"Cheat Sheet" for City's new branding
for the Department of Emergency Communications
Spring 2022
(Arial regular for headlines in Deep Navy)

Ready to use now: Bateau logos, colors, typography, templates for all communications
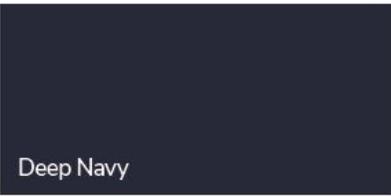## (Arial regular for subheads in Blue)

Standard full-color horizontal batteau logo
For most uses. One-color black, blue and white versions are available for special uses on dark backgrounds and when needed for cost or other restrictions.
(Arial regular in Deep Navy for body copy)

PRIMARY COLORS

Deep Navy	Blue
Pantone 426 C	Pantone 7687 C
CMYK C:80 M:74 Y:52 K:57	CMYK C:95 M:78 Y:27 K:12
RGB R:41 G:41 B:56	RGB R:38 G:70 B:119
HEX #282938	HEX #264677

Full-color stacked (centered) logo
For uses where the horizontal logo will not fit properly. One-color black, blue and white versions are available for special uses on dark backgrounds and when needed for cost or other restrictions.
(Arial regular in Deep Navy for body copy)

Templates
Letterhead
Memo
Business card
Envelopes
PowerPoint

Coming soon:

More templates
Email signatures
Social media

Other logo, typography, possible colors for outreach use

More information:

■ DEC's patch is to be used on uniforms and clothing items only.
■ All existing supplies may be used, but no new materials should be ordered with patch or old logos.
■ Full brand guidelines, selected logos and templates here: \\dec-file-02\DEC PR\City Branding 2022.
■ Contact Karen for DEC branding assistance, questions, other logos.