



GRAPHIC STANDARDS MANUAL

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I. INTRODUCTION

The Town of Chapel Hill updated the graphic quality of its Town seal in April 2005. This logo is a visual link among all departments within the Town. The logo is designed to be easily recognized and is a valuable asset in communicating with the public. It assists citizens in identifying personnel, property, printed materials and all other forms of communication as a part of the Town of Chapel Hill. If you have questions about how to apply the graphic guidelines explained here, contact the Department of Communications and Public Affairs at 919/968-2743 or publicaffairs@townofchapelhill.org.

II. WHY WE HAVE GUIDELINES

Every representation of Chapel Hill should consistently communicate the unique benefits it offers to its residents, businesses and visitors. Visual consistency helps create recognition and differentiates Chapel Hill from other jurisdictions and entities. Our graphic representation may be thought of as a piece of information, one that says: “This service or activity is provided by the Town of Chapel Hill. It is supported by tax dollars and expresses the values of the Town Council and its citizens.” Every physical representation of the Town’s image that people notice, whether it’s a letter written on Town stationery, a brochure or report, a public notice in the newspaper, a sign, graphics on a vehicle, or a name badge, offers an opportunity to communicate our excellent service. The consistent use of one distinctive logotype communicates who we are, with one voice, to citizens and others.

III. ABOUT OUR LOGO

Chapel Hill saw an opportunity to redesign its seal and make it function as a logo. It accomplished this aim by making an update that keeps the primary identifier, the mythical goddess Athena, but helps her perform with better grace, clarity and graphic simplicity. This approach allowed the Town to retain an historical image important to the community while bringing her into the 21st century. Athena is recognized as the protector of cities. More than any other of the Greek goddesses, Athena remains a symbol of civilization, useful knowledge, noble reasoning, logic and wisdom. The Town logo was created in the 1930s, updated in 1989, and revised again for improved reproduction and graphic impact in 2005.



IV. LOGO RULES

The Town logo must appear on all materials produced by Town departments. Department heads are responsible for ensuring that logo rules are followed. Copies of the Town logo are available from Communications and Public Affairs for the exclusive use of Town departments. The Town of Chapel Hill logo cannot be used by any individual or organization without the expressed written consent of the Town Manager. The Town logo may be used in conjunction with events that the Town is sponsoring or co-sponsoring. The logo may not be used at events that merely are held on Town property or that are produced by outside organizations.

Secondary Logos

There is one official Town logo that identifies all departments throughout the organization. Like a team uniform, it identifies all the players working toward the same goal. There are limited instances when an additional logo may be employed. The only departments that employ secondary identifiers are Chapel Hill Transit, Police Department and Fire Department. Whenever these secondary logos are used in print, the Town of Chapel Hill logo also must be present.

V. LOGO SPECIFICATIONS

Always use the authorized version of our logo. Please use digital files available from Communications and Public Affairs whenever offset printing, silkscreening, embroidering, applying to signage, banners, promotional items and vehicles. The logo should not be shaded, shadowed, screened, skewed, used in outline form or filled with a texture or photo.

Color

Consistently accurate color is achieved in print by using the Pantone Matching System. The outer band of the circle is printed in Pantone 293 blue while the inner circle is Pantone 356 green. Vendors must use these colors. All embroidery thread must be matched as closely as possible to the logo colors. In some cases, use of two colors is impractical and use of all-blue, all-white, or all-black logos are preferred for garments or special uses. Only these color variations are permitted in these instances.

<u>4 Color Process</u>	
GREEN PMS 356 95% Cyan 0% Magenta 100% Yellow 27% Black	BLUE PMS 293 100% cyan 57% Magenta 0% Yellow 2% Black



<u>Web Colors</u>	
Green Red – 13 Green – 104 Blue – 38 HTML Hex Code: D6826	Blue Red – 11 Green – 68 Blue - 153 HTML Hex Code: B4499

Size

The logo should not be redrawn or otherwise electronically altered. Enlarging or reducing the logo size must be done proportionately. To proportionately alter the size of the logo, hold the shift key and drag from any corner, until you get the desired size.

Examples:



Correct:



Incorrect:

Department Names

Department names may be added to the Town logo only for the purposes of uniforms, vehicles or other special uses to create further awareness with citizens. Department names are not centered beneath the logo on letterhead and other printed materials (see “Stationery”). This special logo use includes the department name capitalized and centered beneath in Arial. When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship.

The department name will be used without the wording "department" or "department of."

Examples:



Correct: ENGINEERING

DEPARTMENT OF



Incorrect: ENGINEERING

Materials from Others Conducting Business with the Town

The Town logo may not be provided to potential vendors to display on bid documents. Town departments may use the logo on documents produced for the purpose of communicating detailed bids or requests for proposal specifications. Vendors may use the logo on documents produced for the Town only after a contract is awarded. These documents include, but are not limited to, construction plans, final reports and electronic designs such as web pages.

VI. RECYCLED PAPER

Purchase and use of recycled paper products must follow the May 29, 1996 Council Resolution on “Purchase/Use of Recycled Paper.”

This Resolution sets forth the standards for post-consumer content in recycled paper purchased by the Town. This includes all forms of printing and writing paper as well as envelopes. Printing and writing paper refers to high-speed copier paper, offset paper, computer printout paper, carbonless paper, file folders, white woven envelopes, and other uncoated paper. This Resolution states:

All printing and writing paper purchased by any municipal department or office will, except when the cost differential is prohibitive, contain at least 30 percent post-consumer material.

The post-consumer content requirements shall apply to all printing and writing paper used for typing, computer printing and photocopying by municipal departments and offices. All materials printed for municipal departments and offices by outside vendors

will, except when the cost differential is prohibitive, also be printed on papers that meet these standards for post-consumer material.

VII. STATIONERY

Stationery specifications are intended to produce uniform materials, easily recognizable and identifiable as an official communication from the Town of Chapel Hill. Templates of all stationery are available from Communications and Public Affairs. All printed materials from the Town of Chapel Hill are required to be produced on recycled paper stock. Letterhead is printed on 24# white recycled bond, 25 percent cotton, 90 brightness. Stationery supplies with the Town logo, such as letterhead, envelopes, and other items are stocked by the Finance Department and charged through interdepartmental billing. If a department requires its own stationery, it should check with Communications and Public Affairs for guidelines and printers. Letterhead also may be printed on copy paper from office copiers using prescribed digital templates for this purpose. Graphic standards apply to all Town documents, internal as well as external. Secondary logos are not permitted.

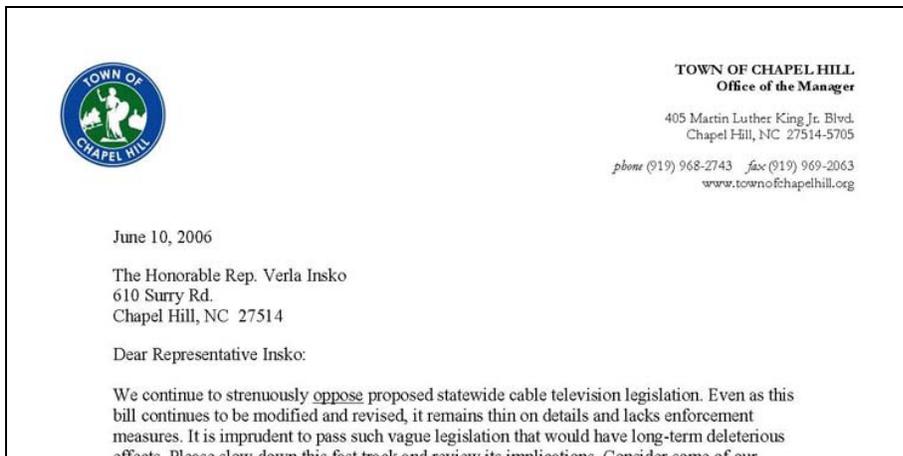
Templates

Templates and other resources for departments are available online at townhall.townofchapelhill.org/staff/templates. To access the templates, you will need to log in the same way you sign in to your email (enter domain/userid, then enter password).

Letterhead

The letterhead format is arranged so that the Town logo is placed 1" in diameter at the left top corner in black ink. Left and right page margins are set at ½" wide. The logo falls ½" from the top of the page and ½" from the left margin. The logo is printed in color on pre-printed official stationery and in black on office desktop printers from electronic files. All department address information is printed in the upper right corner of the page in 10-point Garamond with the Town name in all caps, the department name below that, and the address information below with the telephone, fax, email, and website address (www.townofchapelhill.org) completing the final line.

Letterhead:



Envelopes

Town envelopes are printed with the Town logo in the top left corner 3/4” in diameter. These are 24 lb. #10 white recycled envelopes, 84 brightness with a diagonal seam. We use black ink, 10-point Garamond font with the seal to the left of the Town of Chapel Hill (bolded) and return address information. Pre-printed envelopes contain the Town of Chapel Hill return address. Departments may use the “Envelopes/labels” function in Word (Tools/Letters-Mailings) to add their department name in 11-pt Garamond above the Town of Chapel Hill address and indented 1” from the left.

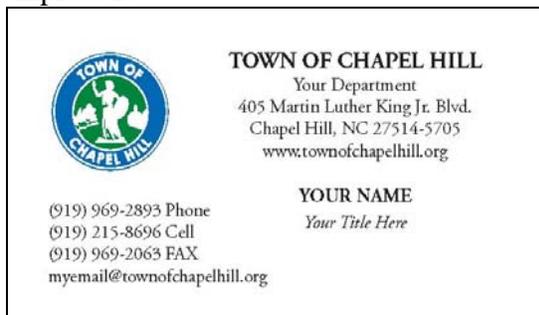
Envelope Sample:



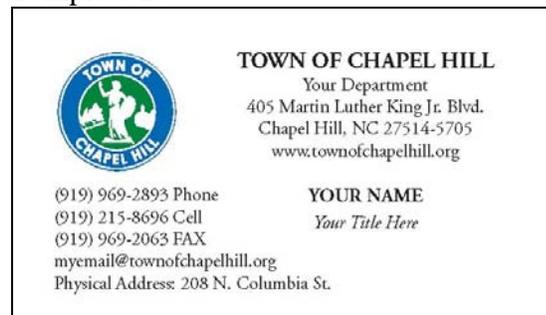
Business Cards

Business cards are ordered from a single vendor through an arrangement made by Communications and Public Affairs. Our paper is white marble, recycled. The font used is Garamond. Secondary logos are permitted on business cards in special circumstances only (see below). You may select from templates provided. The printing company has a template of the business card and needs only your name, title, phone, fax number, and e-mail address to create your card. They will modify the card design to fit your name and title(s).

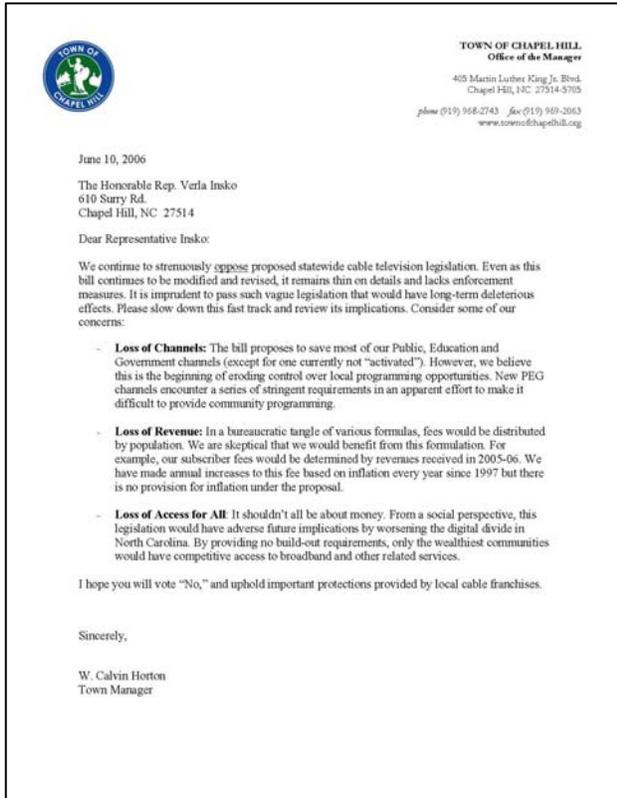
Template 1:



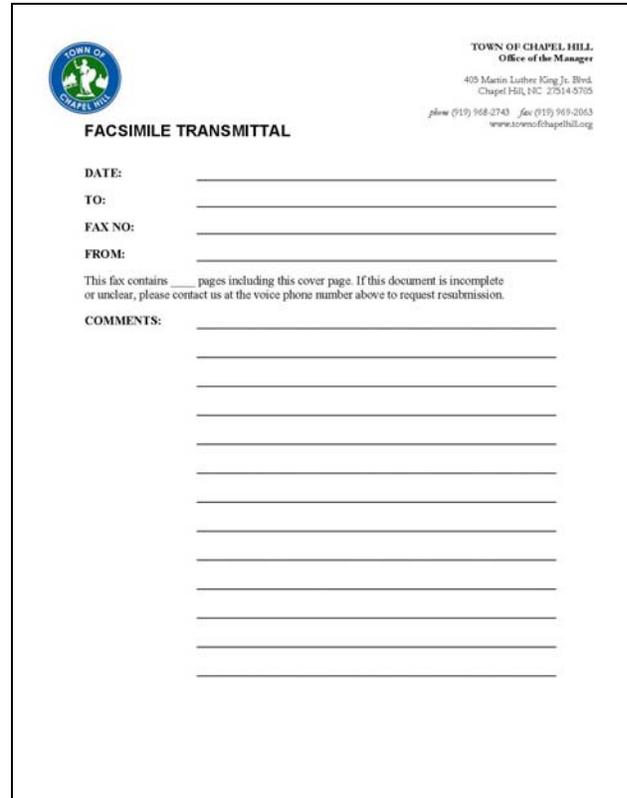
Template 2:



Letterhead:



Fax:



News Releases, Internal Memos and Faxes

The style calls for a 16-point header stating "NEWS RELEASE" flush left, below the logo with departmental contact information flush right in the prescribed letterhead style. The Public Information Officer issues all Town news releases with the exception of Police and Fire departments, which include their department titles in the News Release header. Internal Memos and Faxes prescribe to the same style with 16-point headers. Communications and Public Affairs oversees standards for Council Agenda Memos.

Notecards and Invitations

Notecards are available from Communications and Public Affairs. These should be used for invitations to special events and for special correspondence.

Other Printed or Electronic Materials

Brochures, newsletters, handbills or fliers, videos, electronic communications material and any other printed, electronic or video items produced by a Town department should prominently display the Town logo. PowerPoint templates are available from Communications and Public Affairs. No department or unit name should appear without the Town logo. Templates are available for official pages on the Town Web Site. Web page managers should contact Communications and Public Affairs for access to the template and instruction on its use.

Memorandum:

	TOWN OF CHAPEL HILL Office of the Manager 405 Martin Luther King Jr. Blvd. Chapel Hill, NC 27514-5705 phone (919) 968-2743 fax (919) 969-2063 www.townofchapelhill.org
MEMORANDUM	
To: Town Department Heads	
From: Catherine Lazorko, Town Information Officer	
Date: May 28, 2006	
Subject: Town Guide to Services	
Please find attached the Town Guide to Services which includes information about your department or program. It is time to review and update this guide for June 2006 insertion into <i>The Chapel Hill News</i> . To meet this schedule, all revisions and updates to service information must be provided to clazorko@townofchapelhill.org by March 1.	
<ul style="list-style-type: none">• No Revisions – Send an email that says “No Changes to Service Guide.”• Major Additions or Rewrites – Email your changes.• Photos – Email those images that help tell your service story.• “Did You Know?” Facts – These are interesting facts or details about services.	
Thanks for your help. Please call me at 968-2893 with any questions.	

News Release:

	TOWN OF CHAPEL HILL Police Department 828 Martin Luther King Jr. Blvd. Chapel Hill, NC 27514-2600 phone (919) 968-2760 fax (919) 968-2846 www.townofchapelhill.org
POLICE DEPARTMENT NEWS RELEASE	
FOR IMMEDIATE RELEASE: May 9, 2006	
ISSUED BY: Jane Cousins	
SUBJECT: Missing Chapel Hill Woman	
CONTACT: Investigator Dawn Hunter	
The Chapel Hill Police Department is attempting to locate Teresa Peshlakai Battles, a thirty-five year old Native American woman who lives on Drew Hill Lane in Chapel Hill.	
Ms Battles was last heard from at around 4:30 this morning when she talked to an out-of-state friend on the phone. Ms Battles has not been at her residence all day and her vehicle is not in the parking lot.	
Ms Battles is 5'3" tall and athletic. She has brown hair and brown eyes. Two photographs are attached.	
Ms Battles' vehicle is a 2003 silver four-door Pontiac Grand Am SE with a bicycle rack on the top. The license tag is VSR 5774.	
If you have any information about Ms Battles' whereabouts, contact the Chapel Hill Police Department at 968-2760.	
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VIII. PROMOTIONAL OR SPECIALTY ITEMS

The Town regularly uses promotional items such as lapel pins, pens, pencils, key chains, T-shirts, magnets, mugs and other items emblazoned with the logo. It is the department's responsibility to ensure that vendors follow logo rules. Promotional materials should use the Town logo with correct colors, proportions, size and website. Departmental names may not appear on these materials unless the Town logo is used as well. Check with Communications and Public Affairs prior to ordering any promotional items.

IX. UNIFORMS

All Town uniforms will depict the logo. Logos may be embroidered or silk-screened in colors as close to the pantone colors (see section on “Color”) as possible and must receive approval prior to printing. The department name may be embroidered or screened beneath the logo and without the word "department." When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship. Embroidered patches will feature the logo and department name centered on a white background with white thread trim.

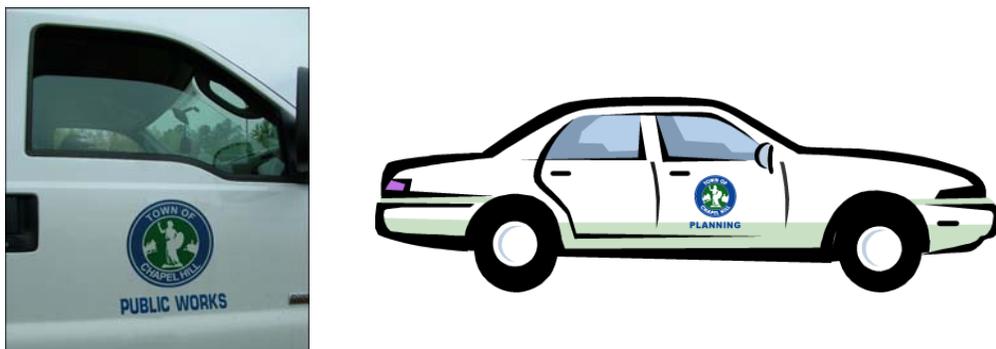
Name patches should be embroidered in blue thread to match the logo. For embroidery purposes, the preferred option is to use all colors on the logo (blue-green-white). If the color of the garment makes it impractical, acceptable options are blue only, white only, or black only.



Note: Some departments, such as Police and Fire, have different rules regulating their uniforms and are exempt from these guidelines.

X. VEHICLES

All Town vehicles will be marked with the Town logo. All vehicle decals will be printed in colors as close to the pantone colors as possible. Approved decals are available from the Public Works Department. The logo size decal for all vehicles is 11” in diameter and displayed in the two-color version. The department name will be centered beneath the logo in dark blue and without the word “department”. When centering the department name beneath the logo, take care to maintain clear space, visual balance and proportional size relationship.



XI. SIGNS & BANNERS

Cohesive signage helps to create a unified brand. Follow the examples below when creating new signs or replacing pre-existing signs. In addition to providing directions, traffic cautions, and

more, signs have the potential to inform residents/visitors about community values, including initiatives to protect greenways, neighborhoods and community infrastructure.

1. Traffic Signs: The Town’s Traffic Engineering Division installs and maintains thousands of traffic signs throughout the community. The section’s sign shop produces many different types of traffic signs that are installed by sign crews. Every day, sign crews remove old and faded traffic signs from Town streets. Odd-shaped signs, like Stops, Yields and School signs, are ordered from commercial sign vendors who have the technical equipment required to cut aluminum panels and make the signs.

2. District Delineation Signs: District Delineation signs include Watershed Protection District, Rural Buffer, Chapel Hill Extraterritorial Zoning District, Northside Neighborhood Conservation District, Greenwood Neighborhood Conservation District, Pine Knolls and Kings Mill-Morgan Creek Neighborhood Conservation District, and Chapel Hill Town Limits. This signage program is managed by the Traffic Engineering Division.



3. Temporary Signs During Major Building Construction and Renovation Projects: These signs are required as part of the building permit process. To receive the below specifications, contact the Communications and Public Affairs Department.

TOWN CONSTRUCTION SIGN

Town of Chapel Hill construction signs will feature the Town logo and relevant project information in the following fashion. Other logos are not permitted on Town project signs, except when they are funding partners. Letters on the sign will be white in Arial Black font against green background. When project information requires more lines than shown here, take care to maintain visual balance and proportional size relationship. For a copy of the Town logo or to issue a news release to the media about this project, contact the Communications and Public Affairs Department at publicaffairs@townofchapelhill.org or (919) 968-2743. For more information about the Town’s signage rules, see section 5.14 of LUMO.



4. **Temporary Signs During Improvement Projects** are used to inform passersby that the Town is continually serving the community through the reconstruction or repaving of roads, sidewalks, and other infrastructure such as traffic calming, park improvements, culverts and drainage pipe improvements, building renovations, ADA improvements, and bicycle and pedestrian improvements.

These projects will generally require two signs on tripods placed on either end of a linear project.

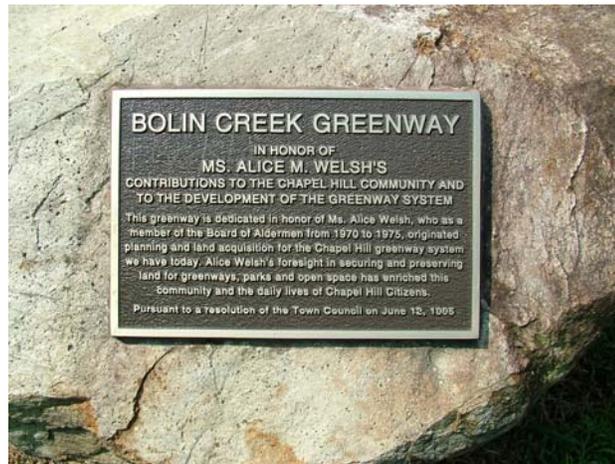
TOWN IMPROVEMENT PROJECT SIGN

Town of Chapel Hill improvement project signs will feature the Town logo and relevant information in the following fashion. Generally, two signs are used per project. Letters on the sign will be white in Arial Black font against green background. When project information requires more lines than shown here, take care to maintain visual balance and proportional size relationship. Other logos are not permitted on Town project signs. For a copy of the Town logo or to issue a news release to the media about this project, contact the Communications and Public Affairs Department at publicaffairs@townofchapelhill.org or (919) 968-2743. For more information about the Town's signage rules, see Section 5.14 of LUMO.



- Traffic Calming Improvements
- Sidewalk Improvements
- Streetscape Improvements
- Street Resurfacing Project
- Street Reconstruction
- Park Improvement Projects
- ADA Improvement Projects
- Curb and Gutter Improvements

5. Dedication Markers (after a capital project is completed, a marker indicating that the project was completed by the Town and when). These plaques may be displayed inside or outside of buildings, on rocks at public parks, or on benches. For formal building plaques, the Town practice is to place the names of the Town Council members holding office at the time the project was budgeted and planned, as well as those in office at its dedication. The names of Town staff members, builders and designers are not included on dedication plaques.



Dedication markers include sidewalk stamps placed into concrete during the installation of new sidewalks. These markers display the Town seal with the year the sidewalk was constructed.

6. Banners:

The purpose of installing banners in the downtown district is to promote the downtown revitalization initiative and to quickly convey a positive visual message about the central business district and what it has to offer. The Town Manager of Chapel Hill has the authority to review and approve the banners in coordination with the Chapel Hill Downtown Partnership. Banners may be hung over the street rights-of-way from the decorative streetlight poles on Franklin Street between Henderson Street and Merritt Mill Road and any other location in the downtown area as determined by the Town Manager. Banners may be permitted up to three months (ninety days), and extensions may be granted by the Town Manager. Information: (919) 967-9440.

7. Signage Rules:

No signs may be placed on *public right-of-way* streets, sidewalks, utility poles or on natural objects including trees.

Signs announcing special events or activities of public or non-profit organizations located on private property must not exceed one sign per site, must not be more than 12 square feet in area, and must be removed within 14 days of erection.

Temporary political signs advertising candidates or issues must not be larger than four square feet in area per display surface. Signs must not block sight distances at intersections or obstruct

the view of traffic signals or signs. Signs may not contain words or symbols that could be confused with traffic directional or regulatory signs.

Please be courteous and remember to remove, after election day, any signs that you install. Please also note that the information above applies **only** to political signs. Commercial signage remains subject to rules in the Land Use Management Ordinance, and does not enjoy any special exemption during election season.

Signs in the public right-of-way may be installed no more than 45 days before the election and must be removed within 12 days after the election. Signs on private property must be removed within seven days after the election.

For more information, call the Town of Chapel Hill Planning Department at (919) 968-2728.

XII. OTHER GRAPHIC IDENTIFIERS

The Town flag was created in 1990. The design depicts a dark silhouette of buildings and trees on a white chevron between a green hill and a blue sky. Specific buildings represented are the UNC Old Well, Bell Tower, and Morehead Planetarium. The flag may not be used as a logo.

