

“Cheat Sheet” for branding for the Department of Emergency Communications, Preparedness and Response December 2022

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



DEPARTMENT OF
**EMERGENCY
COMMUNICATIONS,
PREPAREDNESS
AND RESPONSE**



DEPARTMENT OF
**EMERGENCY
COMMUNICATIONS,
PREPAREDNESS
AND RESPONSE**

Standard full-color horizontal bateau logo

For most uses. One-color black, blue and white versions are available UPON REQUEST for special uses on dark backgrounds and when needed for cost or other restrictions.

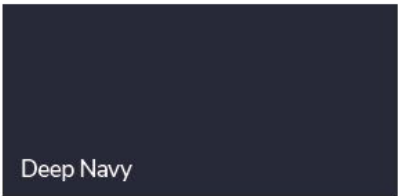
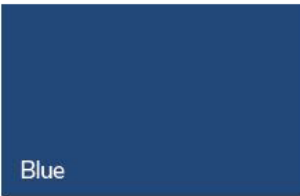
(Arial regular in Deep Navy for body copy)

Full-color stacked (centered) logo

For uses where the horizontal logo will not fit properly. One-color black, blue and white versions are available UPON REQUEST 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

Karen L. Gill, APR
Communications and Marketing Analyst
Karen.gill@richmondgov.com
Office: 804-646-8234
Mobile: 804-938-0776



DEPARTMENT OF
**EMERGENCY
COMMUNICATIONS,
PREPAREDNESS
AND RESPONSE**

3516 N. Hopkins Road, Richmond, VA 23224
Nationally Accredited 911 Emergency Communications Center
[Learn More](#) [Work with us](#)

Email signature



Social
media logo



DEC patch for
uniforms,
clothing ONLY



OEM patch for
uniforms,
clothing ONLY

More information:

- DEC's patch and OEM patch are 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.