

“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)



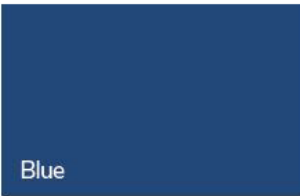
DEPARTMENT OF
**EMERGENCY
COMMUNICATIONS**

Standard full-color horizontal bateau 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)



DEPARTMENT OF
**EMERGENCY
COMMUNICATIONS**

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)

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

Templates

Letterhead
Memo

Business card
Envelopes
PowerPoint

Coming soon:

Email signatures



Social
media logo



DEC patch for
uniforms ONLY

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.