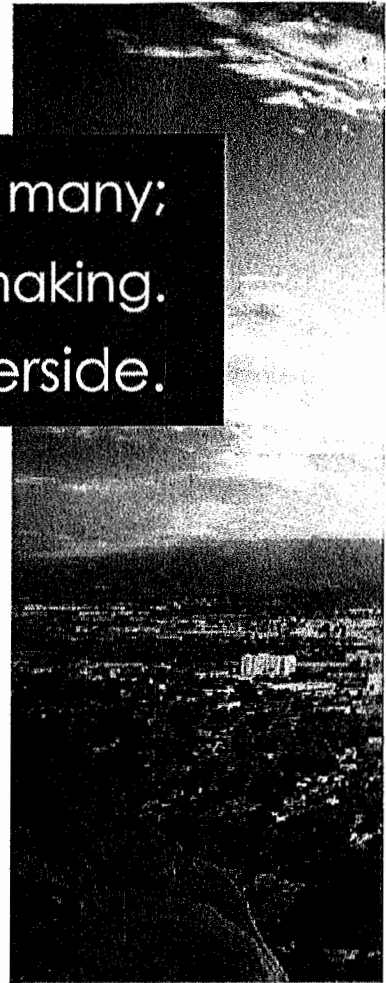
Look across and see the marks made by many;  
listen closely and hear history in the making.

This is Riverside.

## INTRODUCTION

This is our city, full of colorful history and wide open spaces... thriving businesses and a love of the arts. Where ingenuity and hard work built a foundation for the community we celebrate today. We thank our friends and neighbors for embracing traditions, building futures, and expanding our boundaries... because they are the Riverside we know and love.

In this guide we introduce you to our city's symbol. Its mark. Its message. We must show respect and concern with how it's used and displayed. Respecting the guidelines protects our image and builds a stronger, more recognizable brand. And all that makes the city of Riverside so extraordinary.





*From a stock of just three orange trees began a gold rush of California citrus. Beside the sweeping Santa Ana River, over arroyos of rich earth and aromatic sage, blossoms swelled and carried their scent into afternoons of prosperity and commerce. The City of Riverside thrived under an industry that has lasted through the early 20th century, with a steady growth of groves and innovations. A reminder of early European citizens is still evident in the elegant homes and tree-lined paseos.*

# CONTENTS

## LOGO STANDARDS | 1

The Logo  
Department Logos  
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Logo URL & Sizing

## DESIGN ELEMENTS | 27

Typography  
Color Palettes  
Images



*The World Peace Bridge, atop what was originally called Pachappa.*

*Today Mount Rubidoux looks down on a city of neighborhoods...  
Mission Grove to Orangecrest to La Sierra Hills. They are among 28*



Here, the city and its future sweep the crisp horizon,  
and grow unbounded in purpose and potential.

## 35 | COMMUNICATIONS

Business Card

Letterheads

#10 Envelope

A6 Envelope

Note Card

PowerPoint

Customer Facing Communications

Newsletter

Press Release Template

Uniform/Shirt Standards

Promo Items

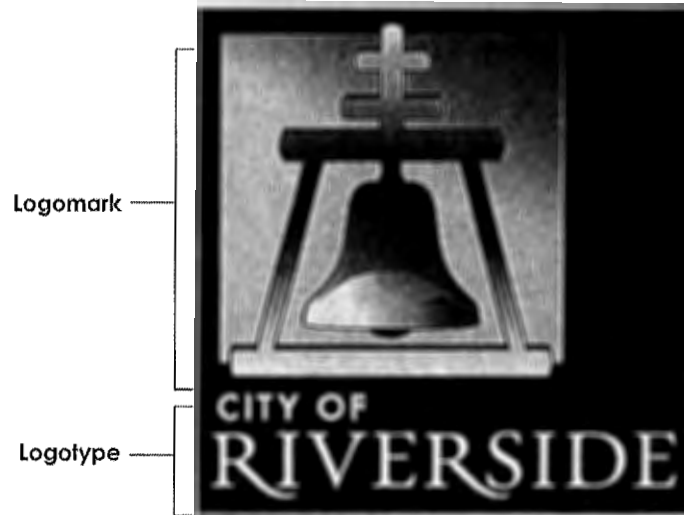
Fleet Graphics

*designated neighborhoods that have grown as diverse as the ecology  
that surrounds them, each with a distinct blend of its own culture,  
architecture and arts.*

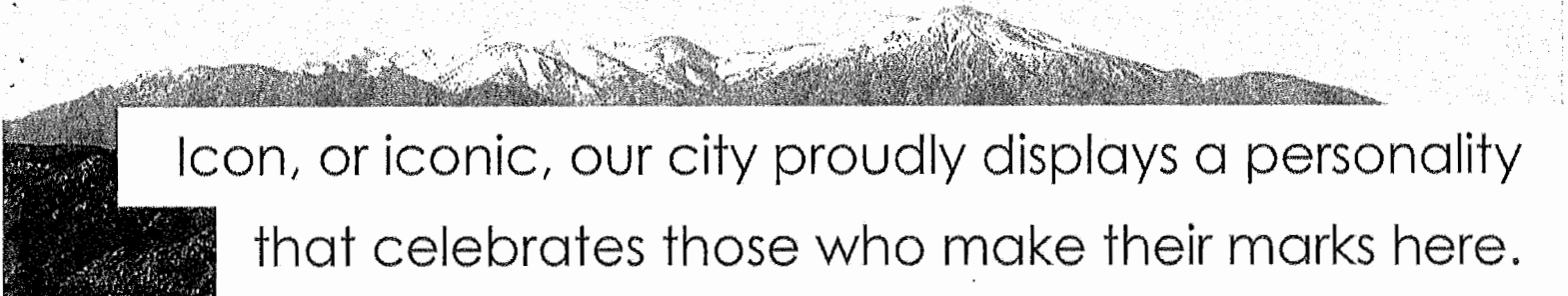
# THE LOGO

Primary Logo

[ Preferred Configuration ]



**Note:** The logo consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be redrawn or modified in any way.



Icon, or iconic, our city proudly displays a personality that celebrates those who make their marks here.

## THE LOGO

Our city's logo celebrates the past as well as invites those to imagine its future. Designed to embrace strong ties to acclaimed architectural icons—color, shape and light speak to a city that is open, resourceful and welcoming. Its clear sky

and welcoming bell in our logo announce our willingness to embrace the diversity and community that we take so much pride in. Our city's logo, just like its citizens, should always be treated with care and concern.

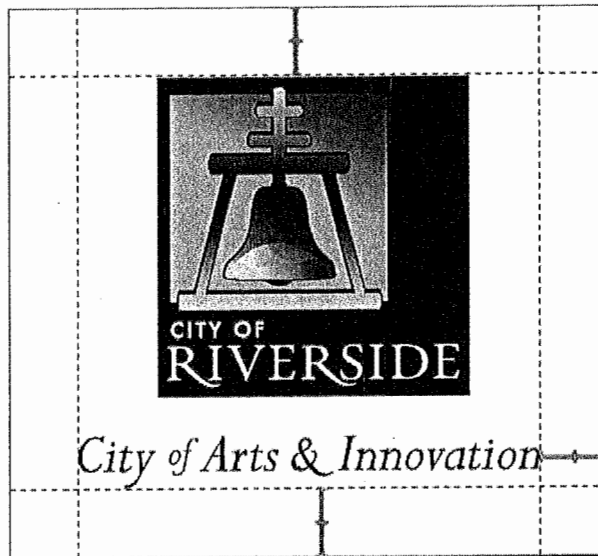
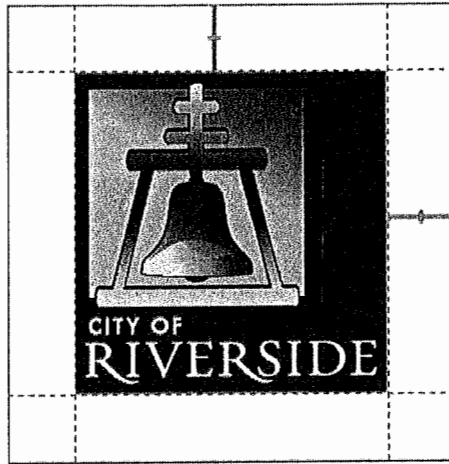


Sevilla Restaurant

## THE LOGO

Clear Space

**Note:** The space around the logo should be equal to twice the height of the "I" in Riverside. When using the logo with the tagline, same spacing applies.





University of California Riverside Campus

## CLEAR SPACE

Part of the appeal of our great city is the expanse of its spaces. A feeling that you can breathe freely and stretch your arms without knocking something over. The Riverside logo needs its space as well. Crowding it with text, titles, symbols or images

degrades its importance and diminishes its impact. The visual cushion of the logo should be equal to or greater than the height of the logo. Please never size or reduce the logo so small that the logo text or icon is illegible.

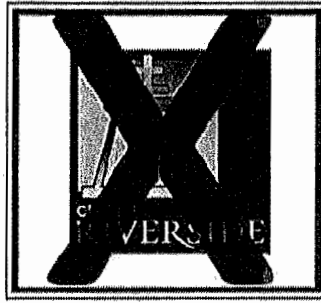




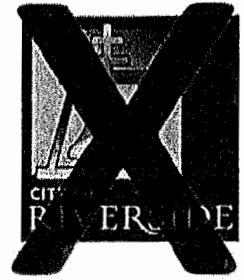
# THE LOGO

Please Don't Do "That's"

Don't put logo in a box.



Don't substitute logo colors.

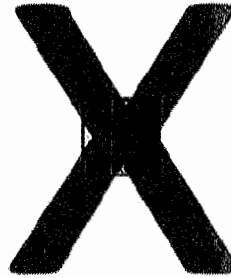


Don't substitute any fonts.

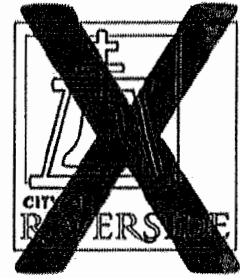


City Arts & Innovation

Don't use below minimum size.



Don't outline the logo.



Don't reposition the elements.



Don't alter aspect ratios.



Don't use logo at an angle.



*Don't add effects (shadows, etc.)*



*Don't alter the logomark in any way.*



*Don't add a fill to logomark.*



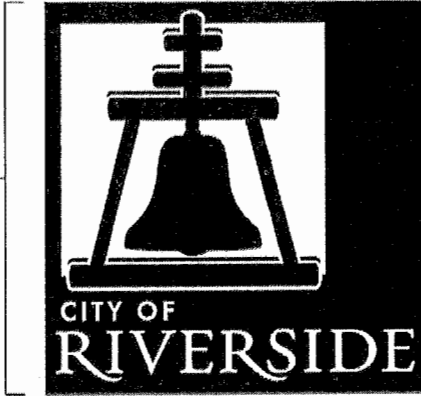
## PLEASE DON'T DO "THATS"

We love creative things... music, painting, poetry. Our city embraces the arts and artists with the same passion they show in their work. But we ask that personal creativity of any kind never be used on our city's logo. As well meaning as it might be intended, changing, rearranging, altering and just overall manipulation are no-nos. No ifs, ands, or buts, please. Brand identity takes care and time to work properly and for the good of all... we know you'll understand.

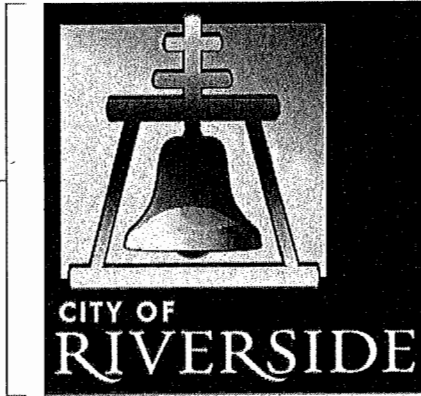
THE LOGO

Black + White Logos

Black + white logo  
with no gradient



Grayscale logo  
with gradient





California Riverside Ballet

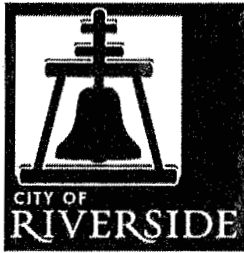
## BLACK + WHITE LOGOS

Take a look at the logo in black and white. Use this version when color is not available, such as a black and white newspaper or print ad, simple flyer or

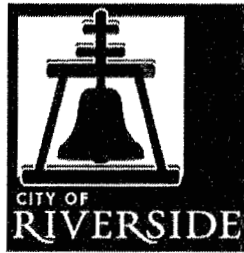
banner. We've provided a grayscale version as well that works great in higher quality single color applications.

# THE LOGO

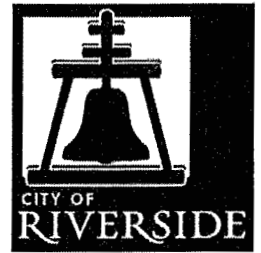
Single Color Logos



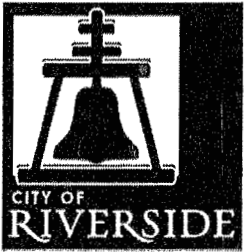
Pantone 181 C Logo



Pantone 295 C Logo



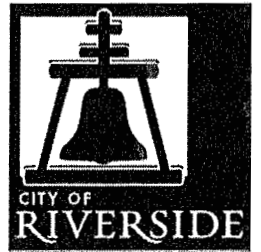
Pantone 168 C Logo



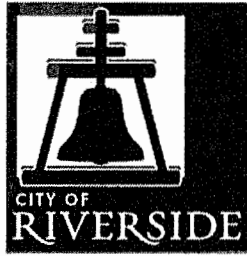
Pantone 378 C Logo



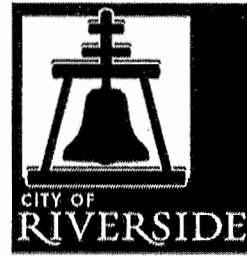
Pantone 1245 C Logo



Pantone 7474 C Logo



75% Black Logo



100% Black Logo

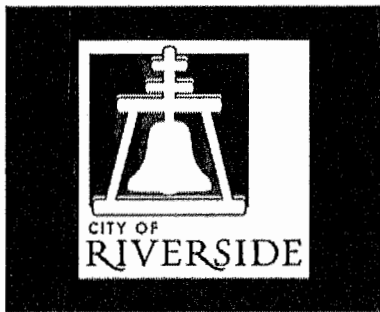
## SINGLE COLOR LOGOS

There are times when only one or two color printing is available. Here we've given you six logo choices in colors that complement who we are and the palette we've chosen. There's also a version in 75%

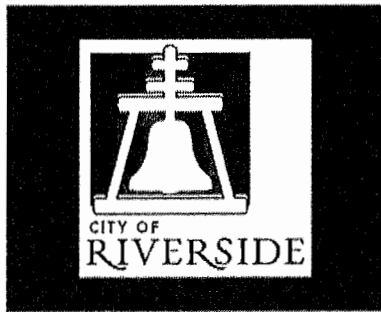
black. All Pantone colors are specified as coated. Please review your individual requirements with your print vendor for additional options of ink finishes.

# THE LOGO

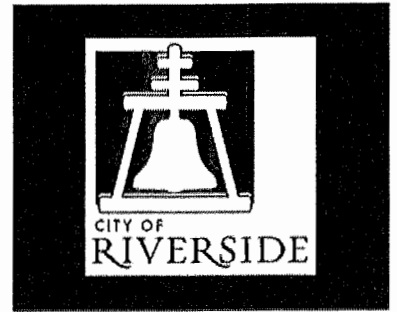
## Reverse Logos



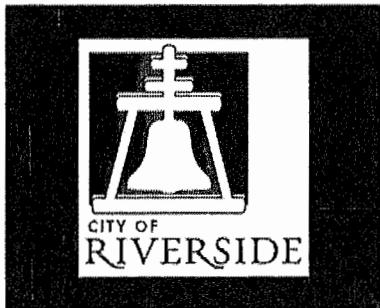
Pantone 181 C Background



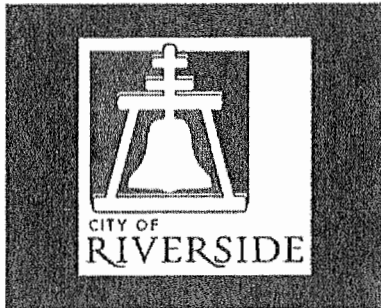
Pantone 7470 C Background



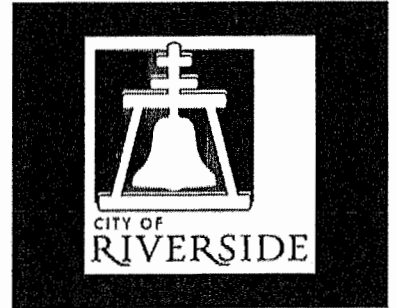
Pantone 168 C Background



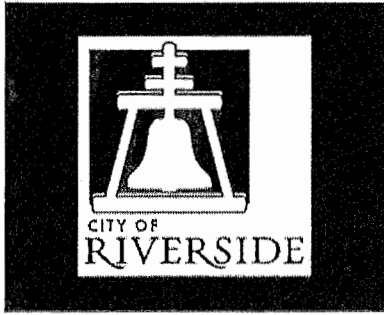
Pantone 378 C Background



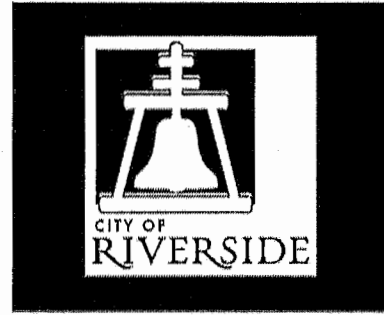
Pantone 378 C Background



Pantone 7474 C Background



**75% Black Background**



**Rich Black Background**

## REVERSE LOGOS

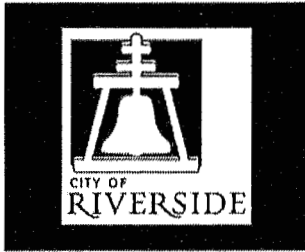
Reversing a logo at times can be tricky, and may result in imagery that just doesn't work very well. It shouldn't be your first choice when using the Riverside logo, but at times when it becomes necessary we've provided the appropriate artwork

you'll need. Please specify only the Pantone colors we've indicated. The logo may also be reversed out of an image or photograph; choose a dark area of the image with minimal detail for best results. Use only solid white in these circumstances.

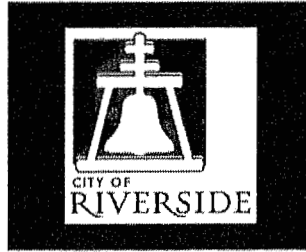


# THE LOGO

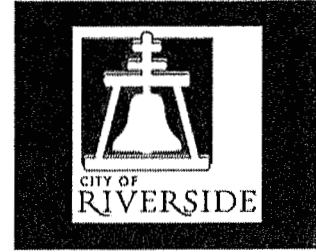
Contrast



90% Black



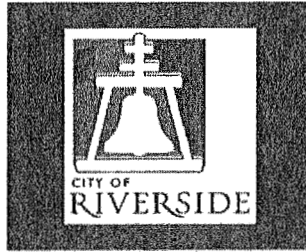
80% Black



70% Black



60% Black



50% Black



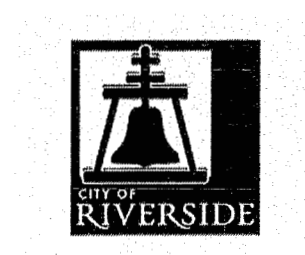
40% Black



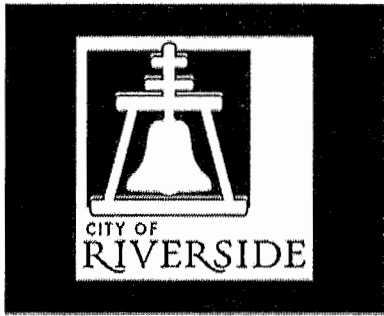
30% Black



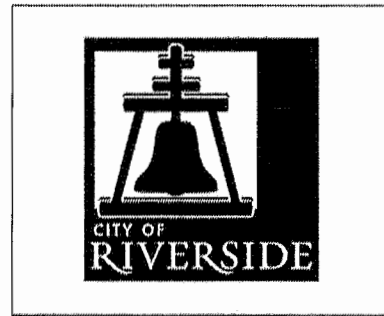
20% Black



10% Black



100% Black Background



White Background

## CONTRAST

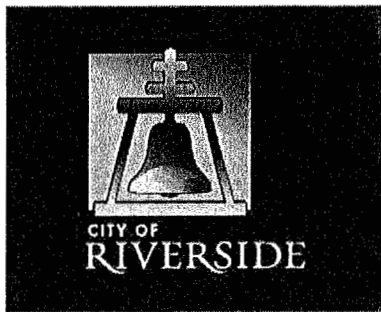
Okay, we'll try not to get too fussy, but the issue of contrast when using the logo, especially in black and white, is going to need to be addressed. Contrast is the difference between dark and light areas and the mid tones between the two. High contrast is simply a black logo on a

white background or a white logo on a black background. So we've shown examples of the logo, both in black and white, on different shades of a black background. Follow this example when choosing the right logo, either black or white, to sit on a certain shaded background.

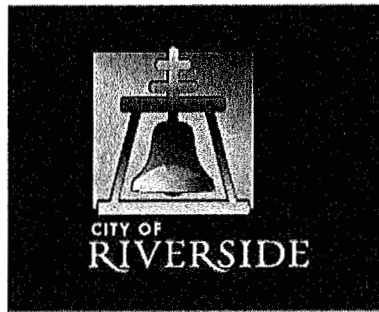


# THE LOGO

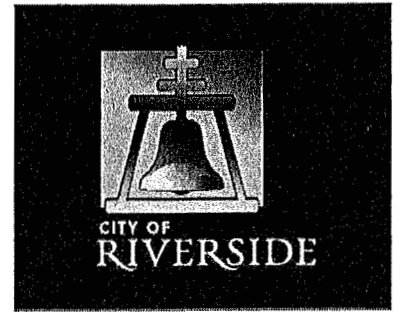
Color Backgrounds



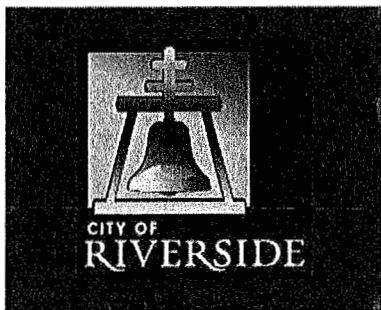
Pantone 181 C Background



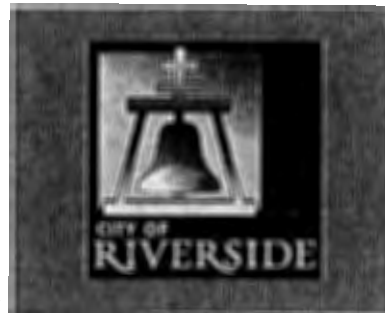
Pantone 7470 C Background



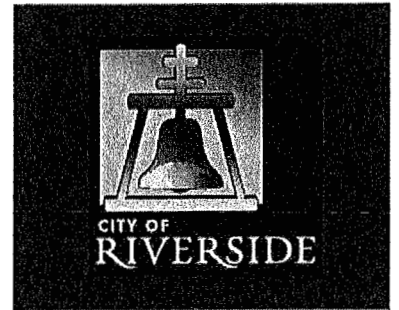
Pantone 168 C Background



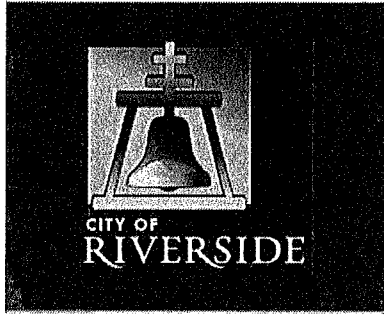
Pantone 378 C Background



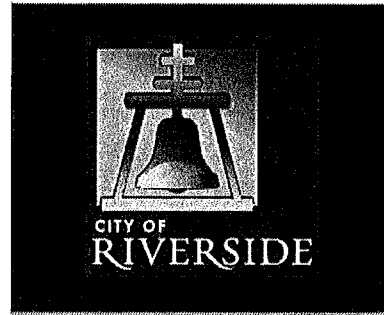
Pantone 1245 C Background



Pantone 7474 C Background



**75% Black Background**



**Black Background**

## COLOR BACKGROUNDS

Now, things can get a little complicated when using the full color logo, but adhering to a few simple rules and regulations keeps things from getting out of control. The question is "Can I use the color logo on a color background?" Yes! As long as it's one of the

colors in the city's palette. No hot pinks, lime greens, or fluorescent yellows, please. Here are your choices – enjoy. Color makes the world a ... well ... a more colorful place.



# THE LOGO

Size Recommendations

[ Standard Size ]



[ Minimum Size ]



[ Below Minimum Size ]  
(Logotype only)



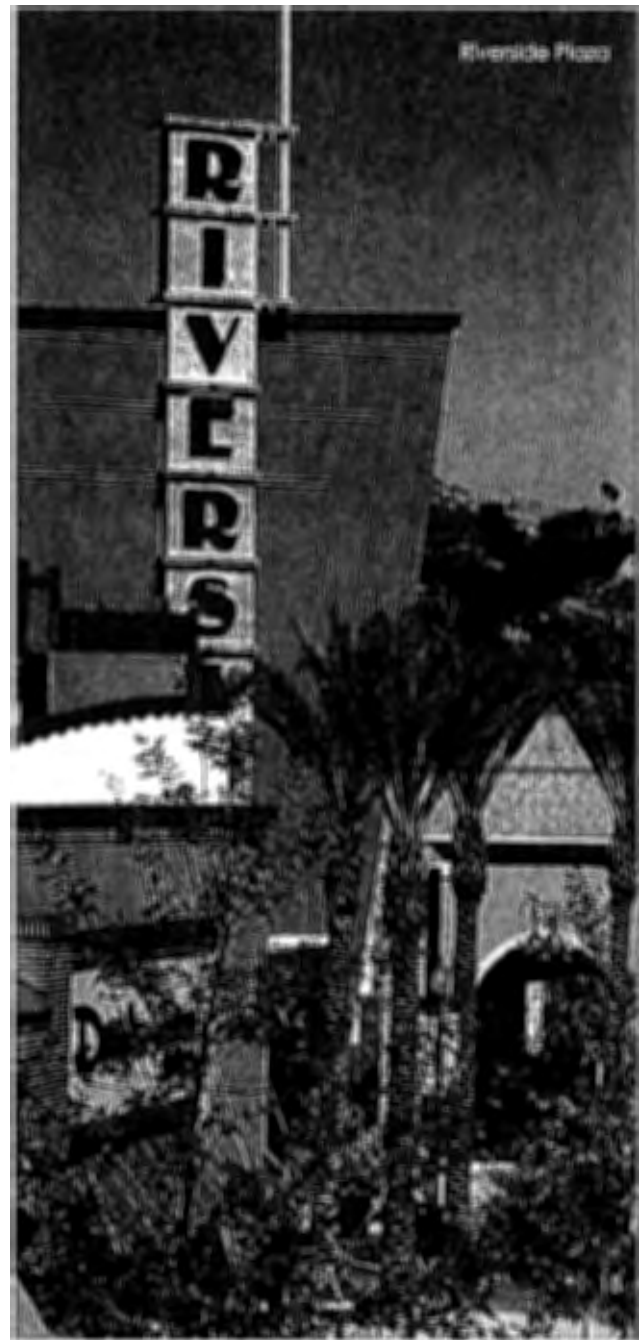
# SIZE RECOMMENDATIONS

**Standard Size:** In most prints, show the logo with a height of 1 inch (1"). The size varies depending on the application in which it is being placed as well as functions.

**Minimum Size:** In applications that are too small to accommodate the standard size, the logo may be reduced in size. Do not use the logo a size smaller than 1/2" (.5 inches) tall.

**Below Minimum Size:** There may be some instances where the space allocated for the logo is below the minimum size. In these instances, use only the logotype (no logomark).

**Suggested Uses:** The logotype without the logomark may also be used when being embroidered (shirts or hats) or on promotional items too small to support the preferred configuration of logo, such as pens or flashlights.



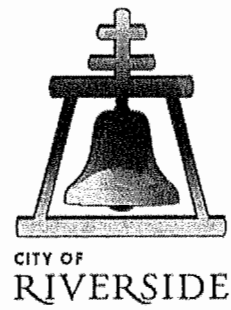
# THE LOGO

*Alternative Alignment*

[ Horizontal Configuration ]



[ Vertical Configuration ]



**Note:** Only when unable to use preferred configuration due to space limitations, use the horizontal configuration, or the logotype only (no logomark).

Vibrant, exciting, artful and inspired...  
take your pick and embrace what  
calls to you the most.

## ALTERNATIVE ALIGNMENT

Even though we strongly suggest that the logo always be used in its official standard, we also recognize that certain situations may call for an alternative alignment. Here we have provided a logo variation that takes limited space into consideration, while maintaining the rules and regulations that keep our image placed proudly where it belongs.



Riverside Downtown  
Farmers Market



# THE LOGO

Department Logos

[ Secondary Department Logos ]



PARKS & RECREATION



COMMUNITY DEVELOPMENT

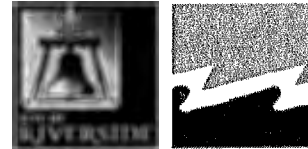
The department identifiers should be the same point size as "CITY OF" in the logotype and set in ALL CAPS; font is Century Gothic bold.

[ Fire, Police & Public Utilities Logos ]



*Integrity Service Excellence*

WATER | ENERGY | LIFE



PUBLIC UTILITIES

[ Fire & Police Logo Options ]

PROTECTING LIFE, PROPERTY & ENVIRONMENT



FIRE DEPARTMENT



INTEGRITY | SERVICE | EXCELLENCE



POLICE DEPARTMENT



**Note:** All departments with the City of Riverside are to use the secondary logo with the appropriate department identifiers, except for the Fire and Police Departments and Public Utilities, which are to use their logos.



Riverside Metropolitan Museum

## DEPARTMENT LOGOS

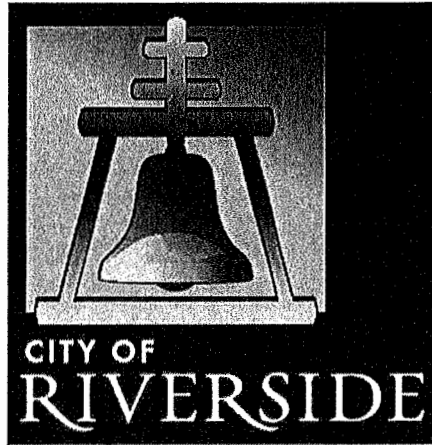
Our city has lots of great people who work in specified departments, getting things done and keeping life running as smooth as possible. So here we've given order to their departments as far as the logo is concerned. Clean and readable, each department is a part of the logo, not detached or standing alone. Just as it should be... together for

the good of our citizens. There are several quasi-autonomous departments in the city, whose logos are easily identified and trusted by residents, such as the Fire and Police Departments and Public Utilities.

Specific font style and point sizes are called out here as well.

## THE LOGO

Tag Line



*City of Arts & Innovation*

**Note:** The tagline is to be placed under the logo center justified, no smaller than 8 pt. Tagline typeface is Perpetua Italic, but should not be re-created as there are unique adjustments made to tagline, such as sizing of "of." The space between logo and tagline should be equivalent to the size of the "i" in Riverside. The length to which the tagline extends beyond the logo should be twice the size of the "i" in Riverside.

# TAG LINE

Throughout our city's history, art and innovation played a major factor in how we grew, and now, direct us on where we are headed. We've made it our mission, our focus, our heart, to continue to employ our best efforts to see that these two qualities are viable, and a living part of who we are, every day.

Our tag line proudly sits in combination with our logo and should always be used together as shown. Its font style and size are extremely important and should never be changed or substituted. Here we've specified each detail so it remains as it should be... proud and a part of us.

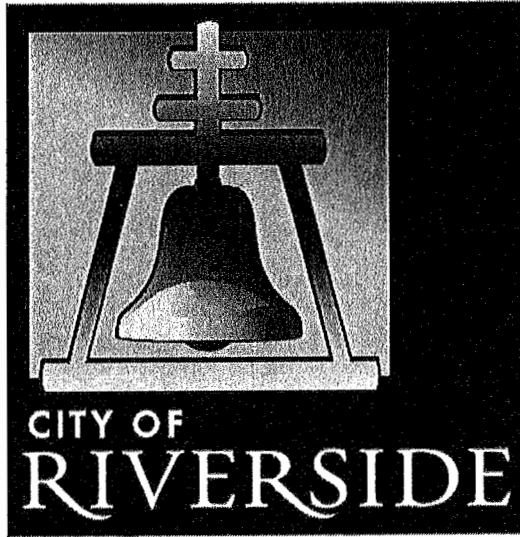
When to use: The logo accompanied with the tagline, "City of Arts & Innovation" will be necessary on applications such as correspondences and official documents.





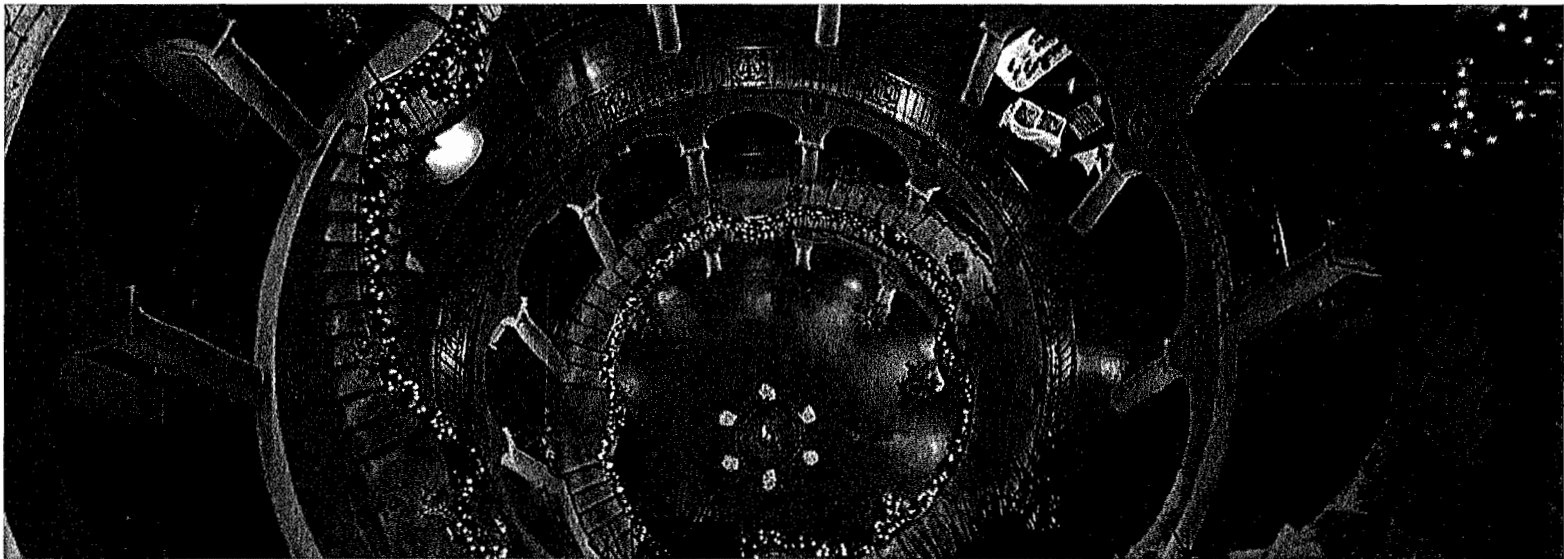
# THE LOGO

Logo URL + Sizing



*City of Arts & Innovation*

*RiversideCA.gov*



Mission Inn Rotunda


## LOGO URL + SIZING

In some cases the logo is used with the URL. This logo application is used in special circumstances where the URL works with the actual logo and tagline. The URL should be placed under the logo, no smaller

than 8 pt. The typeface is Perpetua Italic. The space between the tagline and URL should be equivalent to the size of the "l" in Riverside and centered.

DESIGN ELEMENTS





Look—design, texture, color and movement—  
it's all around you.

## DESIGN ELEMENTS

Type, color and imagery work together to communicate who we are, what we stand for, and how we take care of ourselves. Consistency is the key to keeping our city's brand clear and inviting. Straying from these official guidelines only

adds confusion and diminishes the impact of the message. Here we've worked hard at selecting the styles, colors and images that best represent our city, and over time each becomes as recognizable as some of our most historic public icons.





## DESIGN ELEMENTS

Typography

### PRIMARY FONT

Riverside is a wonderful community with excellent schools and neighborhoods.

**Century Gothic regular**

---

*Riverside is a wonderful community with excellent schools and neighborhoods.*

**Century Gothic italic**

---

**Riverside is a wonderful community with excellent schools and neighborhoods.**

**Century Gothic bold**

---

### SECONDARY FONT

Riverside is a wonderful community with excellent schools and neighborhoods.

**Perpetua Std. regular**

---

*Riverside is a wonderful community with excellent schools and neighborhoods.*

**Perpetua Std. italic**

---

**Riverside is a wonderful community with excellent schools and neighborhoods.**

**Perpetua Std. bold**

---

## BODY COPY

Riverside is a wonderful community with excellent schools and neighborhoods. Riverside is a wonderful community with excellent schools and neighborhoods. Riverside is a wonderful community with excellent schools and neighborhoods.

**Mrs. Eaves Roman**

---

## TYPOGRAPHY

Here we have our Primary, Secondary and Body copy fonts. The Primary font is the Century Gothic family and is the font that should be used on all Riverside communication and marketing materials. It's a sans serif font—clean, modern and easy to read. With Bold, Regular and Italic options, you've got plenty to work from here; we just ask that you please don't stretch, compress or alter the font under any circumstances.

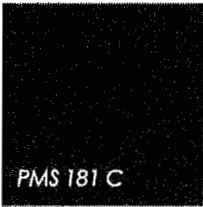
We've also chosen Secondary and Body Copy fonts for you; use them if you don't have Century Gothic. They can be used for day-to-day use and typical business correspondence as well as email, online forms, web pages and other printed and electronic uses. And we'd appreciate again if you refrain from manipulating these fonts in any way.



# DESIGN ELEMENTS

Palettes

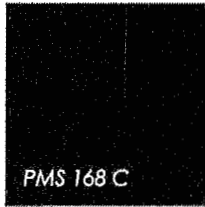
## PRIMARY PALETTE



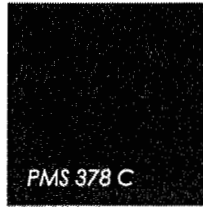
PMS 181 C



PMS 7470 C



PMS 168 C



PMS 378 C

Brick

Navy Blue

Cafe

Hunter

C - 31  
M - 86  
Y - 80  
K - 32

C - 100  
M - 55  
Y - 42  
K - 20

C - 34  
M - 78  
Y - 97  
K - 40

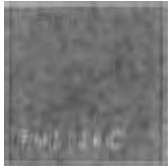
C - 61  
M - 43  
Y - 100  
K - 30

## SECONDARY PALETTE



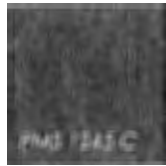
Cream

C - 11  
M - 14  
Y - 38  
K - 0



Orange

C - 7  
M - 35  
Y - 100  
K - 0



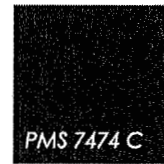
Sienna

C - 21  
M - 42  
Y - 100  
K - 2



Grass

C - 27  
M - 22  
Y - 76  
K - 0



Sky

C - 99  
M - 37  
Y - 44  
K - 10



Water

C - 23  
M - 9  
Y - 3  
K - 0

## LOGO PALETTE



White

C - 0  
M - 0  
Y - 0  
K - 0



PMS 295 C

Blue

C - 100  
M - 84  
Y - 36  
K - 39



PMS 1605 C

Brown

C - 25  
M - 73  
Y - 100  
K - 15



PMS 114 C

Yellow

C - 2  
M - 9  
Y - 86  
K - 0



Pantone 295 C

Pantone 1605 C

Pantone 114 C

## COLOR PALETTES

We love color—rich, earthy, and representative of our surrounding environment—here we've selected our primary, secondary and logo palettes for you

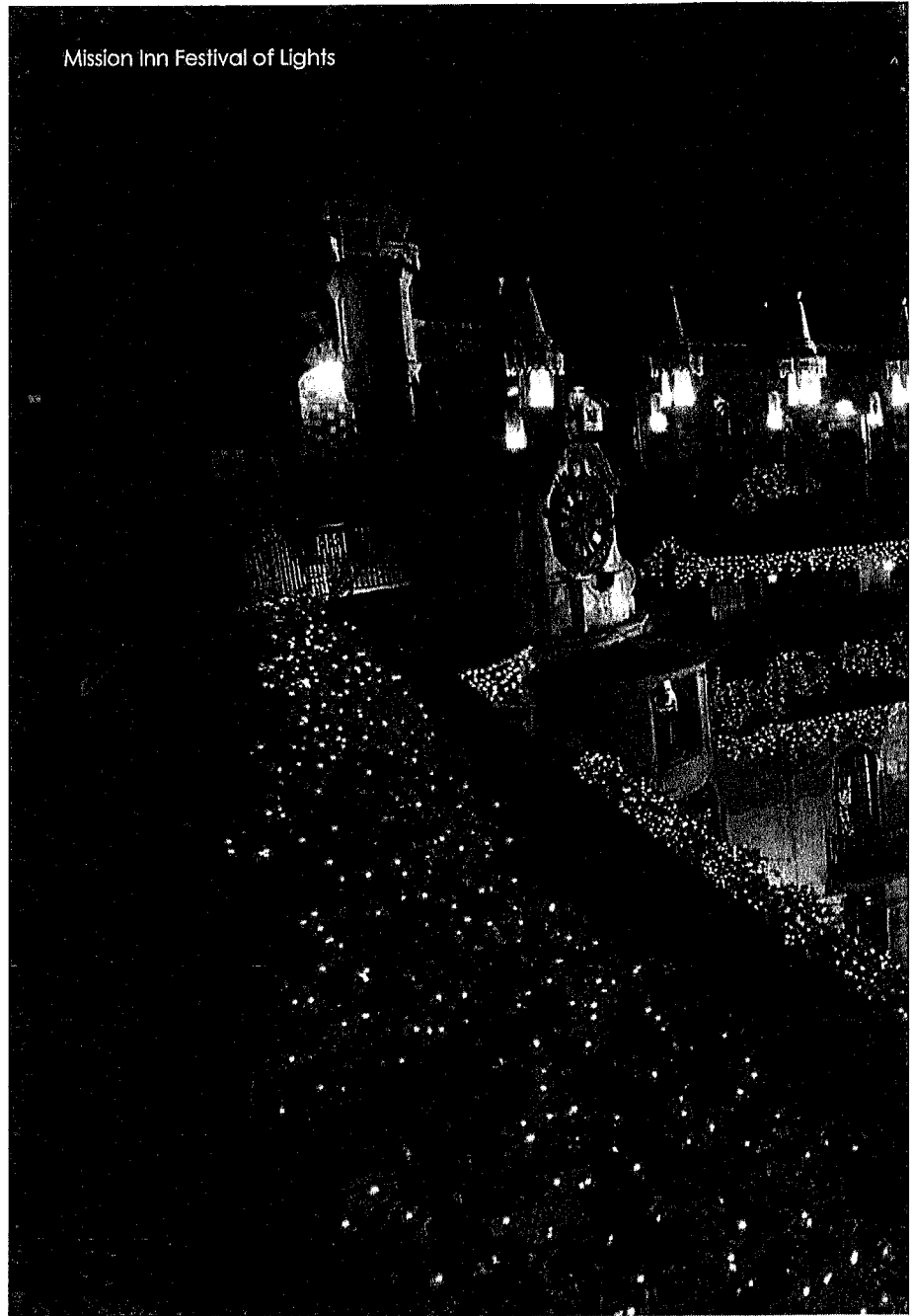
to use. Each complements the others and keeps Riverside communications looking fresh, neat and inviting. Enjoy.

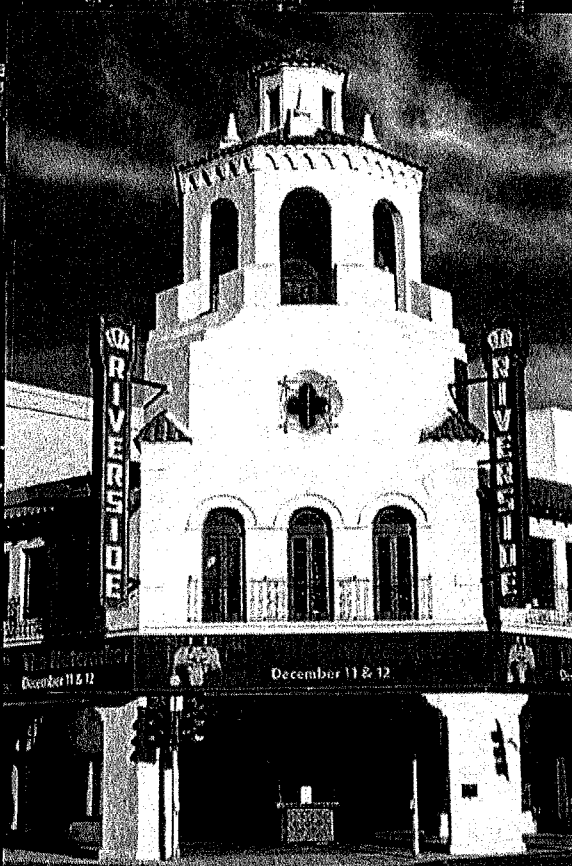
## DESIGN ELEMENTS

*Images*

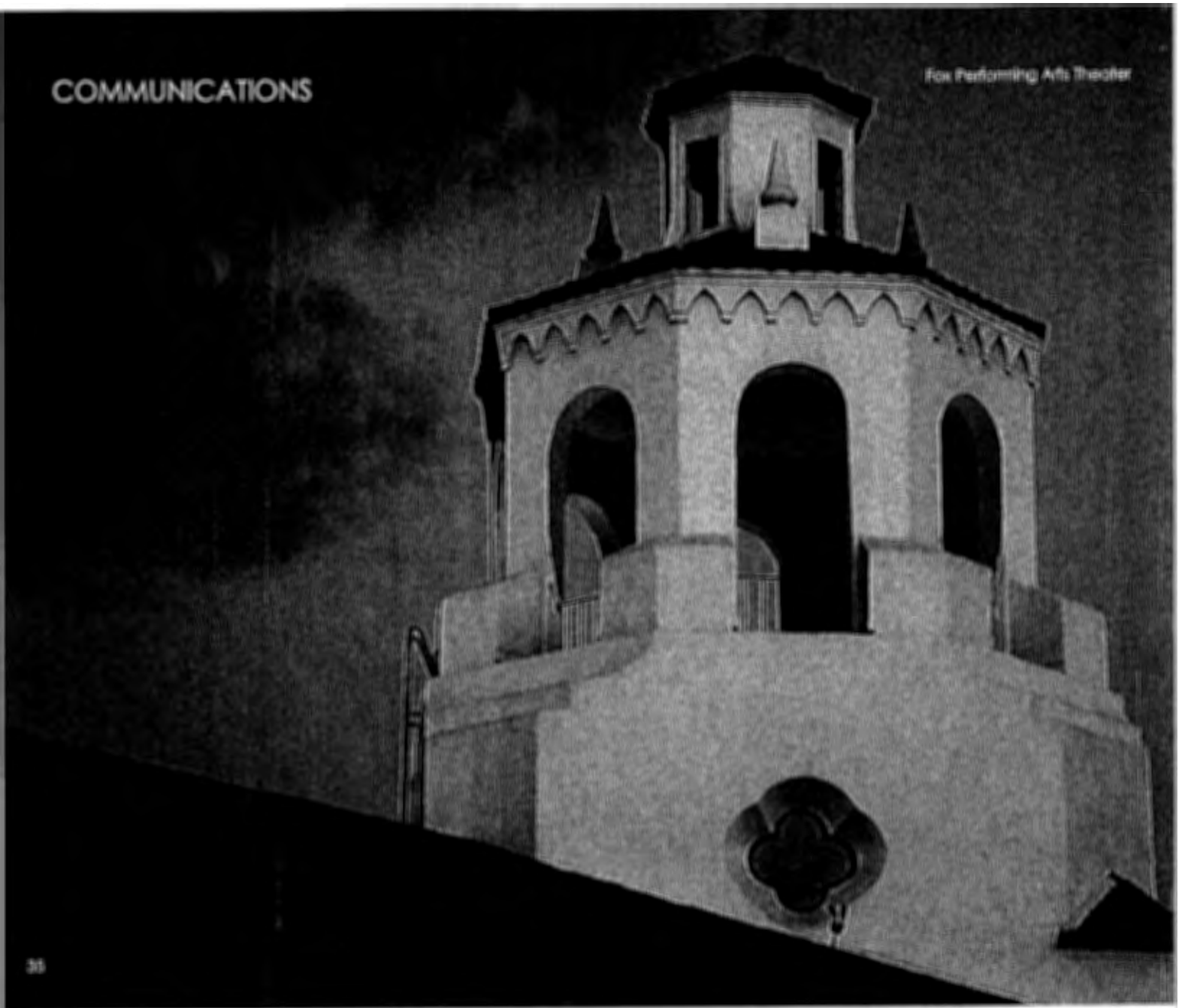
# IMAGES

Whether you're looking for a busy downtown or a dramatic nightscape, we can help you with our comprehensive photographic library. Let us know what you're looking for and how you're going to use it, and we'll do our best to get it in your hands. Nothing tells the stories of our city better than big, bold and beautiful images.





Fox Performing Arts Center





This is a chance to show the world just how special we really are.

## COMMUNICATIONS

Moving, changing, growing and informing. The pulse here never weakens.

How we see ourselves is just as important as how others see us. So we've put together the vital elements you'll need to offer a handshake, extend an invitation or alert a cause. The best

kind of communication delivers information clearly, concisely and without clutter, and here you'll find all the elements you need to do just that... from simple note cards to extensive presentations—image here needs to be part of everything.



# COMMUNICATIONS


Business Card



**Note:** The top of the name should always align with the top of the logo.


## [ Police and Fire Department Business Card Back ]

**OUR MISSION**  
 We dedicate ourselves to becoming leaders in the police profession. We are committed to developing innovative solutions to the challenges we face and to becoming the best law enforcement agency in the nation. We recognize that our fellow employees and our community are our most treasured assets.



RiversideCA.gov

**OUR MISSION**  
 To preserve and enhance the quality of life for the citizens of the City of Riverside. The fire department shall protect life, property, and the environment within the city through proactive life safety, community education and emergency services programs utilizing responsible fiscal management, a highly trained work force, progressive technology and modern equipment.



RiversideCA.gov



City Scape

# BUSINESS CARD

**Size:** 3.5" x 2" (single-sided)

**Paper:** Bright White Coverstock

**Colors:** Full color logo, text is all 80% black, and website address PMS 295 C.

**Typography:** Fonts are Century Gothic. Name is bold, 12 pt. and title and department are italic at 9 pt.

Phone numbers and email address are regular, 8 pt.

Street address is regular, 8 pt.

**Back of Business Cards:** Standard card backs are blank except the cards for the Fire and Police Departments and should be paired with the standard front business card for City of Riverside.



# LETTERHEADS

**Size:** 8.5" x 11"

**Paper:** Bright White

**Margins:** Text margins are 2.75" from top and .75" from both sides and bottom

**Second Pages:** Margins are .75" on all sides. No logo or footer on second pages.

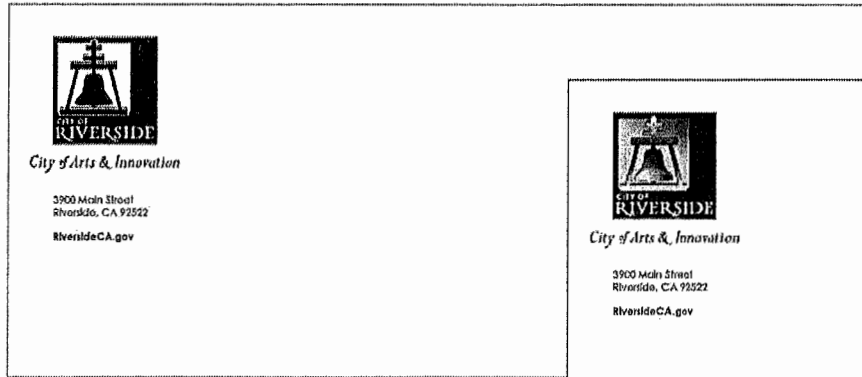
**Electronic Letterhead:** The electronic is the same as the printed letterhead but will give you the convenience of sending documents digitally while maintaining the identity of the brand.



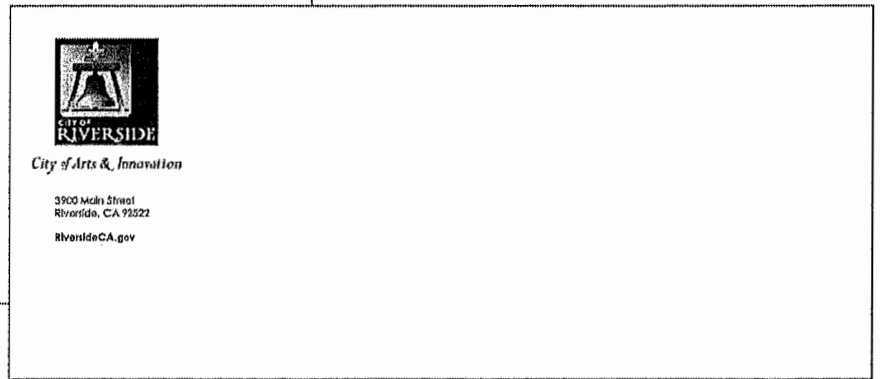
# COMMUNICATIONS

## Envelopes

[ 1 Color Envelope ]



[ 4 Color Envelope ]



## # 10 ENVELOPE

**Size:** 9.5" x 4.125" (horizontal)

**Paper:** Bright White

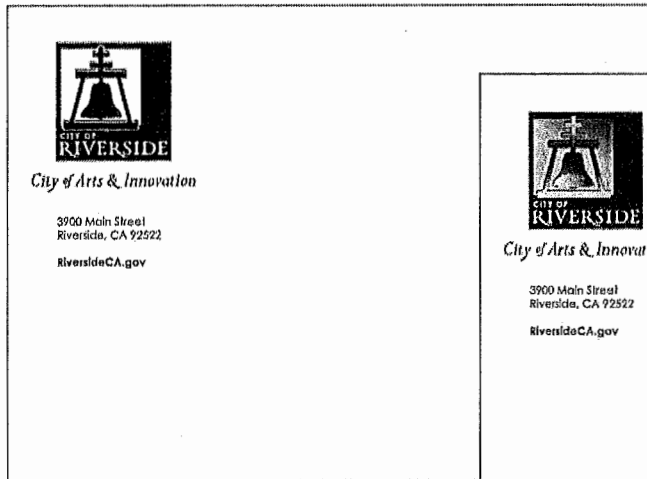
**Address block:** Century Gothic regular, 8 pt.

**Website:** Century Gothic Bold, Pantone 295 C

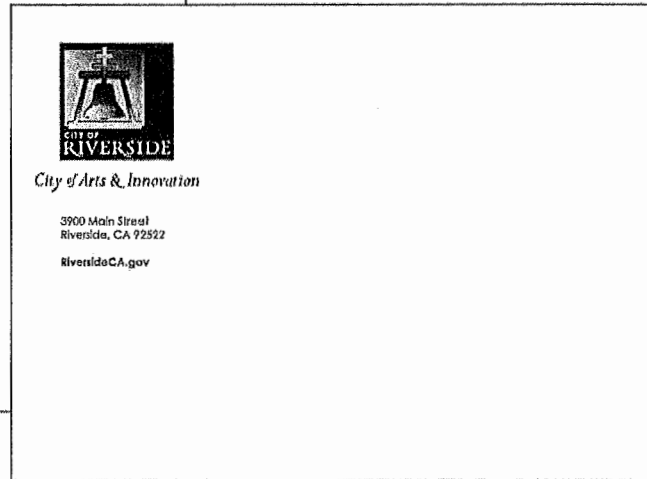
**1 Color Logo:** The logo is a single color, Pantone 295 C. Address block and website are also Pantone 295 C.

**4 Color Logo:** Full color logo. Address block is 80% Black and website is Pantone 295 C.

[ 1 Color Envelope ]



[ 4 Color Envelope ]



## A6 ENVELOPE

**Size:** 6.5" x 4.75" (horizontal)

**Paper:** Bright White

**Address block:** Century Gothic regular, 8 pt.

**Website:** Century Gothic Bold, Pantone 295 C

**1 Color Logo:** The logo is a single color, Pantone 295 C. Address block and website are also Pantone 295 C.

**4 Color Logo:** Full color logo. Address block is 80% Black and website is Pantone 295 C.



# COMMUNICATIONS

Note card

3900 Main Street, Riverside, CA 92522   RiversideCA.gov
 <i>City of Arts &amp; Innovation</i>

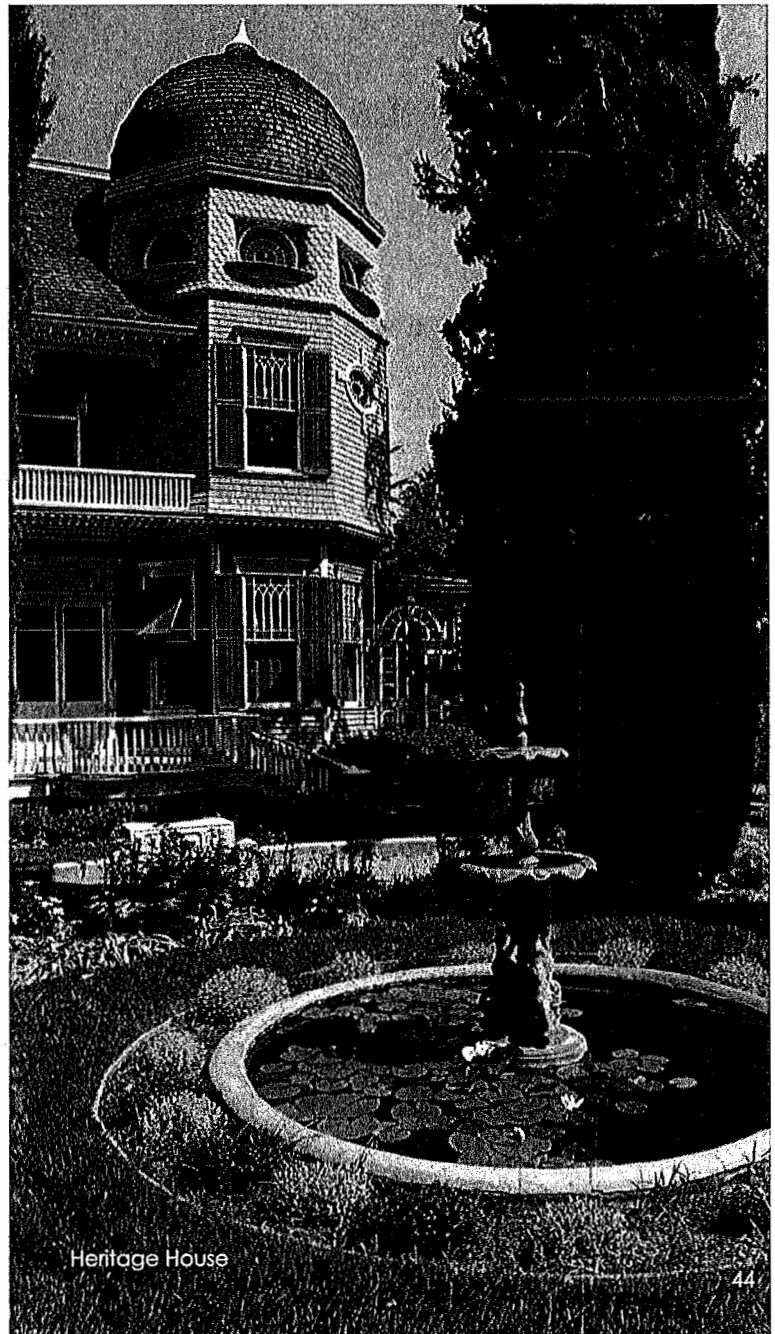
**Note:** The inside is blank to allow personalization of note card.

# NOTE CARD

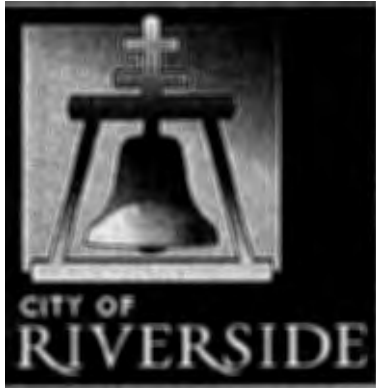
Whether you need to say thank you or congratulations, a note card is a personal touch to show people you care. This standard note card allows you to communicate your message while showing off the brand identity.

**Size:** Flat size is 6" wide by 8" tall. Folded size is 6" wide by 4" tall.

**Paper:** Bright White Cardstock







# Title of Presentation

Department Name

Type of Meeting

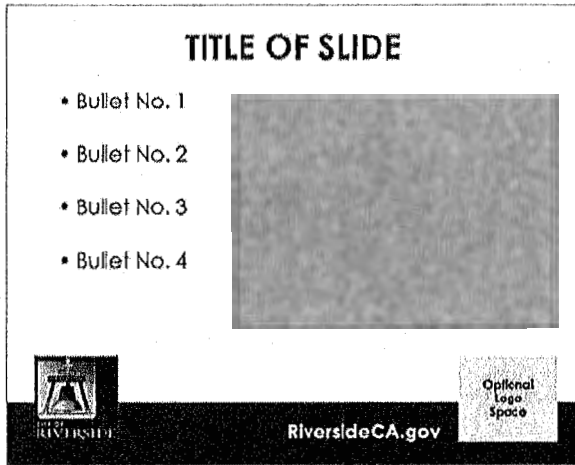
Item # \_

Month \_\_, 20\_\_

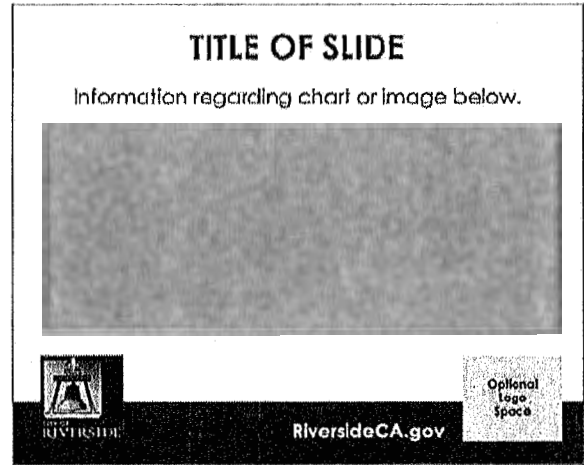
Optional  
Logo  
Space

RiversideCA.gov

[ Inside Page ]



[ Alternative Inside Page ]



# POWERPOINT

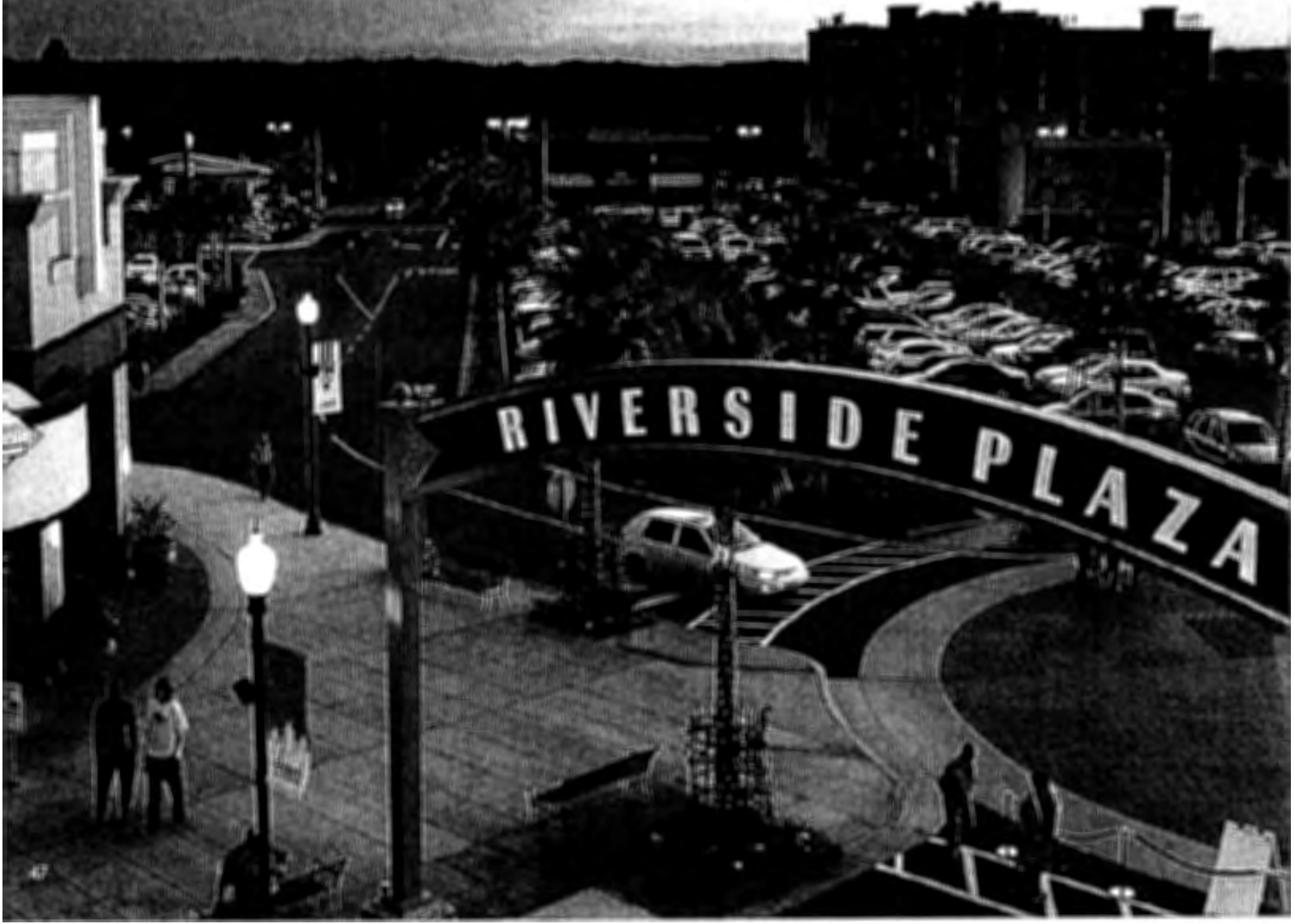
PowerPoint presentations are an important part in business activity. They help to communicate your message clearly and in an organized fashion.

There is important information that should be included in each PowerPoint; the first being the

title of presentation. Immediately under the title should be the Department Name and under the logo should be any reference information (Type of Meeting, Item #'s and date).

COMMUNICATIONS

Customer Facing Communications



# CUSTOMER FACING COMMUNICATIONS BEST PRACTICES AND NECESSARY INCLUSIONS

Customer facing communications are the brochures, posters and outdoor banners that reach out to the public and educate them on activities or information related to the City of Riverside.

Within these pieces, there are necessary inclusions that will allow the brand to be communicated clearly. To help you follow these guidelines, here is a list of the necessary inclusions for each of these communications. Combine these inclusions with a color palette provided and your brochure will not go unnoticed!

And remember...be sure to always follow the guidelines provided when working with the logo (see page 1).

## **Advertisements**

- City of Riverside logo (no smaller than 1" wide) which should always be placed in lower left hand corner.
- Contact information (website, phone number, address, email, etc...)
- Do NOT use clip art, use city approved images.
- Full bleed images are preferred.

## **Outdoor (Pull Banners/Signs)**

- City of Riverside logo
- Contact information (website or phone number—depending on advertised function)

**Note:** All advertisements must be approved by the City Marketing Manager.

COMMUNITY CALENDAR SPOTLIGHT

Over 100

REDA

Bis sitat

**EXPLORE**  
RIVERS DE COM

fugit aut modla vollororum  
Ganhend ebitalit que renti, quodidiet it, nei eum ut

IMAGE

Eis magh ma volorio  
► [View Article](#)  
[Subscribe](#) [Advertise](#)  
[Contact Us](#)

IMAGE

La voluptur aut volo  
Cil Avri pliquit eum les eorem doleres idola

**ipic la et eos re**

*Steam, est*

**WAGT**

**Economic Development  
Job Report**

**IMAGE**

**IMAGE**

**so how are we doing?**

Population	1,200,000
Unemployed	1,100,000
Homeless	1,100,000
Construction Jobs	1,100,000

*Aut* **Sil enis ut**  
**Quid**

**ExploreRiverside.com**

**IMAGE**

**IMAGE**

# NEWSLETTER

The newsletter is a great opportunity to educate people of all the activities and advantages the City

of Riverside has to offer. A template is provided to make your newsletter stand out and organized.

# COMMUNICATIONS

## Press Release Templates

**"Press Release":**  
Font is Perpetua Std.,  
Size 40 pt. in 100% black

Stroke line, 25 pt.,  
100% Black

Body copy font is  
Century Gothic regular,  
11 pt., 100% black

Title is bold, 14 pt.,  
center justified

**Note:** With the exception  
of departments that  
have a PIO function,  
all other departments  
should contact the City  
Manager's PIO for press  
release approval.



## PRESS RELEASE

Month \_\_, 20\_\_

**Contact:**  
Full Name  
Title  
(999) 999-9999

### Title

**RIVERSIDE, Calif.** -- Odae dolumet quae sequatecus, lumquia custi aut venihil eat mo eicimolor si dolute niam veis consarit pratemquitate delenet omnis doluplent est officia quia pilla dolectis prepro officius, natur sitatum que earum et arum eiciend endessitata vel Intur aut aboratur?

Xeroria rerunda sequis debis eosanient omnis dolupli carriorossi temque tam, nis diandi doluplis nonemquam, et dolor as inusaperibus experero In con parit haria asil, voluption et quibusamus minus. Aximus dem seque voluptosim re mi, tem quate comnim restlum aliquid erundam, sum aut ellupie nitorpos et quam explatut et is essendernam venis nulla sae landis doluplio fessitem sit assus.

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Ro tem consequo impe cum, tor as ad quam, consequo ossequo volent In eosam veroro tor sili nullacus, nonseque volas ut ostis illor autatus et officaba. Derum labore con nielur, quiae. Ur aut eum harumquis pa enis est osped mollaceali simusan delibus apereperum nonse vent, veribus, simusant valorassil anectem volatiorro quo quatur rate sum quatur, ommolupitibus etur res esseeds parchillo qui quodi restincium esequoae vanim foccabo, Itoluri re et quiae. Nam fugitae cuplatem quis recuptatae landites si Imust verchiliquia doloro rehenite idiam sendicil orovitoario biobare iumque ad ulles dunt duclandi nempais exaritant veniant accaprem hicalatoli dolupitibus autasturunt eolunt aut ommodi verum et pa nonsequi alitis ex expal mo cari recus doluteacum ratumque velicelatur ma valatur tem quibus dolor audandill doluplaspli aut il Idolent dolest velassilla nit aut aut et uni arum valor minum eluro nus solorpo ribusan dentium qui idiffaque sit, quom rerum fuga In consaritlis repre eosanle ndenihit es et autem

3500 Main Street, Riverside, CA 92522 | Phone: (951) 826-5649 | Fax: (951) 826-5744 | [RiversideCA.gov](http://RiversideCA.gov)

quondam ndusandicels eum, sent que commimint eos es lpidis expererum rastloralur aplis  
ut rescl Id quali debis  
ur, volorpor aut veria  
arum sedilat uribus  
ndis et doloreptur? Axim  
poremam illalur loreped et  
a doluptote sari eal que

Nam, eata sum fugiassi  
ut rescl Id quali debis  
verchit est, cus.  
anlate Inverepedit  
resclae allenos eum quloe  
enthic lendit ut lignia  
tur, conse volo te malo.  
Iplet ut est, consequos  
sim explaborrum  
nil lcoora moloreh  
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| [RiversideCA.gov](http://RiversideCA.gov)



Festival of Lights

# PRESS RELEASE TEMPLATE

**Size:** Paper size is 8.5" x 11"

**Body Copy:** Font is Century Gothic regular, 11 pt.

**Margins:** A 2.6" margin from top and 1" margin on bottom and both sides.

**Logo:** The full color logo is placed in top left corner, 1" from both top and left side. Size of logo is 1" wide.

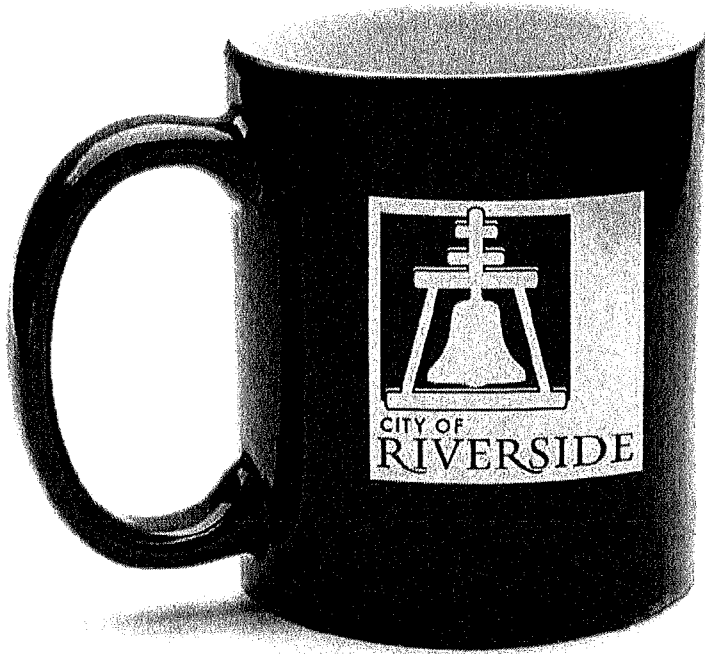
**Second Page:** A 1" margin on all sides is used for the second pages. No header or logo on this page.



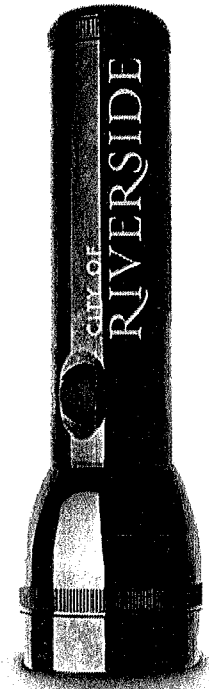
# COMMUNICATIONS

Promo Items

[ Coffee Mug ]

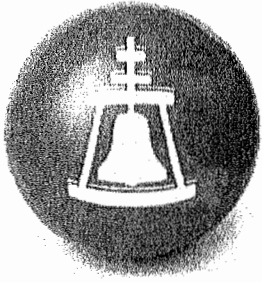


[ Flashlight ]



**Note:** Please use only vector formats of logo when creating promotional pieces. Use logo format that will best fit into the space available. One color logo is preferred.

[ Stress Ball ]



[ USB Drive ]



[ Pen ]



## PROMO ITEMS

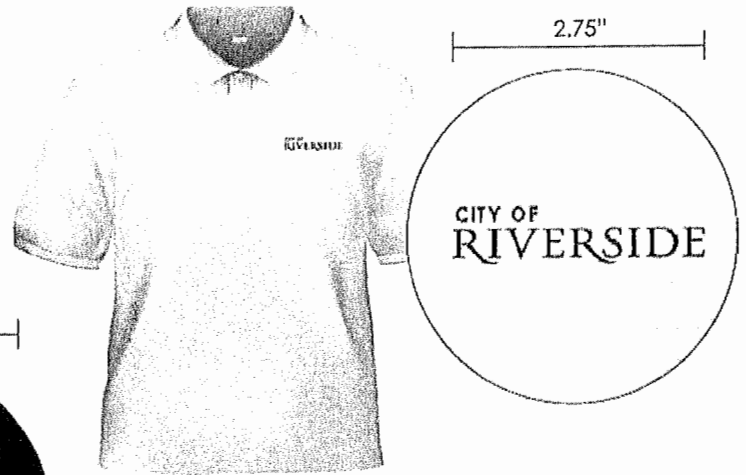
Promotional items are fun opportunities to show off the city's brand identity. These items may include but are not limited to— coffee mugs, pens, mouse pads, folders, stress balls, USB drives,

flashlights or chapsticks. They are used to keep the City of Riverside in people's minds during everyday activities— from waking up in the morning with their coffee to working at their computers.

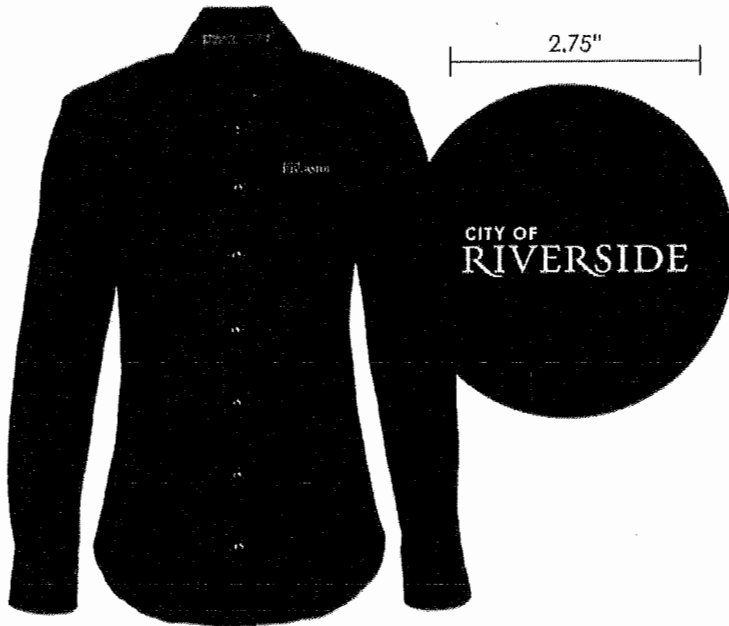
# COMMUNICATIONS

Uniform/Shirt Standards

[ Polo Shirt ]

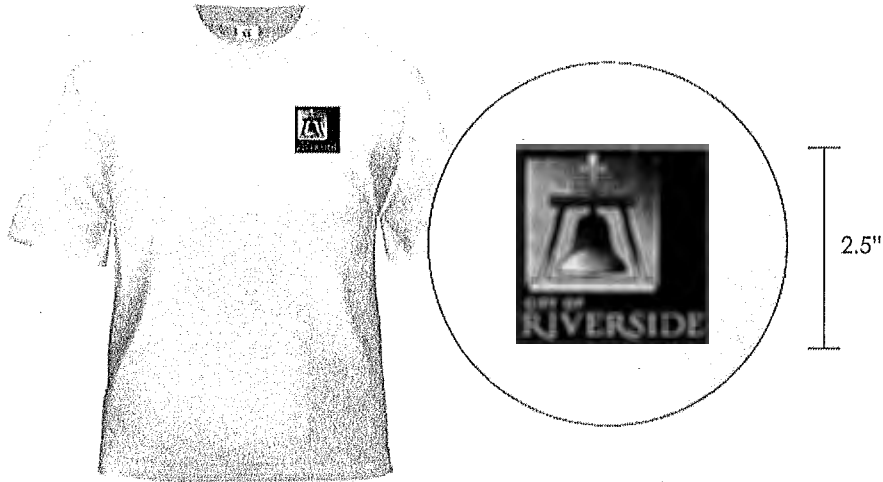


[ Long-Sleeved Button Down ]



**Note:** Color of shirts can vary for any style. Please use best judgment when deciding the color combination of the shirt and logo. For example, on black shirts use white embroidered logotype.

[ T-Shirt ]



## UNIFORM/SHIRT STANDARDS

**Polo Shirt standards:** A polo shirt with a stitched single color logotype in PMS 295 C on the left-hand side. Size should be about 2.75".

**Long-sleeve button down standards:** A long-sleeved button down shirt with a white stitched logotype on the left-hand side. Size should be about 2.75".

**T-shirt standards:** A T-shirt has a full color logo screen printed on left-hand side of shirt. Size is about 2.5".

## COMMUNICATIONS

*Fleet Graphics*



**Note:** Vehicle decal will vary depending on vehicle type and size.



The size of the full color logo is approximately 1/3 the width of the door.

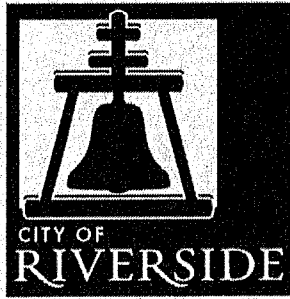
Font is Century Gothic Bold,

## FLEET GRAPHICS

**Size:** The size of the logo relates to the width of the door. The logo should be 1/3 the width of the door.

**Vehicle Call-out:** Call out the number and department below logo. Font is Century Gothic bold, 100% Black

**Logo:** Use only the full color logo



*City of Arts & Innovation*

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