

## **Guidelines for Use of City of Raleigh Tree Mark Logo**

### **Updated January 2022**

The City of Raleigh (the “City”) has adopted a tree mark logo (the “Tree Logo”) that is protected under trademark and copyright, including U.S. Copyright Reg. No. VAu 1-322-896 (January 3, 2018), N.C. State Trademark Registration Reg. No. T-23070 (October 15, 2018) and Federal Trademark Registration Reg. No. 5,629,347 (December 11, 2018), as well as under other federal and state laws.

In order to protect and preserve these copyright and trademark rights consistent with applicable City branding guidelines, the Communications Department is putting forth the following to give direction on how the logo should or should not be applied in various scenarios. The City Communications Department manages and it is responsible for the City brand strategy, development and application across all communications, including, but not limited to the Implementation of the City logo and/or any City brand elements, across all types of media and produced by internal staff or external sources. The Communications Department has the right to refuse inclusion of City logo or any other branding elements for a given request. Other City staff is authorized to use the brand only in templated documents.

### **Types of brand application**

1. City-produced content - full branding by authorized designers
2. City produced content – templates for staff use
3. 3rd party content produced on behalf of the City
4. 3rd party content produced on behalf of such 3rd party
5. Co-branded content (City and other(s))

#### **1. City-produced – full branding by authorized designers**

Most public facing communications that promote City services, and that are created by the City for City, should carry the City brand (corporate or sub brand) following this guidance:

- This work should be executed by the Communications Design Team, by department via templates provided by Communications, or by select professional designers in departments who are working with approved assets and guidelines and sharing branded work through Communications Design Team for final approval.
- Applies to City work that:
  - Has a sizeable audience
  - Has been addressed from a branding standpoint
    - This is to say that we will apply branding in full; we will not apply the logo to a City document or other physical entity (sign, vehicle, receptacle, etc.) that has not been fully redesigned / updated.
  - Utilizes internal (citywide) and external channels
    - Internal department communications are the responsibility of the department and if branded, would need to be manageable by department following process/roles above.
  - Including, but not limited to: printed materials, social media, website, select merchandise, vehicles, uniforms and select apparel, buildings, signage (temporary and permanent), business cards, name tags, letterhead, envelopes, , online applications

- Work with Communications Administrator to route this work for design (if Communications Design Team executes) or approval (if other authorized City designers execute).

## 2. City produced – templates for staff use

The only instance that staff, beyond the Communications Design Team or authorized designers, should be creating branded materials would be when using approved templates. These include Microsoft PowerPoint (blue and white backgrounds with City logo), Microsoft Word letterhead and memo templates, email service provider templates, and templates provided in the online print storefront. These templates should be used for all daily business, enabling Communications to focus on other design needs. Staff cannot share City branded templates or City logo with external agencies or vendors.

## 3. 3rd party on behalf of the City

In order to protect the trademark, only content created by the City should feature City branding. 3<sup>rd</sup> party content should retain 3<sup>rd</sup> party's branding, following this guidance:

- 3rd party content produced on behalf of the City, such as content produced by an outside consultant pursuant to written contract between the consultant and the City, should retain the 3rd party's branding
- City logo ONLY can be placed by Communications Design team or authorized City designer after materials are finalized for use with the following disclaimer:
  - *These materials were prepared by \_\_\_\_\_ (Organization / consultant) for the City of Raleigh Department of \_\_\_\_\_.*
- No other aspects of City branding should be applied (colors, fonts, design elements).
- Work with Communications Administrator to route this work to an accelerated queue for logo placement.

## 4. 3rd party on behalf of such 3rd party

When 3<sup>rd</sup> party is producing work that is not on behalf of the City, follow this guidance:

- 3rd party content produced on behalf of that party should retain the 3rd party's branding
- No City logo or branding elements should be used in the 3rd party's communications or documents
- Terms prohibiting contractor use of the City logo or branding elements other than allowed by these guidelines should be incorporated into City contract templates

## 5. Co-branded content

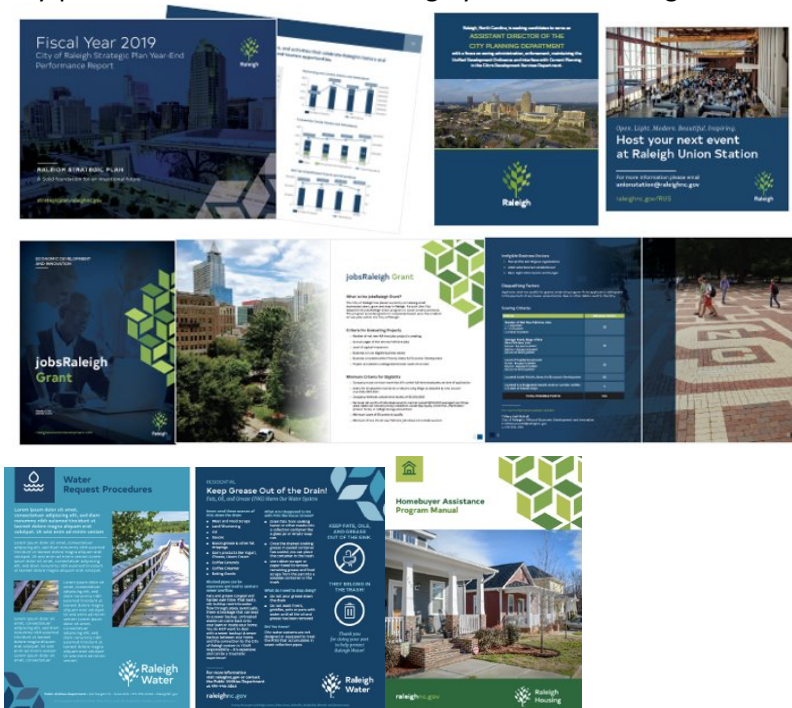
In the case of co-branded content that involves the City and other parties, such as an event being sponsored both by the City and another organization, follow this guidance:

- Determine "lead" party – who is creating bulk of content, producing and funding the event, delivering the service. This scenario comes into play when one party is a partner or sponsor for another party's initiative or event.
- If the City is the lead, City branding (full design – scenario #1) should be applied. Partner brand(s)' logo(s) should be applied at the end, in similar way as scenario #3.
- If other party is lead, process is vice versa – lead party's branding is used throughout, and the City logo is added at the end of process.

- Logo cannot be used in a way that implies promotion for monetary gain by the City.
- Logo placement should be done by the Communications Design Team - no unauthorized logo placement is permitted. If another party has permission to place logo from Communications Design Team, they must follow the following parameters for use:
  - Leave adequate white / clear space around City logo
  - Corporate logo is always full color
  - Sub brand logos are always black (on white) or white (on black)
  - Corporate and sub brand must be placed on white or black backgrounds only
  - Clearly delineate area where City logo and other secondary parties' logos are placed from lead party's branding (e.g. white box)
  - Materials need to meet accessibility standards such as ADA guidelines
  - Must comply with industry design standards. Poorly designed materials where the City Brand reputation (or perception of the City Brand) can be adversely affected need to be addressed in a different manner. If it is determined by Communications Team that parameters are not met, lead party will need to use a *text only* treatment. For example:
    - Event supported by The City of Raleigh
    - Sponsored by The City of Raleigh
    - In Partnership with The City of Raleigh
- Use corporate logo if referencing the City in general, or sub-branded logo if referencing specific service for a sub branded area. Communications Team to make this decision.
- Work with Communications Administrator to route for design or logo placement.
- To reference a supporting organization in social media, simply tag (i.e. @raleighgov, @raleigharts, @raleighparks) instead of including logo in visuals.

## Examples of the different types of brand application

### 1. City-produced content- full branding by authorized designers



2. City-produced content – templates for staff use



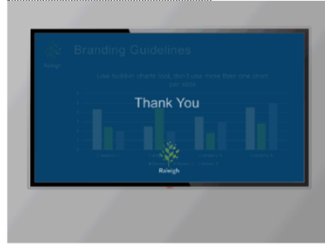
Raleigh Letterhead Black Word [W](#)



Raleigh Memo Black Word [W](#)



Raleigh Color Letterhead, please send a print request to [print.services@raleighnc.gov](mailto:print.services@raleighnc.gov) [W](#)



Corporate Powerpoint Template - COLOR

3. 3rd party content produced on behalf of the City (would have disclaimer mentioned above)

4. 3rd party content produced on behalf of such 3rd party



**PERFORMING FOR RALEIGH**  
An Impact Study of the  
Duke Energy Center  
For the Performing Arts



5. Co-branded content (City and other(s))



## **Appendix:**

### **Visual guidelines reference for #5 - Co-branded content**

## Collaborations, Partnerships, and Sponsorship

### COPYRIGHT INFORMATION

The City of Raleigh (the "City") has adopted a tree mark logo (the "Tree Logo") that is protected under trademark and copyright, including U.S. Copyright Reg. No. VAu 1-322-896 (January 3, 2018), N.C. State Trademark Registration Reg. No. T-23070 (October 15, 2018) and Federal Trademark Registration Reg. No. 5,629,347 (December 11, 2018), as well as under other federal and state laws.

To maintain the City of Raleigh's identity and protect the logo's trademark (TM), it is vital to use the logo in the correct way and with consistency. This document has been created to assist you when working with the logo.

The City of Raleigh's brand includes the main tree mark city logo, with variations in the logotype (words) next to it, to represent the sub brands. Below is guidance for how to use the corporate logo and the different sub-brand logos. The corporate and sub-brand logos should be used to replace any former logos. For ex: The Parks, Recreation, and Cultural Resources logo, the old Raleigh Arts Office / Commission logo, or the city seal. The logos should be used only by authorized parties for approved marketing materials.

The logos should not be altered in any way. The corporate logo can be used in full color on white, full color with white logotype on black, white on black, or black on white. Sub-brand logos can only be used in white on black, or black on white. If that is not possible, you should not use the logo and can use plain text instead to credit the City or sub-brand.

**On any given item or piece of communication, only ONE City of Raleigh logo (corporate or sub brand) should be used at a time.**



Please reference the Sub-Branded Services section for more information on Sub-Brands.

**CORPORATE LOGO COLOR USAGE**

The corporate logo can be used in full color on white, full color with white logotype on black, white on black, or black on white.



**SUB-BRAND LOGO COLOR USAGE**

Sub-brand logos can only be used in white on black, or black on white.





CORPORATE LOGO - PREFERRED CLEAR SPACE



- 1 **Raleigh Logotype space**  
The Raleigh Logotype can be used as measurement to create appropriate distance between each brand identity.
- 2 **Relative sizing**  
The size of the collaborator's pre-approved logo should complement Raleigh's logo.

CORPORATE LOGO - MINIMUM CLEAR SPACE



- 1 **R space**  
The width of four R's can be used as a measurement to create appropriate distance for each brand, building a more associative connection.
- 2 **Rule Line (optional)**  
An optional rule line can also be used to further divide brands. This line should match the height of the logo from the baseline to the top canopy line.
- 3 **Relative sizing**  
The size of the collaborator's pre-approved logo should complement Raleigh's logo.

**SUB-BRAND LOGOS - PREFERRED CLEAR SPACE**



Clear space is derived from the cap height of the 'R' in 'Raleigh'. Please ensure that there are no obstructions of the logo's clear space so that optimal legibility is achieved. These clear space rules apply to all sub-brand logos.

- 4 R horizontal by 3 R vertical
- Never lock-up headlines with the logo

**SUB-BRAND LOGOS - MINIMUM CLEAR SPACE**



Clear space is derived from the cap height of the 'R' in 'Raleigh'. Please ensure that there are no obstructions of the logo's clear space so that optimal legibility is achieved. These clear space rules apply to all sub-brand logos.

- 1 R horizontal by 1 R vertical or anything less than 4 R spaces
- This version of clear space should only be reserved for small size media i.e. business cards, badges, etc.

**CORPORATE LOGO – MINIMUM LOGO SIZE**

The logo should not be used when the logotype falls below 7pt. Therefore, the height of the treemark should always be at least 0.57" tall. This is the extreme minimum, the logo should be used larger wherever possible.



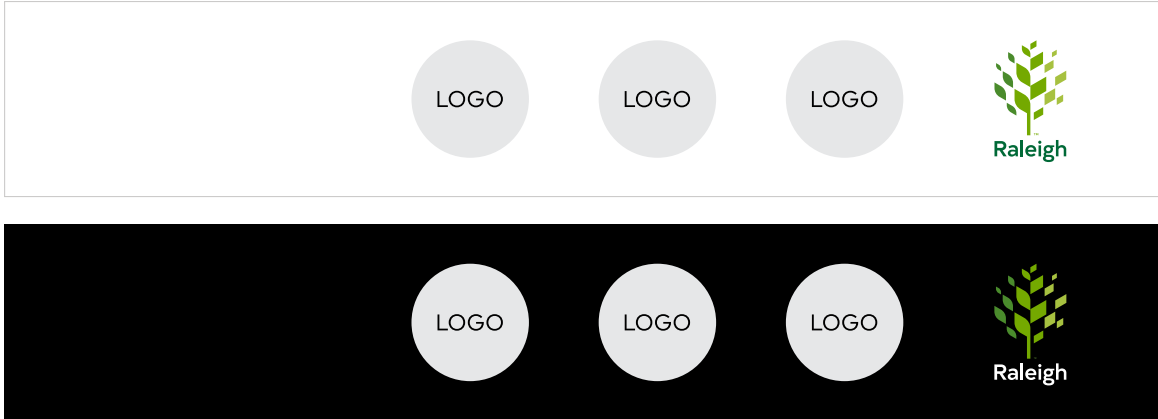
**SUB-BRAND LOGOS – MINIMUM LOGO SIZE**

The sub-brand logos should not be used when the logotype falls below 7pt. Therefore, the height of the treemark should always be at least 0.28" tall. This is the extreme minimum, the logo should be used larger wherever possible.



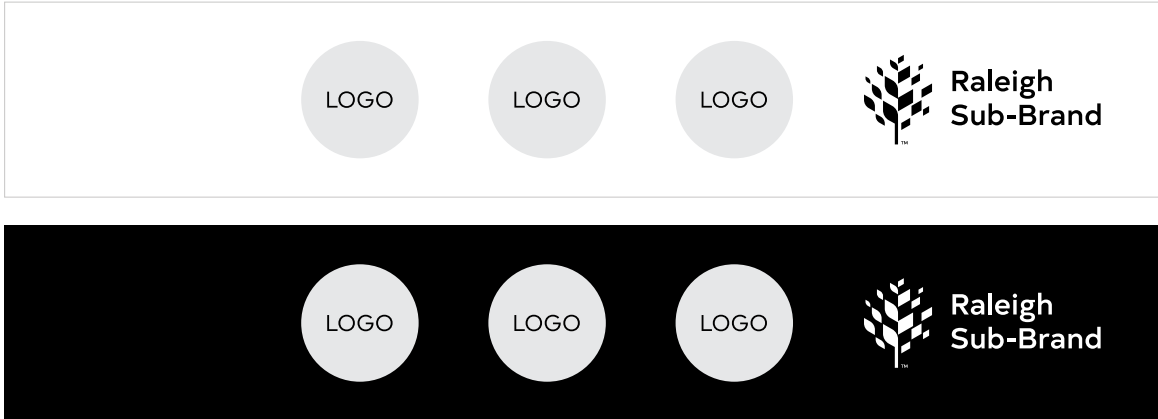
**CORPORATE LOGO BAR EXAMPLES**

The following are examples of placing the corporate logo in a bar that can be used at the bottom of a document along with other logos. The logo is placed on either a white or black background, and has plenty of clear space around it.



**SUB-BRAND LOGO BAR EXAMPLES**

The following are examples of placing a sub-brand logo in a bar that can be used at the bottom of a document along with other logos. The logo is placed on either a white or black background, and has plenty of clear space around it.



**CREDIT LINES**

When it is not possible to place the logos in accordance with the guidelines, it is acceptable to use one of the credit lines (text only) instead. For example, a credit line should be used in place of the logo if colored paper is being used because the logo can only be placed on white or black backgrounds.

**Operating Support Grants: "(Agency) is funded in part by the City of Raleigh based on recommendations of (the City of Raleigh/Raleigh Sub-Brand)."**

**Program Support 1 & 2 Grants: "This program is funded in part by the City of Raleigh based on recommendation of (the City of Raleigh/Raleigh Sub-Brand)."**

