



BALTIMORE CITY HALL BRAND GUIDELINES

2020

The beauty of Baltimore begins with our neighborhoods; Each section of our city has it's own history, culture, and unique personality. Baltimore's colorful charm is rooted through interlocking communities and backgrounds.

1901 - First woman professor at a U.S. medical School -
Dr. Florence Rena Sabin

1920 - First factory to manufacture stainless steel - Rustless Iron
& Steel Company

1946 - First photograph of earth from space - produced at
Johns Hopkins Applied Physics Laboratory

1967 - First African-American to serve on the US supreme Court
- Baltimorean Thurgood Marshall

PRINCIPLES

The frameworks provided should reinforce the voice and mission. We hope to cultivate a sense of unity and familiarity amid the extensive range of information developed by the department.

Benefits

Efficiency: The provided frameworks seek to minimize the set-up time for document creation.

Identification: Readers and audiences should know at a glance where information derived.

Consistency: Consistency is important because it creates trust and inspires confidence in the products, information, and services described.

LOGO/SEAL

Baltimore City's Seal and Baltimore's logo is the primary element of City Hall's brand's identity.. The logo is more widely used and does not have legal restrictions. The logo is used both digitally and print. Both the logo and the seal can be used on formal print designs. The print seal should rarely be used online or digitally.



Bernard C. "Jack" Young
Mayor

City of Baltimore logo

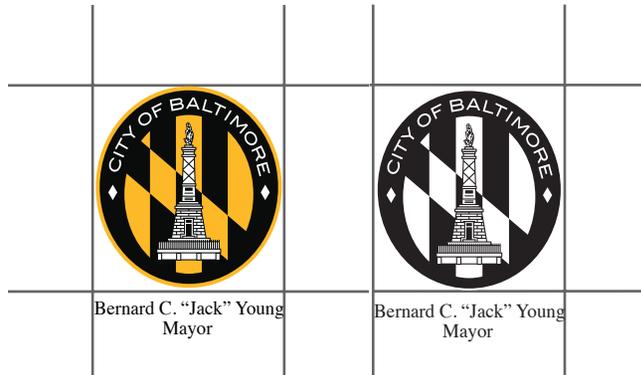
City of Baltimore logo and Bernard C. "Jack" Young Mayor must never be modified in any way. Bernard C. "Jack" Young Mayor must always be (Times Regular). Do not try to re-draw, or adjust any elements of the mark. It must always appear on a non-distracting background or color to ensure clarity.



City of Baltimore Seal

City of Baltimore Seal is the official government emblem of the city of Baltimore, Maryland. Its use is regulated by Subtitle 35 of Article 1 of the City Code. The current City Seal was adopted for use in 1827. This seal should be used when the City needs to be the symbol of authority, such as on bills and non-digital forms. It can be used on stationary, or official government papers. The placement of the official seal on other documents can only be done by the Director of Finance.

LOGO USAGE



Logo must always contain clear space. This invisible space should not be infringed upon by other elements.

There are two color versions of the City of Baltimore logo provided. Consider context, contrast with background color, and surrounding imagery when selecting which version to use.



The logo lockup with white type can only be placed on dark backgrounds



Bernard C. "Jack" Young
Mayor



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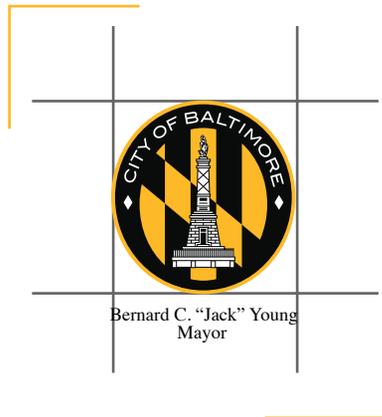
Bernard C. "Jack" Young
Mayor

- The Mayor's name should always include his full name: Bernard C. "Jack" Young Mayor
- Don't recreate, crop, or reconfigure logo.
- Logo must never be used in or as a letter or number
- Logo must be uniformly scaled.
- Logo should appear against a solid background.
- Don't put a white box around the logo.
- Don't reproduce the logo in colors.
- Don't add drop shadows.
- Don't change the orientation of the logo.
- Don't put text on top of logo.
- Don't change the font.
- Don't change the font color or color of the logo.
- Don't obscure the logo or type in anyway.

LOGO PLACEMENT

The logo must always be flushed right or left on a page of layout, including social media and digital designs.

The City of Baltimore Logo may only be used without (Bernard C. “Jack” Young Mayor) when the Mayor’s name is prominent within the design.



FILE TYPES

JPG : JPG (or JPEG) is a raster image that is often used for photographs on the web. JPG files are the most widely used format, and can be opened and embedded with a number of programs. These files, like PNG files, are raster images, so they are limited by their inherent size. The only difference is that JPG files can not have transparent backgrounds.

PNG : PNG is another raster image type. files have a transparent background, so should be suitable for most desktop needs. Logos in this format should not be enlarged (but they can be scaled down). These files are suited for the web and computer monitors, but not commercial printing.

GIF : A GIF is another raster image type. A GIF is formed from up to 256 colors from the RGB colorspace. The fewer colors and shades contained in an image, the smaller the file size. Therefore a GIF is ideal for images that use just a few solid colors and don't have gradients or natural shades. You wouldn't want to use a GIF for a photograph.

AI : AI stands for Adobe illustrator. This version is a vector-based file that can be scaled or embedded to any size and it is best used for materials that will be printed.

EPS : is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. It also usually contains a bit map version of the image for simpler viewing rather than the vector instructions to draw the image.

TYPOGRAPHY

There are three typefaces that make up Baltimorecity.gov’s typographic language. Two of these typefaces (Lora and Montserrat) are used to guide content while the other typeface (Arial) will only be used if you do not have access to Google Web fonts. Lora and Montserrat are both Google Web Fonts.

MONTSERRAT

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name. It is a free Google Font. Download it!

LORA

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story, or an art essay. Technically Lora is optimized for screen appearance, and works equally well in print.

ARIAL

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces.

MONTSERRAT BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

MONTSERRAT MEDIUM ITALIC

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

LORA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

LORA REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

ARIAL BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

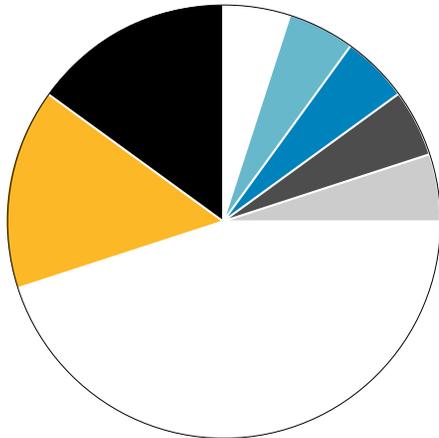
ARIAL BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

COLORS

The mix of gold, white, and black of the color palette is contrasted with a modern gray. This reflects the progressive nature of the City, while paying homage to its iconic past. The supporting colors are there when your design needs some variation in order to work.

COLOR RELATIONSHIP

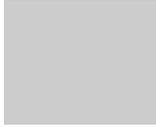


The primary colors direct the viewer to important notifications and moments. Use the blues strongly and purposefully and use the gold sparingly for things that need to be eye-catching. Use the light gray liberally with white, while still keeping white dominant.

PRIMARY PALETTE

	Mayoral Black #000000 0, 0, 0 75, 68, 67, 90
	Bmore Gold #FD8825 253, 185, 39 0, 30, 95, 0

SECONDARY PALETTE

	ROTUNDA Gray #4D4D4D 77, 77, 77 65, 58, 57, 37
	CITY HALL WHITE #FFFFFFF 255, 255, 255 0, 0, 0, 0
	HARBOR BLUE #00838C 0, 131, 188 84, 39, 7, 0
	MONUMENT GRAY #CCCCCC 204, 204, 204 19, 15, 16, 0
	AQUARIUM BLUE #66B8C9 102, 184, 201 57, 10, 18, 0

BALTIMORE CITY HALL SIGNATURE LOGOS



MAYOR'S OFFICE OF
INFORMATION TECHNOLOGY

STRUCTURE & CONSISTENCY

Baltimore City Official Brand Signatures provide a simplified hierarchy to enable consistent branding throughout city hall. All offices and commissions will have their pre-configured Official Signature aligned with the Baltimore City logo. All Mayoral offices will be placed in all caps while commissions and other departments will be standard.

Together, the Brand Mark and the accompanying Signature create a “lockup” that ensures **consistency** for every entity, every message, across every piece of communication in Baltimore City hall. The easy-to-register-at-a-glance hierarchy works across multiple levels and is offered in **two configurations – horizontal and vertical**.



EXAMPLES

MAYORAL OFFICES



MAYOR'S OFFICE OF
EMPLOYMENT DEVELOPMENT



MAYOR'S OFFICE OF
HUMAN SERVICES



MAYOR'S OFFICE OF
CRIMINAL JUSTICE



MAYOR'S OFFICE OF
PUBLIC AFFAIRS



MAYOR'S OFFICE OF
IMMIGRANT AFFAIRS



MAYOR'S OFFICE OF
CRIMINAL JUSTICE



MAYOR'S OFFICE OF
CONSTITUENT SERVICES

COMMISSIONS



LGBTQ Commission



Women's Commission



LGBTQ Commission

E-BLAST GUIDELINES



CONTENT GUIDELINES

The following will not be sent out for Citywide distribution:

- Employee retirement, birthday or other similar messages (they may be sent to the individual's agency if deemed appropriate by agency leadership).
- Messages that are political in nature.
- Messages that are counter to the City's mission and core values.
- Messages that are personal in nature.
- Messages that are commercial in nature except for those messages that are in support of City business.

PROCEDURE FOR E-BLAST REQUEST

The following procedure must be followed in order to request an E-blast for Citywide distribution:

- A request must be submitted to the BCIT Help Desk (helpdesk@baltimorecity.gov) with the following:
 - » Requested content for distribution
 - » Date for distribution
 - » Frequency of distribution
 - » "Requested by" Name and email address to include in body of message
 - » The request must be submitted by an agency no later than 2 business days prior to the first requested date/time for the E-Blast to be distributed.
- The Mayor's Office of Communications will review all content and determine whether the E-blast will be approved or denied for distribution.
- If approved, BCIT will send out the E-Blast
- If denied, BCIT will alert the requester that their E-Blast has been denied for distribution.

EXCEPTIONS

- Emergency situations that impact the entire employee population (active shooters, liberal leave/closing announcements).
- Enterprise wide emails sent by those designated as having permission from the Mayor's Office. (NOTE: If a department believes they should have this access a request must be submitted to the BCIT Help Desk and will be reviewed by the Mayor's Office of Communications)
- Announcements of technical issues (such as network or phone outages – planned or unplanned).