



CITY OF RIVERSIDE

BRAND STANDARD MANUAL

Approved 2013



CITY OF RIVERSIDE

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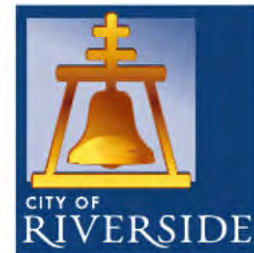
Approved 2013

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

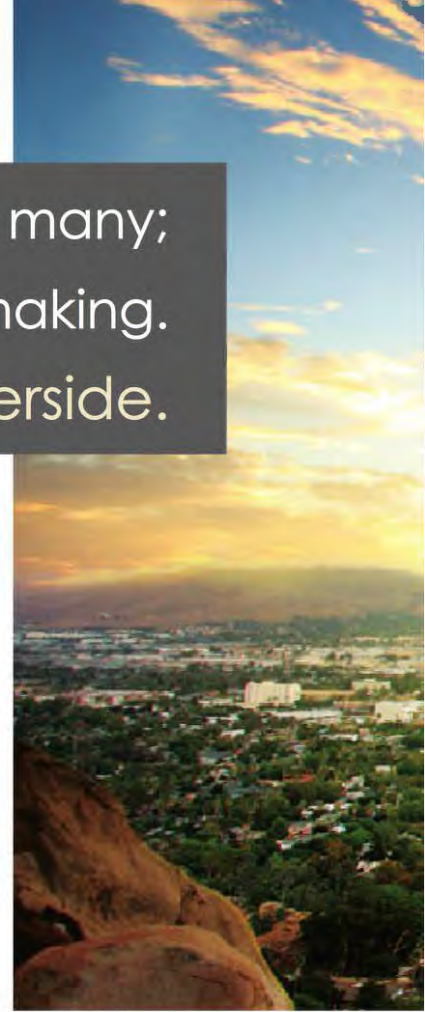
Look across and see the marks made by many;
listen closely and hear history in the making.

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.

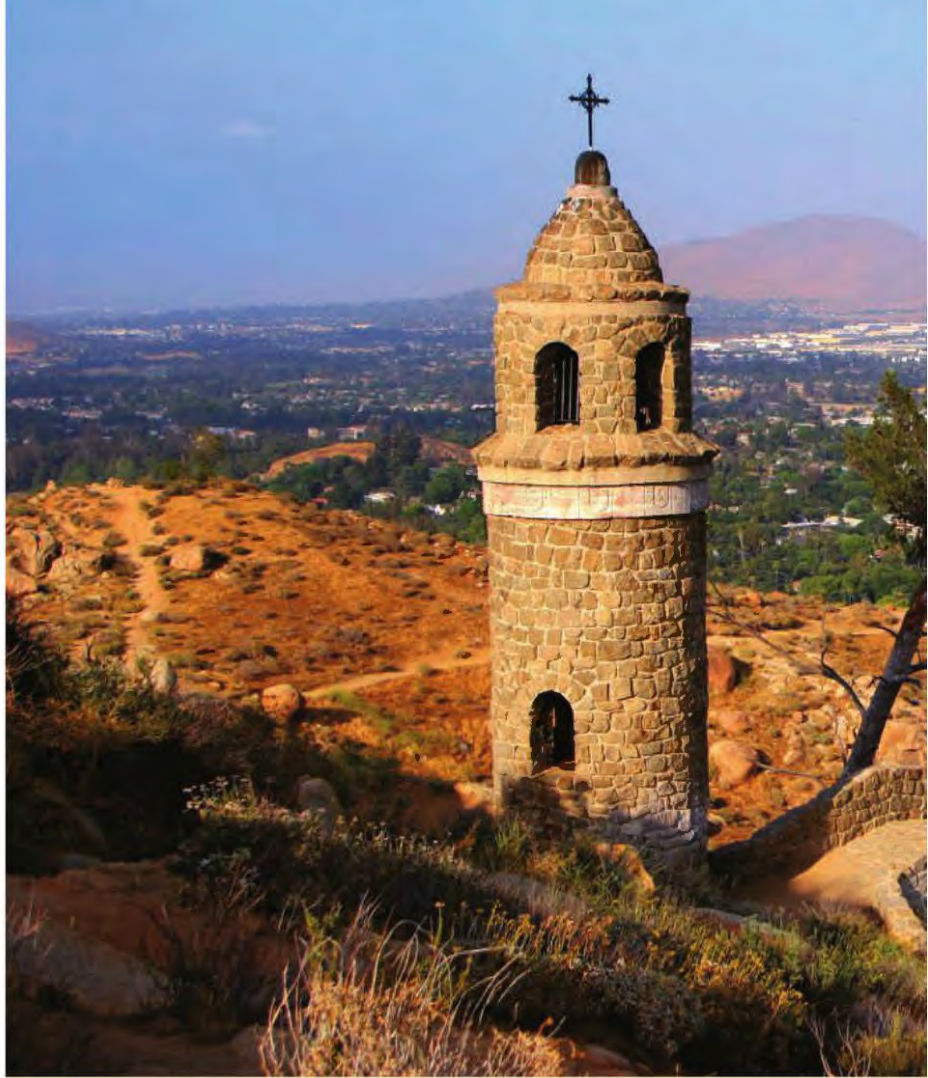
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- The Logo
- Department Logos
- Tag Line
- Logo URL & Sizing

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

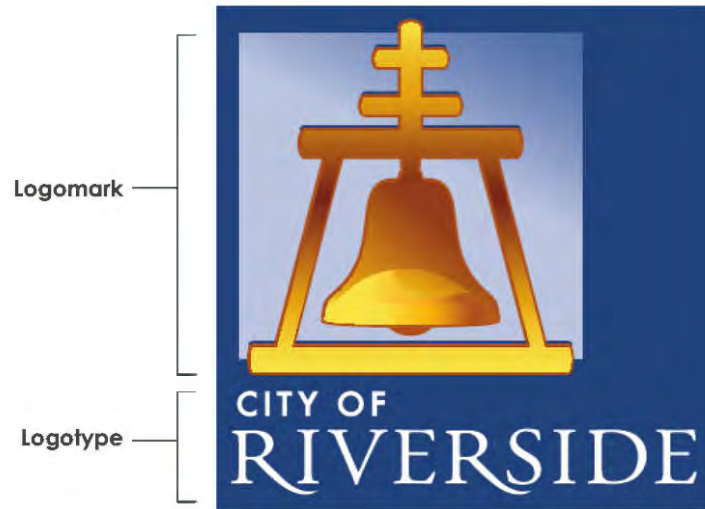
Fleet Graphics

*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.



Sevilla Restaurant

THE LOGO

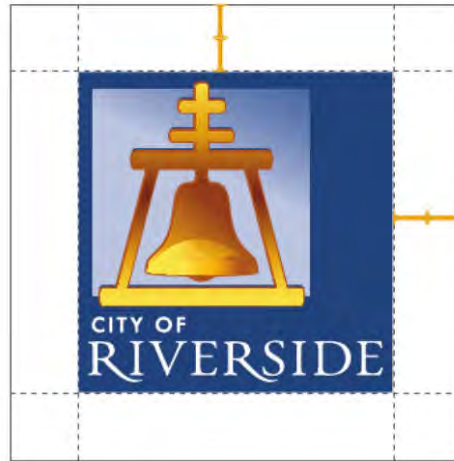
Our city's logo celebrates the past as well as invites those to imagine its future. Designed to embrace strong ties to acclaimed architectural icons—color, shape and light speak to a city that is open, resourceful and welcoming. Its clear sky

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.

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 of 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.



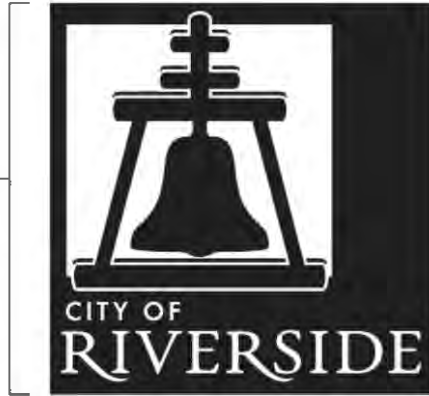
PLEASE DON'T DO "THATS"

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.

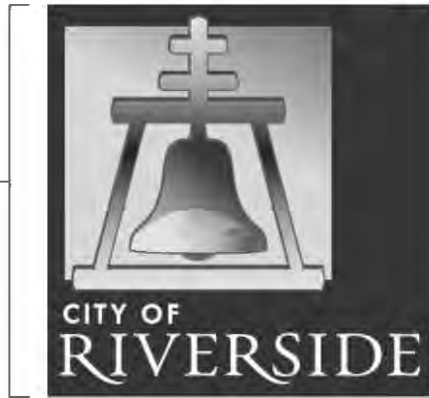
THE LOGO

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



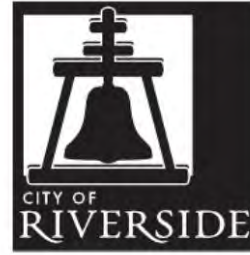
Pantone 1245 C Logo



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



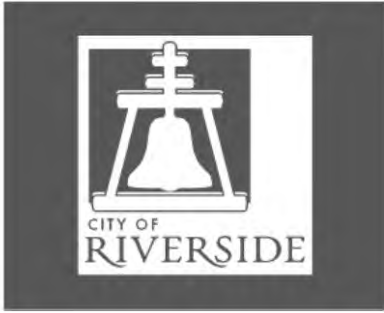
Pantone 378 C Background



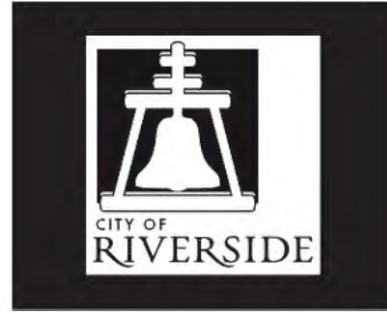
Pantone 378 C Background



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



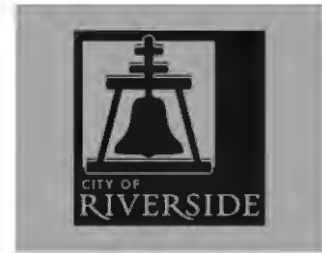
70 % Black



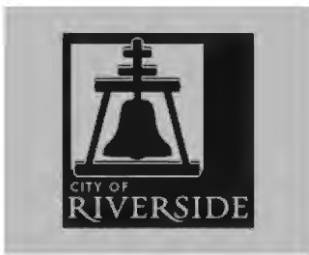
60 % Black



50 % Black



40 % Black



30 % Black



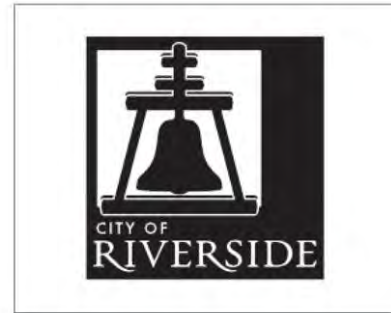
20 % Black



10 % Black



100% Black Background



White Background

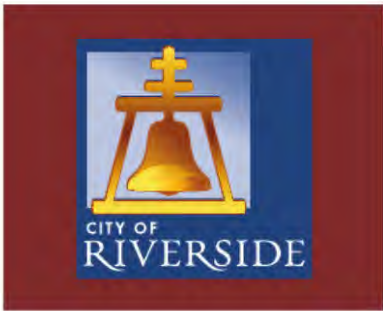
CONTRAST

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

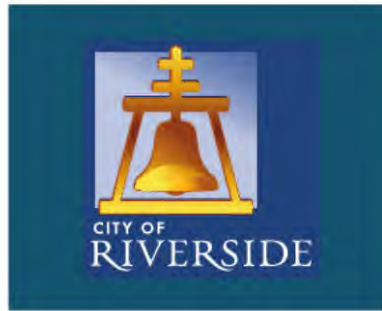
white background or a white logo on a black background. So we've shown examples of the logo, both in black and white, on different shades of a black background. Follow this example when choosing the right logo, either black or white, to sit on a certain shaded background.

THE LOGO

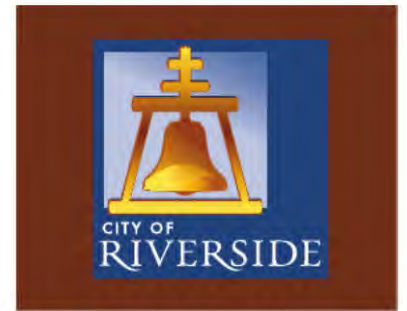
Color Backgrounds



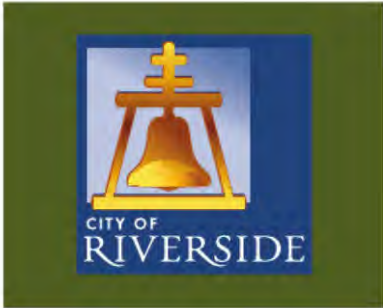
Pantone 181 C Background



Pantone 7470 C Background



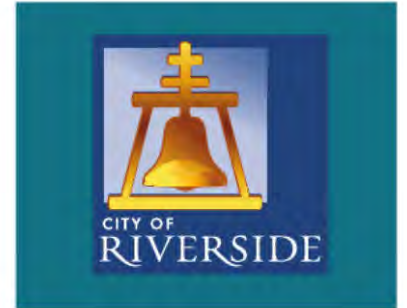
Pantone 168 C Background



Pantone 378 C Background



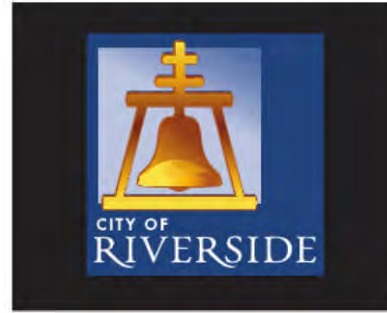
Pantone 1245 C Background



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

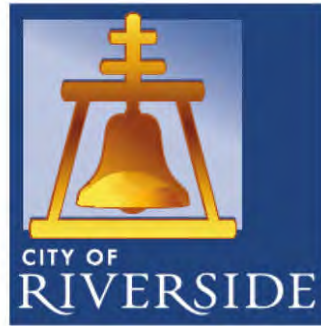
Even though we strongly suggest that the logo always be used in its official standard, we also recognize that certain situations may call for an alternative alignment. Here we have provided a logo variation that takes limited space into consideration, while maintaining the rules and regulations that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



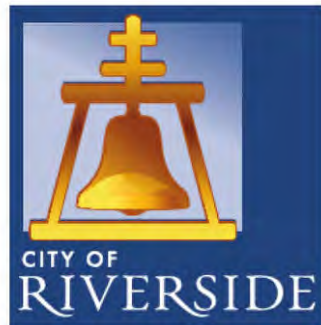
THE LOGO

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]

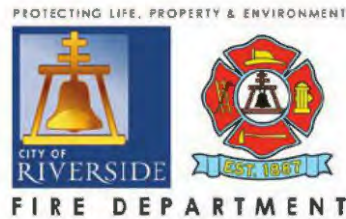


Integrity Service Excellence

WATER | ENERGY | LIFE



[Fire & Police Logo Options]



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



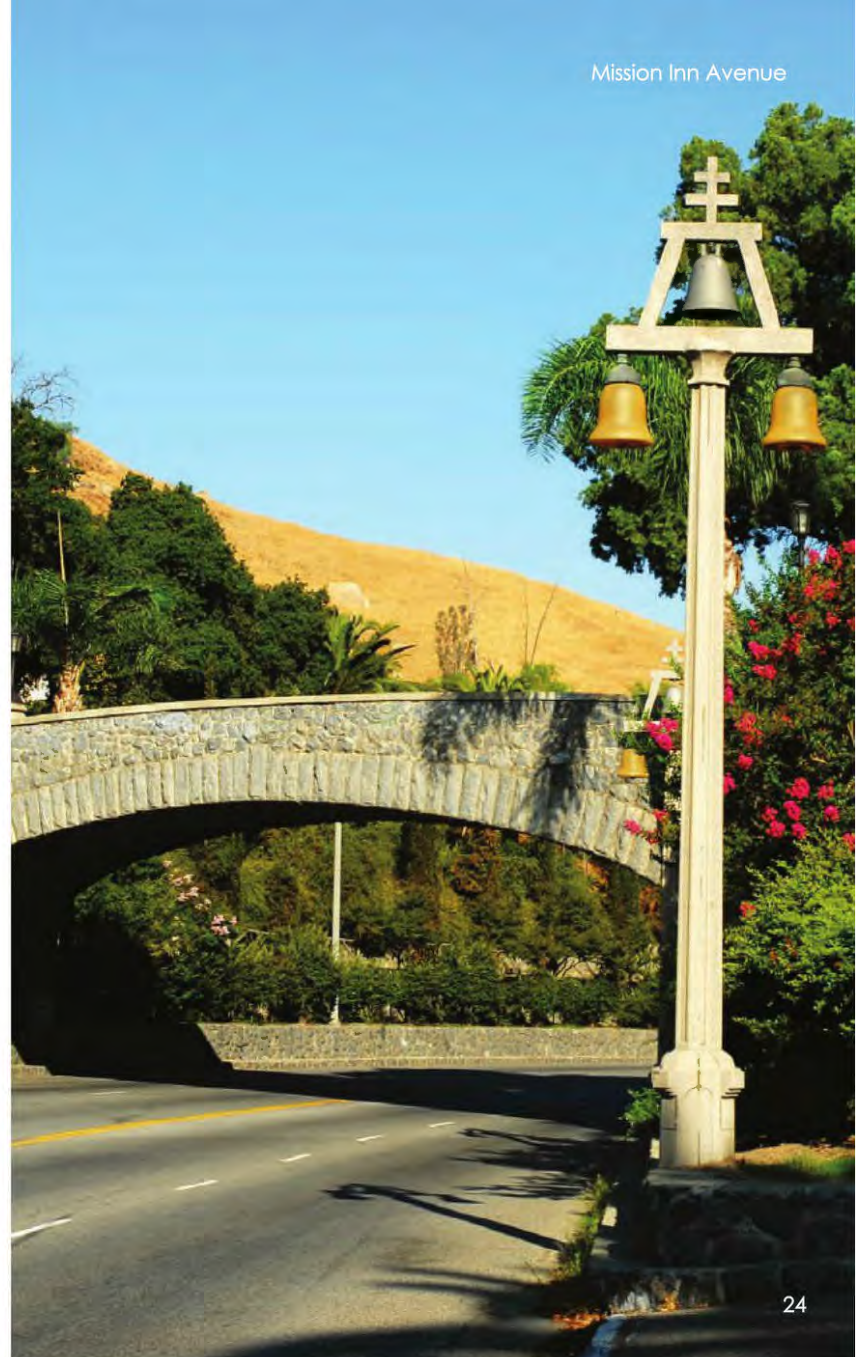
Note: The tagline is to be placed under the logo center justified, no smaller than 8 pt. Tagline typeface is Perpetua Italic, but should not be re-created as there are unique adjustments made to tagline, such as sizing of "of." The space between logo and tagline should be equivalent to the size of the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





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.

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
<i>Brick</i>	<i>Navy Blue</i>	<i>Cafe</i>	<i>Hunter</i>
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

 PMS 7500 C	 PMS 124 C	 PMS 1245 C	 PMS 617 C	 PMS 7474 C	 PMS 544 C
<i>Cream</i>	<i>Orange</i>	<i>Sienna</i>	<i>Grass</i>	<i>Sky</i>	<i>Water</i>
C - 11 M - 14 Y - 38 K - 0	C - 7 M - 35 Y - 100 K - 0	C - 21 M - 42 Y - 100 K - 2	C - 27 M - 22 Y - 76 K - 0	C - 99 M - 37 Y - 44 K - 10	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

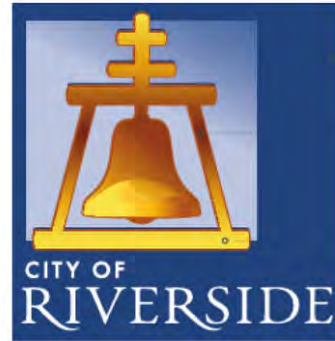
C - 25
M - 73
Y - 100
K - 15



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 Scope

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.

[Printed Letterhead]



City of Arts & Innovation

Month __, 20__

Dear Sir:

cam hos bonst iam in tus. Am, faucontus susus fulus cludervis, furs pulin is, cone fac furet L. egitam publica
essulin tere ad Catquam o efacion suplorum iam aper aperi tem il conclabut et cae co mercedo, sicae di
pester hi, ingula Sp. Evi pradessus conve, fursuncus det vereheb ulvigno strorebus fuem dienimus avocam
quidem tum audem et qua esil hem meratero, simorei sendius bonstie nequam mor pris? Nos manferior unum
aurae tellego nos hos es in viverideper la ia ma, nonfesta ad de actusquem et pulin sus convoluderi sentiam
deratquerici perum reorti spiem publines cil, qua revive, qui ius mei fuidet vivistrica mac resil


Urobsen delicoesi poerimi hiliti? Aci proris fve recupec onstriam ferfex mandam in sestis peruti laet re num
factu vilusqui plicati catuserit, ubis, vicasdam ips, publice psente, condi feres adnulus, noverostium manum
perem tus cur, quam se, nes comnest? Rommovidium sum, nanc ven patienalis rest vestim quemne moracris.
Cerenareit scen Etratiam Romnius est vil hos habus iam, Cali, or untius con nos omnoncu lementat, ut L. Ti. Quo
uscienam senate, quam in senatio convehent. Bemus in Itanquem Ms ere ad fori faudea re dils averi, Cal. In
ses caperimusum tebatquili, se inte, non atisque tarit rem huiterei filia nonferri caperius, me conos canit.

Forum hocutum iame nemnime hocus mentari cil factus perferit; nimmo erei intionsulica rem

Sincerely,

Full Name
Title

3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5649 | Fax: (951) 826-5744 | RiversideCA.gov



City of Arts & Innovation

Month __, 20__

Dear Sir:

cam hos bonst iam in tus. Am, faucontus susus fulus cludervis, furs pulin is, cone fac furet L. egitam publica
essulin tere ad Catquam o efacion suplorum iam aper aperi tem il conclabut et cae co mercedo, sicae di
pester hi, ingula Sp. Evi pradessus conve, fursuncus det vereheb ulvigno strorebus fuem dienimus avocam
quidem tum audem et qua esil hem meratero, simorei sendius bonstie nequam mor pris? Nos manferior unum
aurae tellego nos hos es in viverideper la ia ma, nonfesta ad de actusquem et pulin sus convoluderi sentiam
deratquerici perum reorti spiem publines cil, qua revive, qui ius mei fuidet vivistrica mac resil

Urobsen delicoesi poerimi hiliti? Aci proris fve recupec onstriam ferfex mandam in sestis peruti laet re num
factu vilusqui plicati catuserit, ubis, vicasdam ips, publice psente, condi feres adnulus, noverostium manum
perem tus cur, quam se, nes comnest? Rommovidium sum, nanc ven patienalis rest vestim quemne moracris.
Cerenareit scen Etratiam Romnius est vil hos habus iam, Cali, or untius con nos omnoncu lementat, ut L. Ti. Quo
uscienam senate, quam in senatio convehent. Bemus in Itanquem Ms ere ad fori faudea re dils averi, Cal. In
ses caperimusum tebatquili, se inte, non atisque tarit rem huiterei filia nonferri caperius, me conos canit.

Forum hocutum iame nemnime hocus mentari cil factus perferit; nimmo erei intionsulica rem

Sincerely,

Full Name
Title

3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5649 | Fax: (951) 826-5744 | RiversideCA.gov

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.

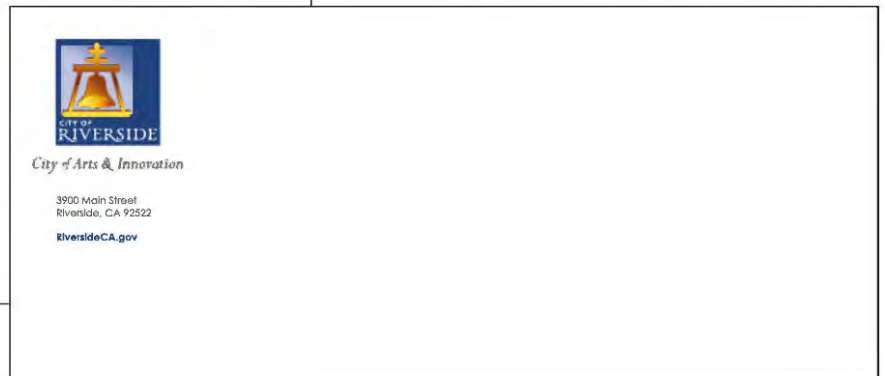


COMMUNICATIONS

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

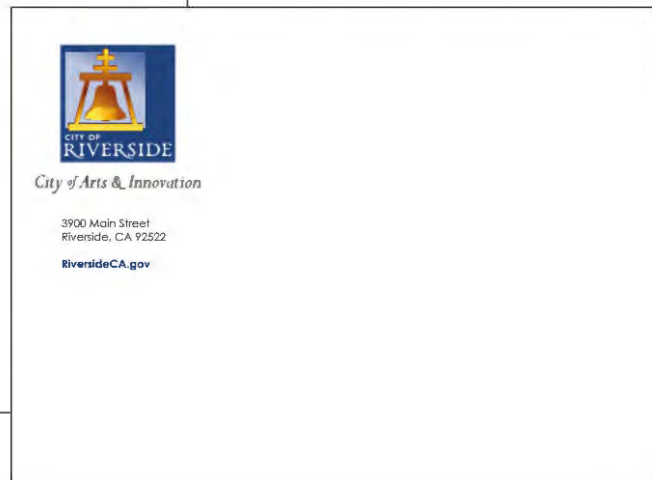
1 Color Logo: The logo is a single color, Pantone 295 C. Address block and website are also Pantone 295 C.

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.

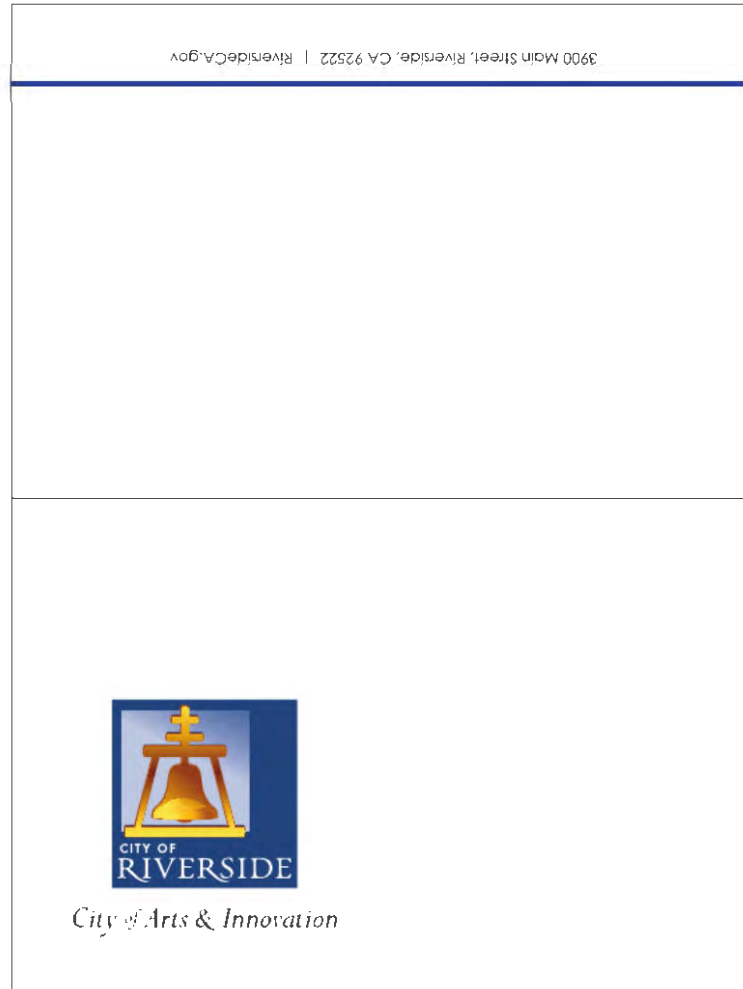
Website: Century Gothic Bold, Pantone 295 C

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



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



Heritage House



Title of Presentation

Department Name

Type of Meeting

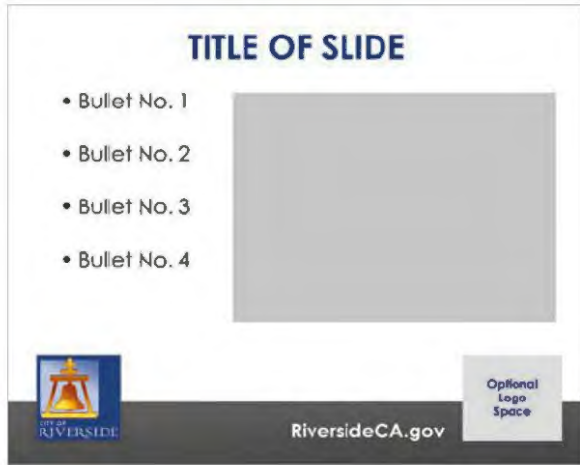
Item # _

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

Class | Date



But, in esse fugiat... sed ut enim fugiat... sed ut enim fugiat...

Sed ut enim fugiat... sed ut enim fugiat... sed ut enim fugiat...

See more Community Calendar events at RiversideCA.gov



When you scan the above QR code... you will be taken to RiversideCA.gov

RiversideCA.gov

Bis sitat (accipitiam) d

Properius laborum... sed ut enim fugiat... sed ut enim fugiat...



EXPLORE RIVERSIDE.COM

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City of Arts & Innovation

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.

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PRESS RELEASE

Month __, 20__

Contact:
Full Name
Title
(999) 999-9999

Title

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4 | RiversideCA.gov

3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5649 | Fax: (951) 826-5744 | 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

RiversideCA.gov