
Brand & Style Guide

Aa

2023



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Logo & Color Guidelines for City of Fairfield

PRIMARY LOGO



**LOGO WITH WHITE EDGE
FOR DARK BACKGROUND**



**LOGO WITH GREEN EDGE
FOR LIGHT BACKGROUND**



ALL WHITE LOGO

LOGO BORDERS

We have three styles of the logo, one with a white edge or all white for dark backgrounds and one with a green edge for light backgrounds.

LOGO POSITION

The logo should be positioned at top center, top right, top left, or bottom right, with equal spacing on all sides. The logo should never be in the bottom left corner.

COLOR PALETTE

*Royal Blue is the main color used in graphics

ROYAL BLUE CMYK: 66/40/0/38 RGB: 54/95/159 HEX: 365F9F	BLUE GRAY CMYK: 34/26/0/27 RGB: 123/138/187 HEX: 7B8ABB	MOSS GREEN CMYK: 3/0/50/31 RGB: 170/176/88 HEX: AAB058	LIGHT MOSS CMYK: 1/0/26/9 RGB: 228/231/171 HEX: E4E7AB
GOLDENROD CMYK: 0/30/74/2 RGB: 251/175/65 HEX: FBAF41	CREAM CMYK: 0/14/34/0 RGB: 255/219/169 HEX: FFDBA9	COOL GRAY CMYK: 4/3/0/40 RGB: 147/149/153 HEX: 939599	FOREST GREEN CMYK: 79/0/78/56 RGB: 24/112/25 HEX: 187019

TYPOGRAPHY

HEADLINE: BOOK ANTIQUA 16-18PT

SUB - HEADLINE: CALIBRI BOLD 14-16PT

BODY/TEXT: CALIBRI REGULAR 10-12PT

OUR BRAND

The logo, colors, and fonts are elements of our brand that distinguish our City's look from others.

Uniform branding & styling insures that all of our documentation and messaging has both a consistent and professional look.



Our logo consists of four quadrants that represent agriculture, family/community, Travis Air Force Base, and City Hall.

LOGO FORMATS

WHAT LOGO VERSION TO USE?

We have three styles of logo; a full-color with white edge, a full-color with green edge, and an all white.

The white edge and all white logo should be used against dark backgrounds. The full-color green edge should be used against light backgrounds.

The examples on the right demonstrate the correct use of the logo.

Contact MOD if you require a single color, horizontal, or any other logo format.

LOGO PLACEMENT

All materials should feature the logo top right, left, or center or at the bottom right corner, with equal spacing surrounding it (never use the bottom left).



DEPARTMENT IDENTIFIERS

Communicate a consistent message to our audience, the following names should be used to identify each department:

- City Manager's Office
- Community & Economic Development Department
- Finance Department
- Fire Department
- Housing Services Department
- Human Resources Department
- Information Technology Department
- Parks & Recreation Department
- Police Department
- Public Works Department

PHOTOS

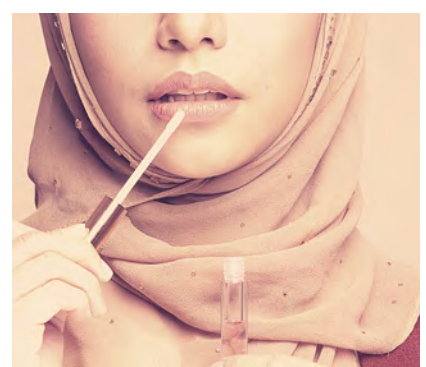
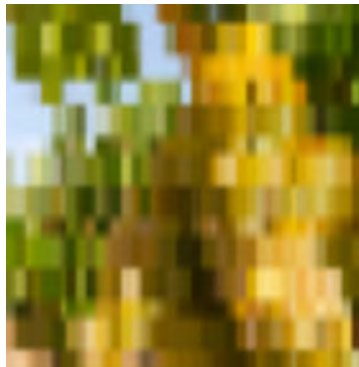
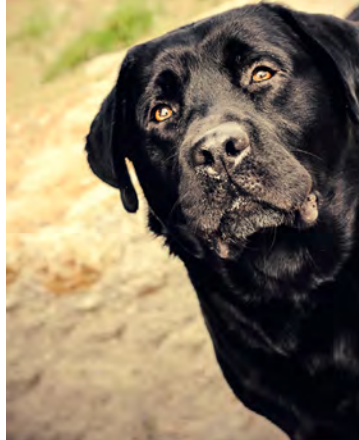


- Vibrant photographs of City of Fairfield life are recommended, using people, landmarks and familiar sights that are appropriate to the document being created.
- In situations where full-color reproduction is not feasible, simple black and white photos along the same guidelines work equally well.
- Only use royalty-free photo's (using your own is the first choice), do not use clip art.

If you need photos or photo services, contact MOD

PHOTOS TIPS

The following are good and bad examples of photos:



When selecting photos for your documents:

- Choose photos with clear, in-focus subjects
- Colors should look natural, especially skin tones
- Keep proportions when resizing
- Crop if necessary, but do not stretch the image
- Photos must be high resolution--at least 300 dpi for professional printing
- Do not attempt to enlarge very small photos or they will pixelate

APPAREL

When ordering apparel with embroidery or other materials that require a flat or single color logo, only use one of the logo's below. Use the logo that will provide the best contrast to the apparel.

(Ex: dark gray t-shirt- use the white or full-color logo)

*All apparel should feature the City logo and the words "City of Fairfield" somewhere on the garment.



- No other colors should be used to depict the logo
- The full-color logo should only appear on white garments; however, exceptions will be considered for uniforms required to be OSHA- or other industry-mandated colors.

COLOR PALETTE

*Royal Blue is the main color used in graphics

ROYAL BLUE CMYK: 66/40,0,38 RGB: 54/95/159 HEX: 365F9F	BLUE GRAY CMYK: 34/26/0/27 RGB: 123/138/187 HEX: 7B8ABB
GOLDENROD CMYK: 0,30,74,2 RGB: 251/175/65 HEX: FBAF41	COOL GRAY CMYK: 4/3/0/40 RGB: 147/149/153 HEX: 939599
MOSS GREEN CMYK: 3/0/50/31 RGB: 170/176/88 HEX: AAB058	FOREST GREEN CMYK: 79/0/78/56 RGB: 24/112/25 HEX: 187019
CREAM CMYK: 0/14/34/0 RGB: 255/219/169 HEX: FFDBA9	LIGHT MOSS CMYK: 1/0/26/9 RGB: 228/231/171 HEX: E4E7AB

Primary Colors: Royal Blue or Forest Green

Secondary Colors: Goldenrod or Moss Green

Accent Colors: Blue Gray, Cool Gray, Cream, or Light Moss

TYPOGRAPHY

HEADLINE: BOOK ANTIQUA 16-18 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

SUB - HEADLINE: CALIBRI BOLD 14-16 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY/TEXT: CALIBRI REGULAR 10-12 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold & Italic options may also be used.

For printed materials, do not use anything smaller than a 10 pt font.

For slide presentations to large audiences, do not use anything smaller than a 30 pt font.

-Do not use more than three bullets per slide.

When using groups of items or lists, use bullet points.