

DOCUMENT GUIDELINES

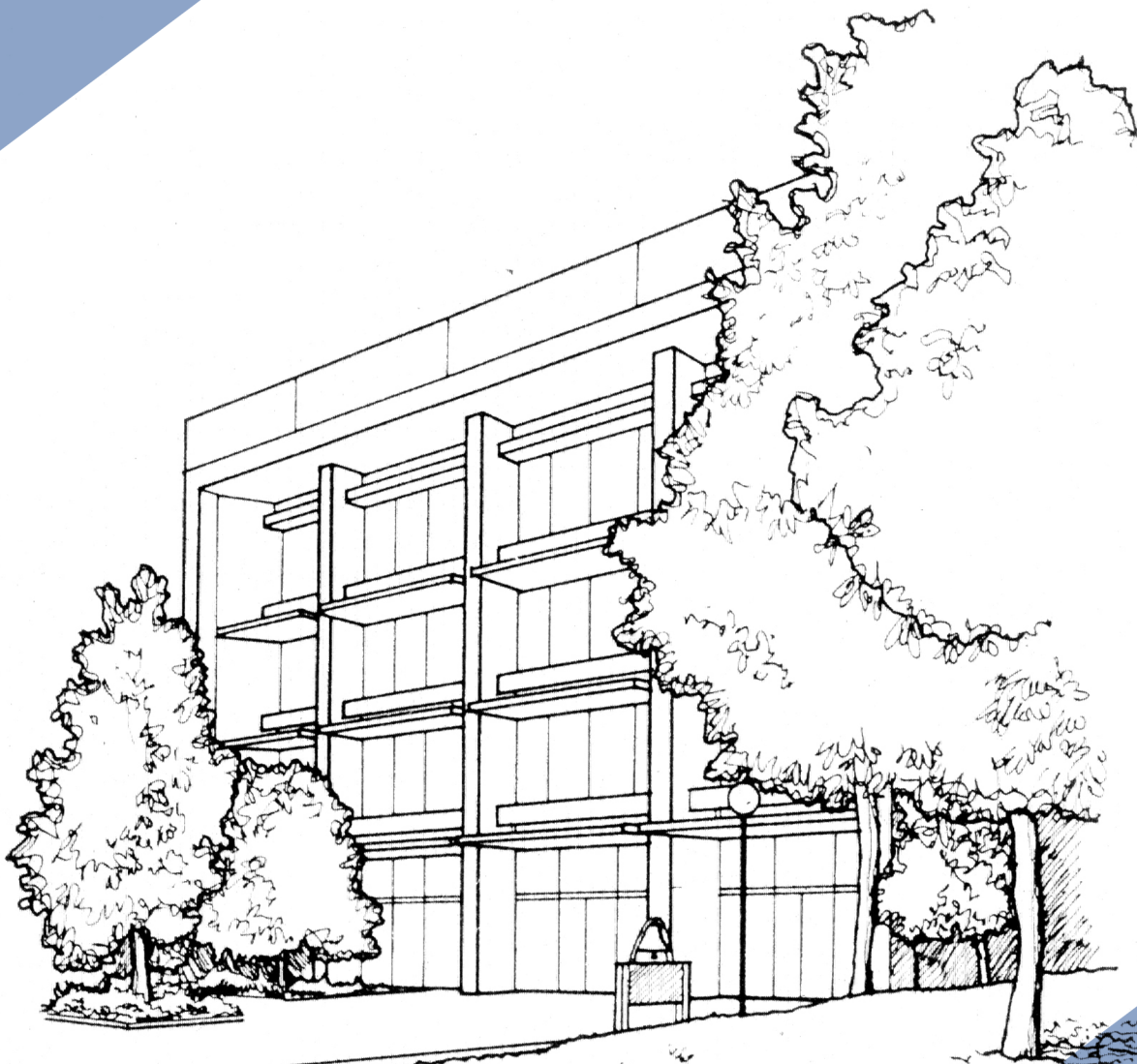
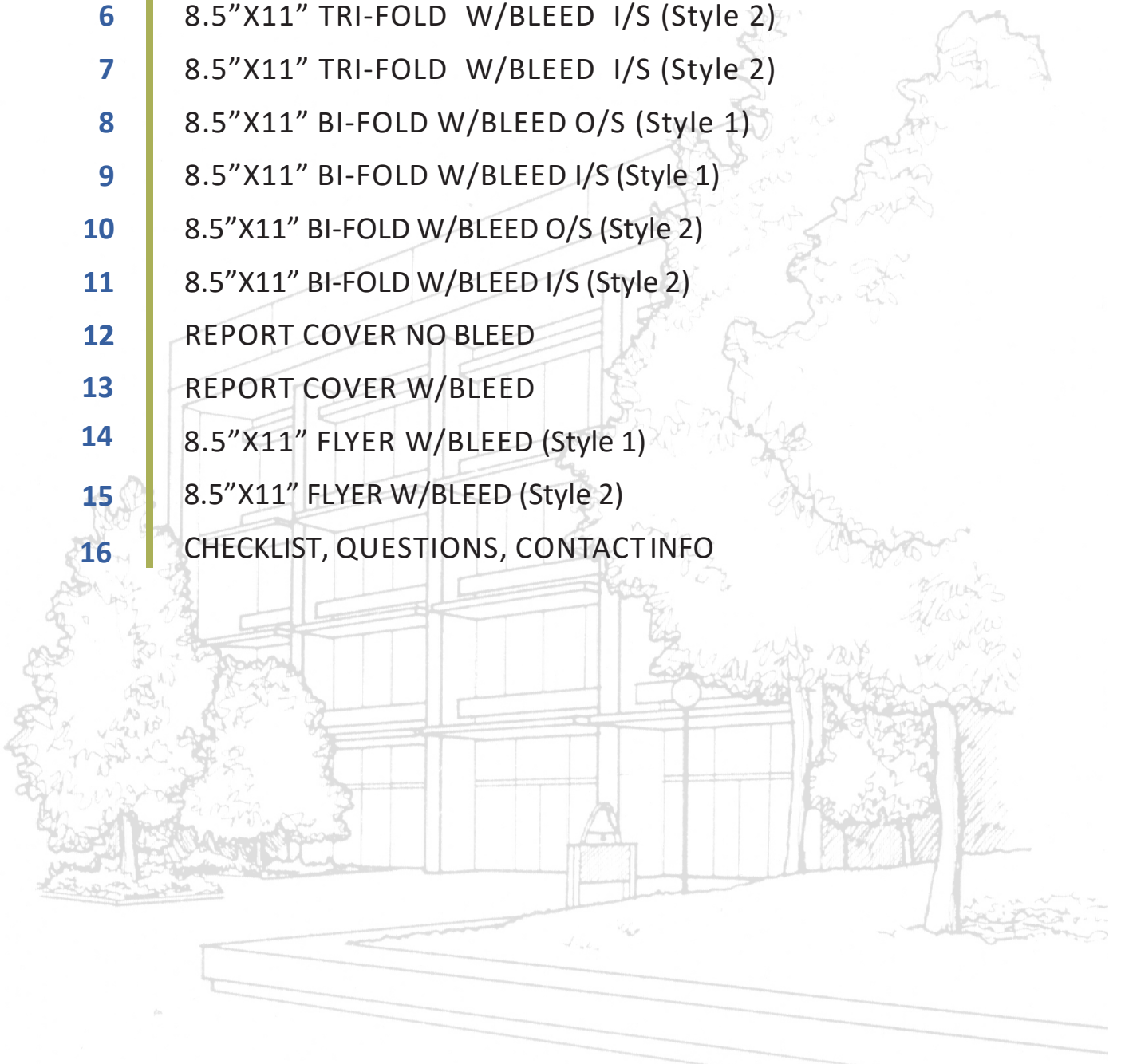


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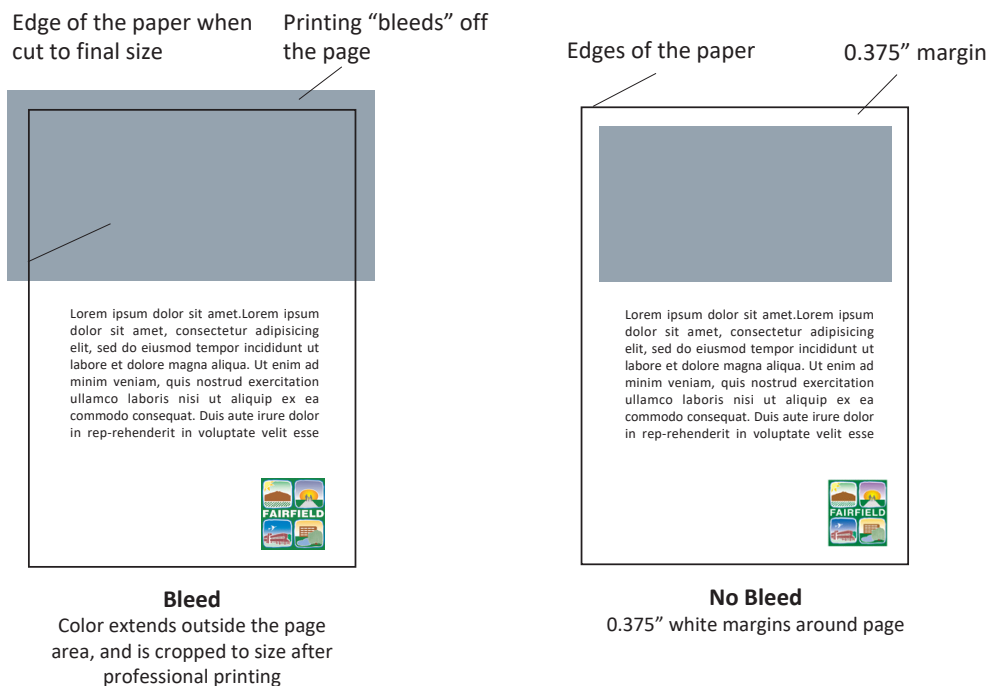
DOCUMENT GUIDELINES AND TEMPLATES

The use of layout templates provides a simple guideline for creating documents, report covers, brochures or flyers.

The following guidelines provide a clear use of the color palettes and fonts, how the documents and departments are identified, good use of photography, and the appropriate placement of the City of Fairfield logo. Headers should all be in Book Antiqua, Subheaders in Calibri Bold, and text in Calibri. All text should be left justified.

The templates shown are just a sampling. When printing pieces professionally (off-set printing), templates with a "bleed*" may be used. **All in-house printing is only available without a bleed (Design with 1/4" white border in mind).**

*The term "bleed" means that printing extends off the edges of the page.



8.5" X 11" TRI-FOLD WITH BLEED (O/S Style 1)

Header is Book Antiqua

Body is Calibri

Document header is Book Antiqua and is justified left

Sub-header Department identifier font is Book Antiqua and is justified left

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

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Photos are vibrant in photo

Why Lorem Ipsum?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour injected humour and the like).

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Insert address right justified, logo left justified, and always include web address

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City Manager's Office



Vibrant photo on cover

8.5" X 11" TRI-FOLD WITH BLEED (I/S Style 1)



Header font is Book Antiqua

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Stefan Chatwin
City of Fairfield
City Manager

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Quote font in Book Antiqua Italic

Bi-line credit font is Calibri Justified right

Body font is Calibri

Photos are vibrant in photo

8.5"X11" TRI-FOLD WITH BLEED (O/S Style 2)

Header font is Book Antiqua

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Vibrant photo on cover

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Insert address right justified, logo left justified, and always include web address

Subheader Department identifier font is Book Antiqua, justified left

Document header font is Book Antiqua and is justified left

8.5" X 11" TRI-FOLD WITH BLEED (I/S Style 2)

Body font is Calibri

Headline font is Book Antiqua

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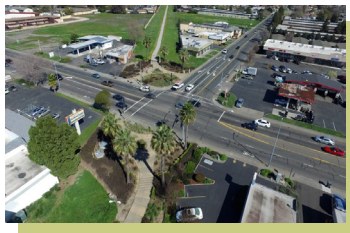
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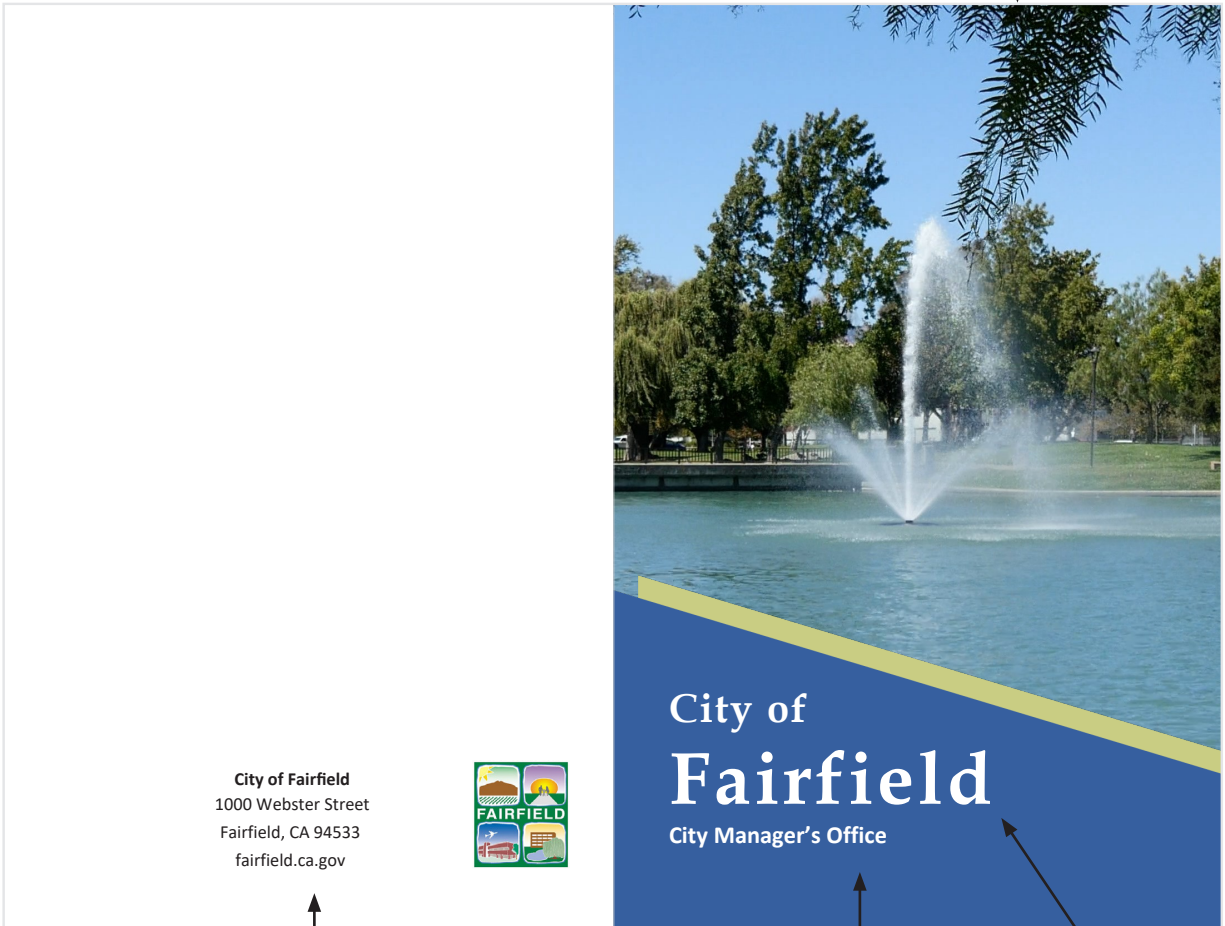
Quote font in Book Antiqua Italic

Bi-line credit font is Calibri Justified right

Photos are vibrant in photo

8.5" X 11" BI-FOLD WITH BLEED (O/S Style 1)

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City of
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Insert address center justified, logo rightjustified, and always include web address

Subheader Department identifier font is Calibri Bold justified left

Document Header font is Book Antiqua and is justified left

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antiqua

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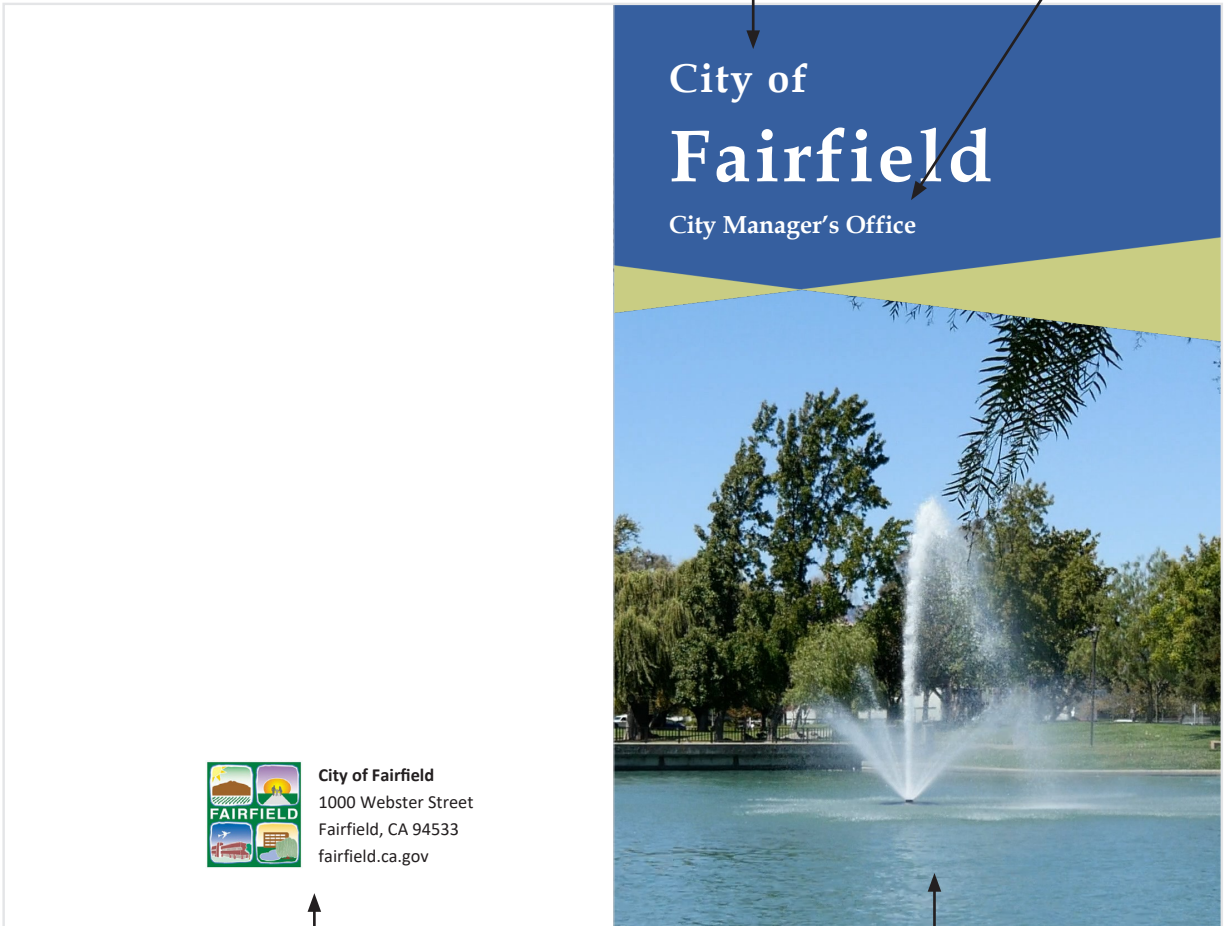
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Document title font
is book antiqua and
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Department identifier
font is Book antiqua
smaller size, justified
left



Insert address logo, always
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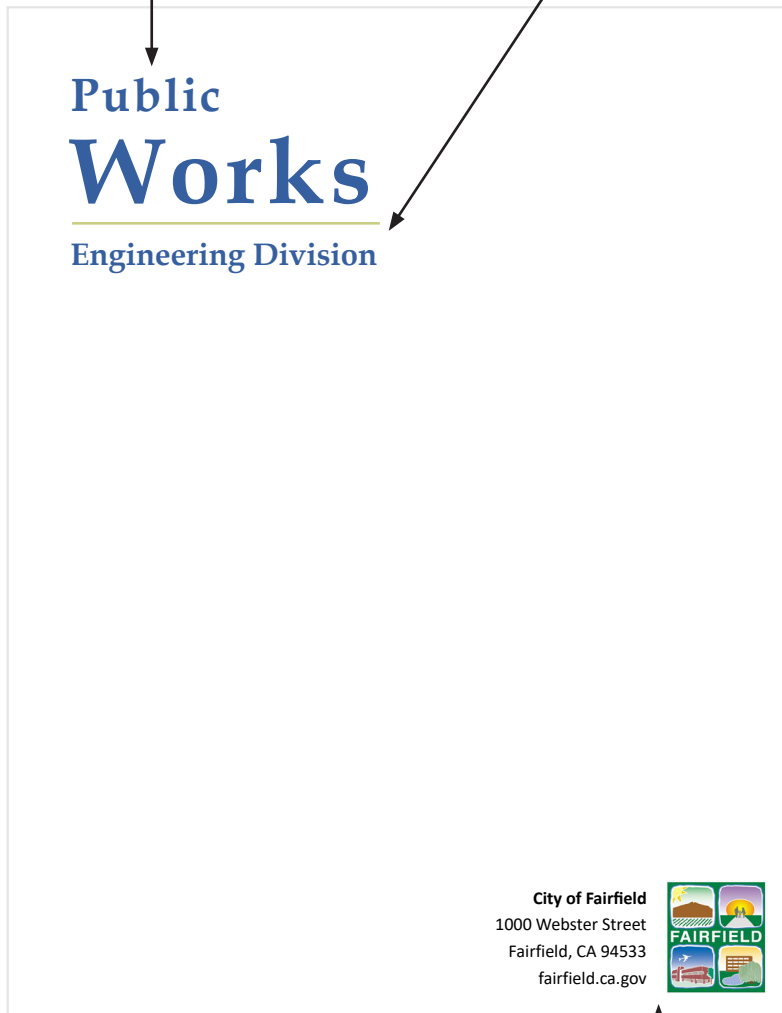
Bi-line credit
font is Calibri
Justified right

REPORT COVER

NO PHOTOS OR BLEED

Document title font
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is justified left

Department identifier
font is Book antiqua
smaller size, justified left

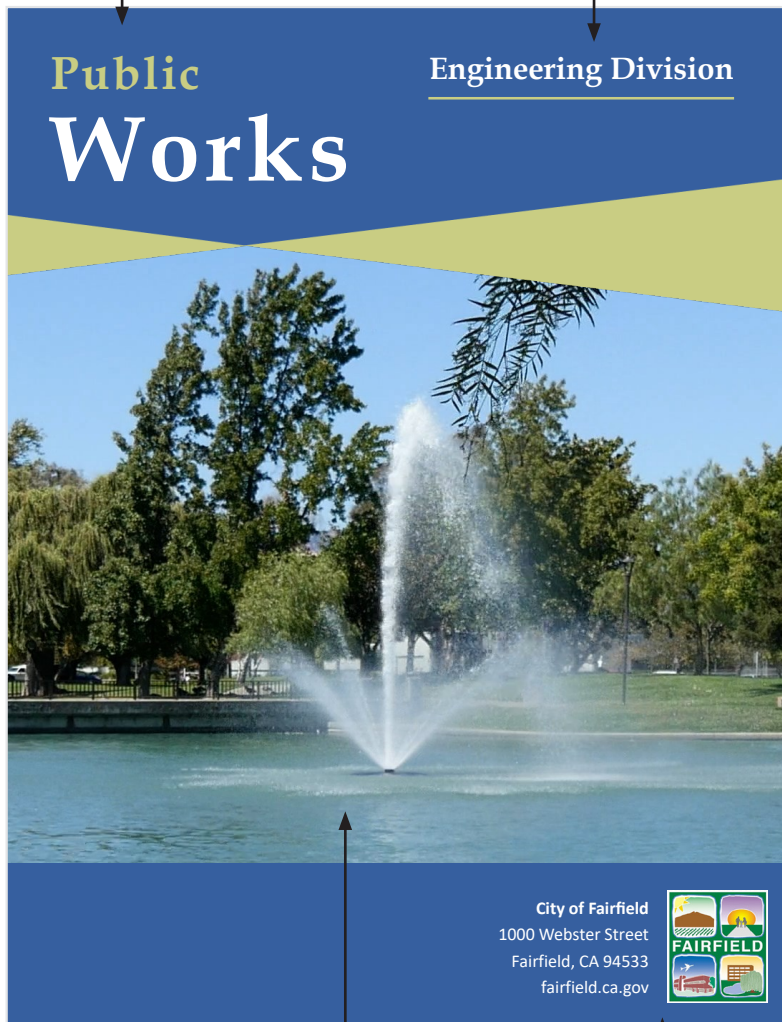


Insert address logo, always
include web address justified
right

REPORT COVER WITH BLEED

Document title font
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is justified left

Department identifier
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smaller size, justified left



Photos are vibrant in
photo

Insert address logo,
always include web
address justified right

8.5"X11" FLYER W/BLEED STYLE 1

Document title font
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Department identifier
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Public
Works

Engineering Division

Photos are vibrant in
photo →



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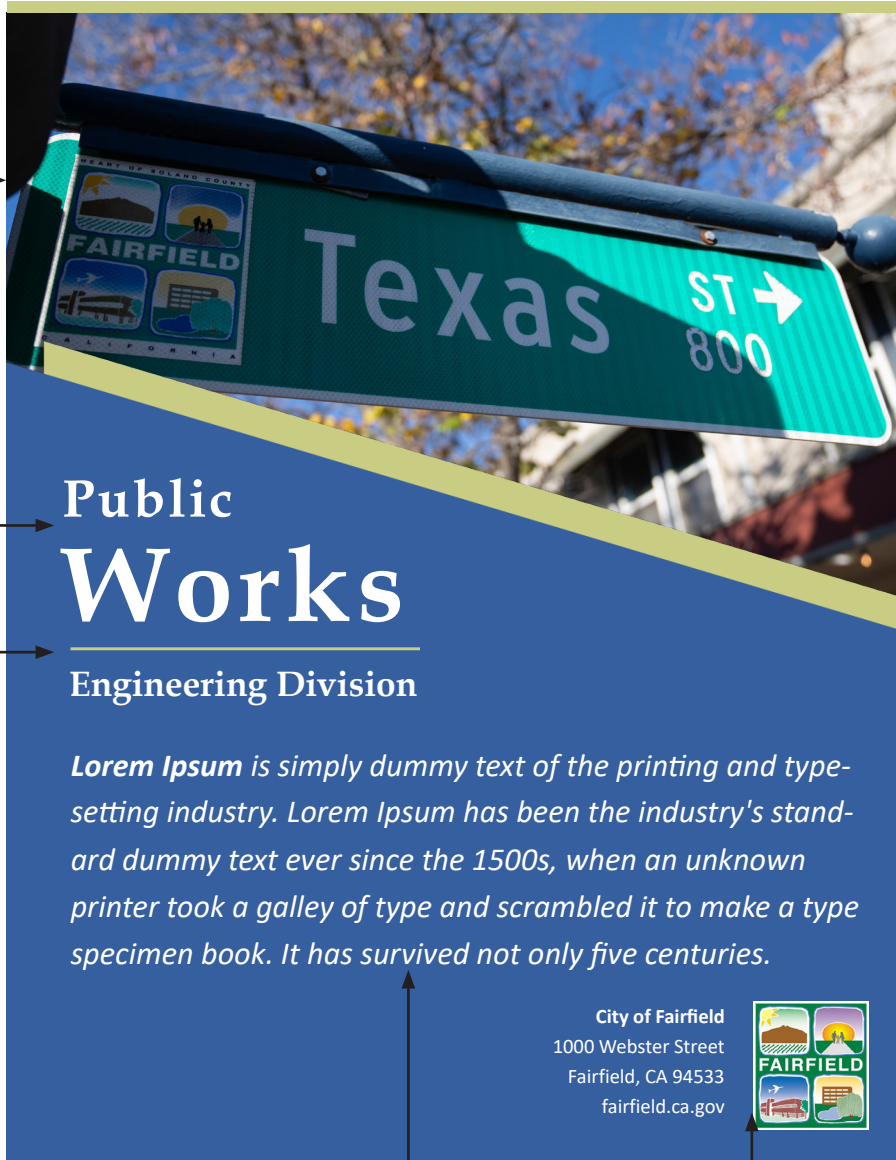


Quote font in Calibri
Italic

Insert address logo,
always include web
address justified right

8.5"X11" FLYER W/BLEED STYLE 2

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in photo



Document title font
is book antia and
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Department
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Public Works

Engineering Division

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Quote font in Calibri
Italic

Insert address logo,
always include web
address justified right

CHECKLIST

Before you send your piece to print, did you:

- Use the logo properly (color, safe area, placement, etc.).
- Use the other graphic elements correctly.
- Use the approved fonts of Book Antiqua and Calibri.
- Use only approved color palette colors.

- Use photos correctly (vibrant in color, in focus, etc.).

QUESTIONS, CONTACT, ONLINE INFORMATION

For any questions or concerns regarding these templates/guidelines please contact MOD.