The beauty of Baltimore begins with our neighborhoods; Each section of our city has its 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

**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.
Baltimore City's Seal is the primary element of City Hall's brand's identity. There are two different seals which represent the City of Baltimore. The digital seal which is more widely used. The digital seal is used both digitally and in print. Both seals can be used on formal print designs. The print seal must never be used online or digitally.

**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 an 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. 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.
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 solid backgrounds.

• 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 seal.
• 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

The City Logo, and others, are available for download in various formats in the Employee Toolkit.

- PNG 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 to the web and computer monitors, but not commercial printing.

- AI stands for Adobe Illustrator. This version is a vector-based file that can be scaled or embedded to any size and is best used for materials that will be printed on press. Also a vector file, but with wider usability. Although it opens in Adobe Acrobat, it can also be imported into most graphics software such as Photoshop.

- 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.
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.

**TYPOGRAPHY**

**Montserrat**

With its design inspired by urban streets and the posters found there, Montserrat is bold, strong, and official. Yet, it has a few small quirks that give it a friendliness and warmth that you don’t usually find in such sturdy sans-serifs. Use it small for navigation, links, and buttons, and use it large for primary headers. Always use it in UPPERCASE bold. Download it.

**Lora**

Lora is a well-balanced contemporary serif typeface with roots in calligraphy. It is polite, poetic, and warm as a typeface and is well suited for body text. Technically, Lora is optimized for screen appearance, but works equally well in print. Use it small for body text, or large and italic for quotes or other special secondary text. Pair with Montserrat whenever possible to reflect our bold, yet human voice. Download it.

**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.

**Arial Bold**

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz1234567890

**Lora Italic**

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz1234567890
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
  - RGB: 0, 0, 0
  - Hex: 75, 68, 67, 90

- Bmore Gold
  - #FD8825
  - RGB: 253, 185, 39
  - Hex: 0, 30, 95, 0

SECONDARY PALETTE

- ROTUNDA Gray
  - #4D4D4D
  - RGB: 77, 77, 77
  - Hex: 65, 58, 57, 37

- CITY HALL WHITE
  - #FFFFFF
  - RGB: 255, 255, 255
  - Hex: 0, 0, 0, 0

- HARBOR BLUE
  - #00838C
  - RGB: 0, 131, 188
  - Hex: 84, 39, 7, 0

- MONUMENT GRAY
  - #CCCCCC
  - RGB: 204, 204, 204
  - Hex: 19, 15, 16, 0

- AQUARIUM BLUE
  - #CCCCCC
  - RGB: 204, 204, 204
  - Hex: 19, 15, 16, 0
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).
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.
MAYORAL OFFICES

HORIZONTAL

- 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

VERTICAL

- 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
- Women’s Commission
- LGBTQ Commission
MAYORS OFFICE OF PUBLIC AFFAIRS

GRAPHIC DESIGN REQUEST FORM

GRAPHIC DESIGN SERVICES: JADE MCDONNELL
(T: 443-903-7717) (E: JADE.MCDONNELL@BALTIMORECITY.GOV)

IMPORTANT: PROJECTS CAN TAKE 2-3 WEEKS FOR COMPLETION.
All provided content should be spell-checked and proofed prior to submission to graphic design services.

☐ APPROVED  ☐ DENIED

Client Name: ___________________________ Dept: ___________________________
Phone: __________________________ Email: ___________________________

Project Title: ___________________________

JOB TYPE
(if multiple pieces, fill out separate form for each)
☐ Signature Logo
☐ Brochure
☐ Booklet
☐ Cover
☐ Signature Logo
☐ Palm Card
☐ Poster/Banner
☐ Program
☐ Signage
☐ Social Media Graphic (specify)
☐ Other (specify)

JOB SPECIFICATIONS
QTY to print: ___________________________

☐ 8.5”x11” Flier
☐ 8.5”x14” Legal
☐ 11”x17” Tabloid

OTHER HELPFUL INFORMATION:
____________________________________
____________________________________
____________________________________
____________________________________
____________________________________

PLEASE ATTACH ALL COPY
All provided content should be spell-checked and proofed prior to submission to graphic design services.

Date Job Submitted: ___________________________
Final Due Date: ___________________________

APPROVED
DENIED

PLEASE ATTACH ALL COPY
All provided content should be spell-checked and proofed prior to submission to graphic design services.