



SERVICE
FIRST,
NOW!

City of Dallas Brand Guidelines



**One Brand.
One Front Door.
One Unified Voice.**



**SERVICE
FIRST,
NOW!**

Brand Guidelines

What are Brand Assets?

The term Brand Assets refers to the City of Dallas in Logo form, and written out in text form (i.e. City of Dallas).

City of Dallas encourages and supports other products and services that use and supplement our services. At the same time, **we must protect our reputation and brand identity**. All departments must adhere to these Brand Guidelines, which promote consistent use of our Brand Assets. This makes it easier for people to instantly recognize references to City of Dallas, and prevents customer confusion. These guidelines also help protect City of Dallas' intellectual property.

If you do not agree to these Brand Guidelines, you do not have a right to, and should not, use the Brand Assets.

Do:

- Use our Brand Assets to refer to City of Dallas, our services or anything else we offer.
- Write “City of Dallas” as seen here, and only capitalize the first letter of City and Dallas.
- Comply with our Logo Guidelines, Terms of Service and Privacy Policy.

Don't:

- Use the Brand Assets in a way that suggests or implies partnership, sponsorship or endorsement by City of Dallas.
- Modify or alter the Brand Assets. This includes the provided triple D with oak leaf logo, colors, fonts and text must be used as given.
- Incorporate the Brand Assets—or anything similar, into your trademarks, domain names, logos or similar content.
- Present the Brand Assets in a way that makes them the most prominent or distinctive feature of what you're creating.
- Use the Brand Assets in purchasable merchandise or other products such as clothing, hats or mugs.
- Assert rights over the City of Dallas brand or Brand Assets, whether by domain name registration, trademark registration or anything else.
- Use trademarks, domain names, logos or other content that imitate or could be confused with City of Dallas.
- Feature City of Dallas on materials associated with sexually explicit content, unlawful activity or other materials that violate our Terms of Service and Privacy Policy.



**SERVICE
FIRST,
NOW!**

Departmental Logos

Requirements

Before downloading our logo, please be sure to follow our basic rules:

Comply with our Brand Guidelines.

- Do not alter the shape, proportion, color or orientation of the logos. Keep them the colors they are, and only as they appear below.
- Provide at least as much padding around the logo as displayed below. This helps our logo appear clean and uncluttered.
- Do not manipulate any aspect of the logo (including the oak leaf in the middle). No aspect of our logo can be used as an individual design detail.
- Departments are required to adopt the official City of Dallas logo including the name of your department or office instead of using a custom emblem. This ensures residents know that a department is part of City of Dallas and we are unified with our One Dallas identity.

Note: Program and Service offerings under a department or office are not eligible to use the City of Dallas logo in any form. A request must be made to COM for graphics creation.

Approved color scheme for your Departmental Logo lock-ups



Departmental Logos

When to use the City of Dallas | SFN! logo

The City of Dallas Service First, Now! logo is to be used whenever posting or branding graphics on primary Dallas City Hall social channels, and when coming either directly or primarily from City Manager's Office (CMO).

Horizontal (Primary)

Tagline with Primary Logo - Full Color



Primary Logo - Black



Primary Logo - White



Stacked (Secondary)

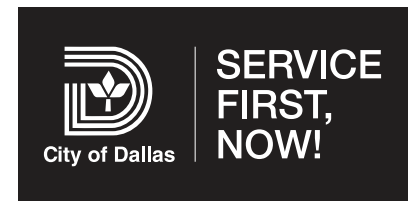
Tagline with Secondary Logo - Full Color



Secondary Logo - Black



Secondary Logo - White



✗ Do not alter the aspect ratio of the logo



✗ Do not alter the stack of the logo



✗ Do not use the Dallas D in place of a letter

Administrative Directive 2-33

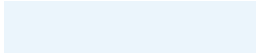
SUBJECT: ACCEPTABLE USE OF CITY PROVIDED E-MAIL AND INTERNET SERVICES
AD 2-33

Colors

Primary Palette

City of Dallas' primary brand color is a rich, friendly blue. We also use some lighter and darker blues for various other use cases. This is a simple, minimalist color palette. Shades of blue dominate, providing a neutral backdrop on which brighter shades, clean type treatment, and bright white content areas stand out on the page.

Primary Color Palette

				
Pantone 2939 C	Pantone 2258 C	Pantone 541 C	Pantone 642 C	Pantone 7547 C
WEB #0157B1	WEB #2E8540	WEB #003F88	WEB #EBF6FF	WEB #001B3B
RGB 0/87/177	RGB 46/133/64	RGB 0/63/136	RGB 235/246/255	RGB 0/27/59
CMYK 94/72/0/0	CMYK 83/25/100/10	CMYK 100/85/18/5	CMYK 6/0/0/0	CMYK 100/85/44/58

Secondary Palette

We use secondary colors that complement the neutral and primary colors. These are accent colors to provide additional lightness and style to pages looking for a more modern flair. These colors should be used to highlight important features on a page, such as buttons, or for visual style elements, such as illustrations. They should be used sparingly and never draw the eye to more than one piece of information at a time.

Secondary Color Palette

				
Pantone 2190 C	Pantone 1505 C	Pantone 3561 C	Pantone 439 C	Pantone 2598 C
WEB #2196F3	WEB #FFA000	WEB #8EC900	WEB #333333	WEB #B54334
RGB 33/150/243	RGB 255/160/0	RGB 142/201/0	RGB 51/51/51	RGB 181/67/52
CMYK 75/35/0/0	CMYK 45/100/0/0	CMYK 50/0/100/0	CMYK 0000	CMYK 20/85/85/10

Tertiary Palette

The tertiary palette, while not exclusive to the 7 pillars of the City of Dallas, are primarily used for highlighting the 7 pillars: Growing, Safe, Core, Sustainable, Vibrant, Fiscally Sound, Livable. These colors may be used in a monochromatic manner, where the main color will expand itself under values of lightness and darkness.

Tertiary Color Palette

						
Very Peri Blue	Deep Seaweed Green	Burnt Umber	Eminence Purple	Dijon Mustard	Peacock Feather Green	Chocolate Praline
WEB #7489C4	WEB #264A23	WEB #652816	WEB #5B3D66	WEB #A87F2D	WEB #2D5155	WEB #483635
CMYK 57/43/0/0	CMYK 80/44/98/48	CMYK 36/84/93/50	CMYK 70/83/34/21	CMYK 31/47/100/10	CMYK 83/53/55/34	CMYK 57/67/62/54

Typography

Web / Print / Digital

The purpose of using one Font Family (Arial) across all City of Dallas channels and media is to reinforce our one United Voice. The approved fonts outlined in this guide are to be used for any prepared document that bears the City of Dallas Logo, Seal, Brandmark, Wordmark, and so on. The below is a limited, non-exhaustive list.

- Social Media graphics
- Flyers
- Brochures
- Announcements
- Posters
- Training documents
- Toolkits
- Invitations
- E-mail signatures
- Business Cards
- etc.

Approved Fonts

Aa

Body/Paragraph
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Aa

Body/Paragraph
Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Aa

Heading
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Aa

Heading
Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Aa

Heading
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Typography

Web / Print / Digital (Continued)

Arial Black properties

**ARIAL BLACK
ALL CAPS**



To be used as a header only
Font Height must be equal to Leading height
Tracking must be set to -50
Kerning may be left at the default value

Arial Bold properties

**ARIAL BOLD
ALL CAPS**



To may be used as a subheader, or to emphasize body text
Font Height must be equal to Leading height
Tracking must be set to -25 as a subheader, or 0 as body text
Kerning may be left at the default value
The same properties apply to Arial Bold Italic

Arial Regular properties

**ARIAL REGULAR
ALL CAPS**



To be used as body text
Leading may be left at the default setting
Tracking may range from -25, -10, 0
Kerning may be left at the default value
The same properties apply to Arial Regular Italic

Branding Approved Emblems

When & How To Use

Logo – contains the official triple D City of Dallas logo à for departments and offices

Emblem – a service or program offered by an individual department. We only use the word “emblem” due to the ongoing litigation surrounding our City of Dallas logo trademark being misused for-profit from non-City companies.



SERVICE FIRST, NOW!



SERVICE FIRST, NOW!



SERVICE FIRST, NOW!



City of Dallas

SERVICE FIRST, NOW!



Dallas
Water
Utilities

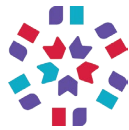


City of Dallas

Dallas
Animal
Services



Dallas
Public
Library



Dallas
Park & Recreation

NON-COMPLIANT EMBLEMS: cease usage immediately



CITY OF DALLAS
OFFICE OF EQUITY & INCLUSION
EQUITY DIVISION



DALLAS ANIMAL SERVICES



Branding Approved Emblems

When & How To Use



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Lorem ipsum dolor sit amet

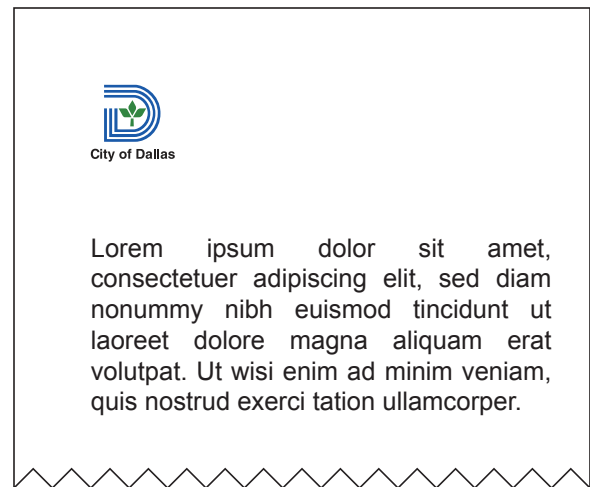
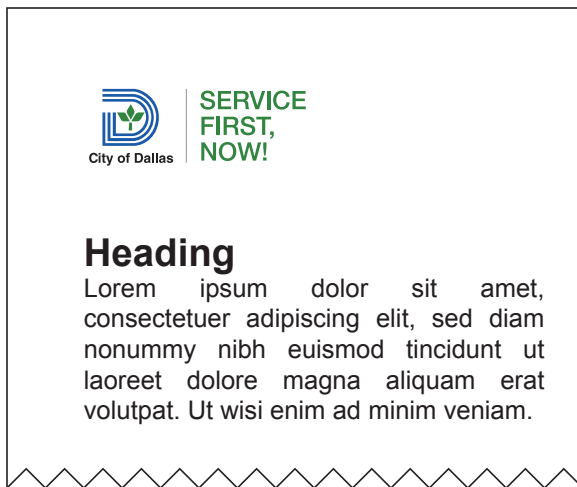
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Logo & Type (Continued)

Departments must adopt the official City of Dallas logo including the name of your department or office instead of using a custom emblem. This ensures residents know that a department is part of City of Dallas and we are unified with our One Dallas identity.

Note: Program and Service offerings under a department or office are not eligible to use the City of Dallas logo in any form. A request must be made to COM for graphics creation.



ADA Compliance

While there are many rules for ADA compliance, the key items for graphics are the following:

- Font size must be at least 12pt though 14pt is optimal as smallest size.
- Always use sans-serif font.
- Avoid lighter text on dark background as it can impair legibility, especially when printed.
- Avoid colors that may “vibrate” (ex: blue text on red background).
- City of Dallas logo is not to overlap or be too close to other logos. This helps our logo appear clean and uncluttered.
- Do not manipulate any aspect of the logo (including the oak leaf in the middle). No aspect of our logo can be used as an individual design detail.

Logo Use on Clothing

Departmental Logo on left breast

Tagline to be displayed on opposite right sleeve

If vendor requires a specific filetype, please submit a COMS Service Request ([submit here](#))

Must use Arial Font Family for all additional verbiage on clothing/swag

Approved colors, logos and placements shown below to do not affect existing Department Uniforms

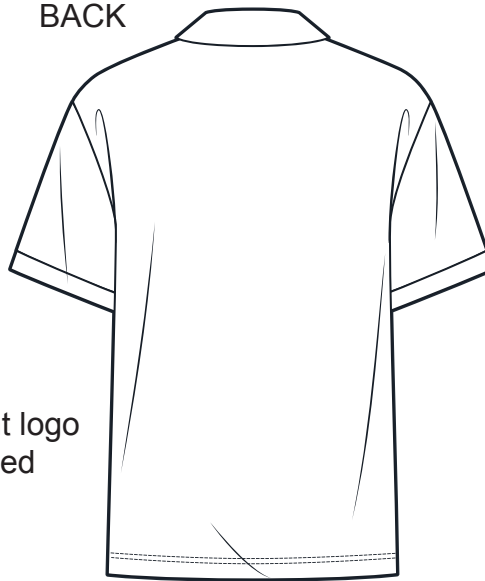
FRONT



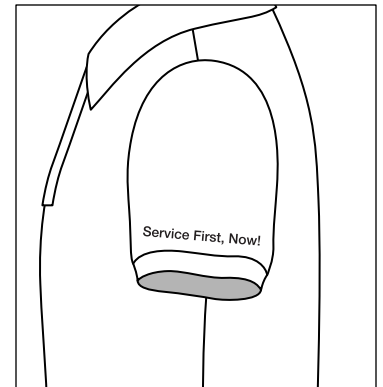
Department logo
not to exceed
3.5" wide

Shown for
placement only

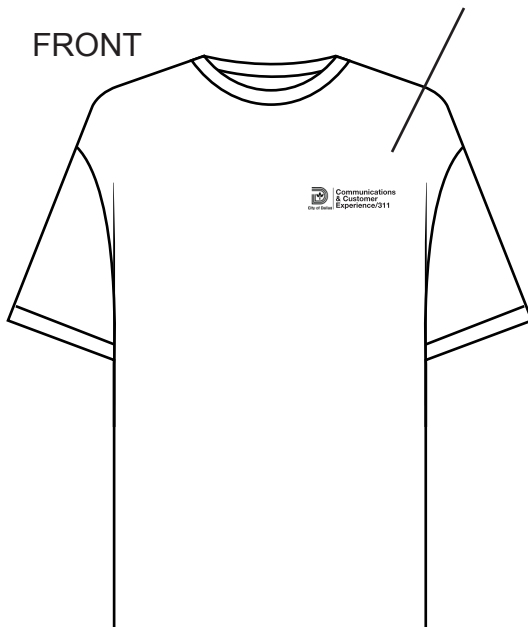
BACK



SIDE



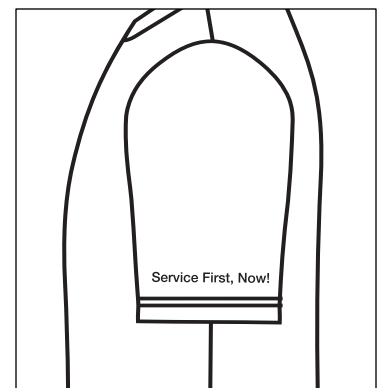
FRONT



BACK



SIDE



All slogans, phrases, etc. must
use Arial Black. Horizontal stack
of the logo not to exceed 3.5" wide
Shown for placement only

Logo Use on Clothing

(Continued)

Caps/hats of any style to follow the guidelines below.

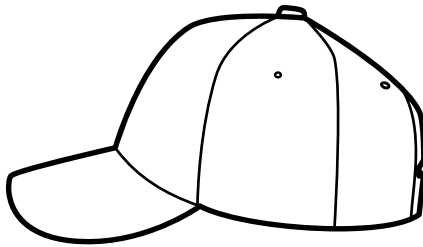
If vendor requires a specific filetype, please submit a COMS Service Request ([submit here](#))

Must use Arial Font Family for all additional verbiage on clothing/swag

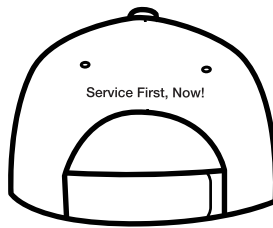
Acceptable Style 1



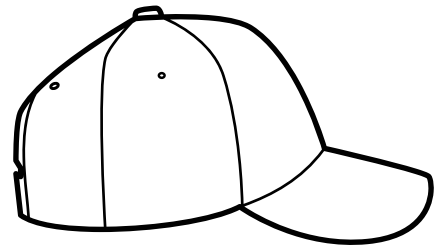
front
City of Dallas Logo



left side:
(blank)



back
(blank)

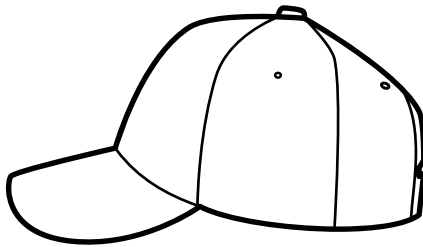


right side:
(blank)

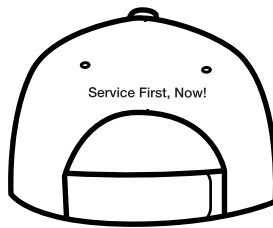
Acceptable Style 2



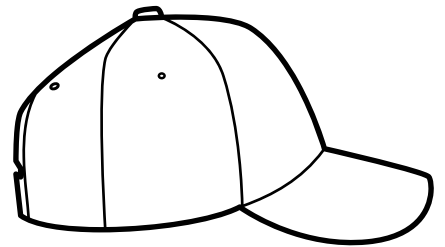
front: patch style
Departmental Logo



left side:
(blank)

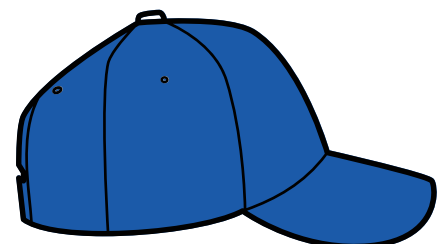
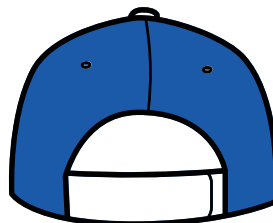
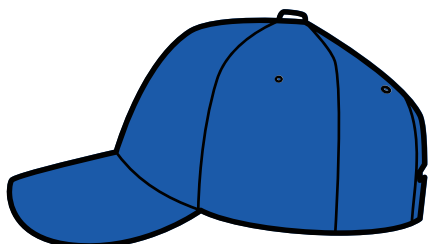


back:
(blank)



right side:
(blank)

Acceptable Style 3

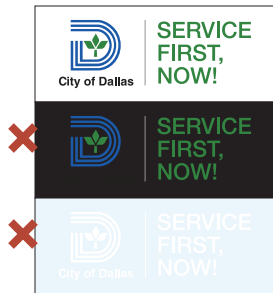


All logos in white on City of Dallas blue

Logo Use with Color Palette

Departmental Logo on additional articles of clothing and swag

The color of the logo, tagline and additional verbiage depends on the color of the product being ordered. For instance, you may only use the full color logo on white backgrounds, but the black colorway may be printed on light blue, sky blue, golden, light green.



- Use the full color version of the logo on all white backgrounds.
- Do not use the full color logo on dark backgrounds.
- Do not use the black logo on dark backgrounds.
- Do not use the white logo on light backgrounds.
- Do not separate the SFN! tagline from the Triple D logo.
- SNF! tagline must match the color of the Triple D logo when used monochromatically.

Approved colorways/combinations



The same colorway rules apply when using the 3 C's

CONNECT • **COLLABORATE** • **COMMUNICATE**

CONNECT • **COLLABORATE** • **COMMUNICATE**

CONNECT • **COLLABORATE** • **COMMUNICATE**

Logo Use on Swag

Departmental Logo on additional articles of clothing and swag

Your departmental logo lockup has been created specifically for your Department or Office, and should be the primary logo used on marketing materials.

- Marketing materials include: print and/or digital graphics, “swag” items, uniforms, vehicle decals, or any place the team is represented.
- Moving forward, any newly ordered materials noted above must utilize the new logo lockup.

This logo may not be used for the selling of products.

Swag items shown are not representative of the exhaustive list. Please check with your direct Supervisor for approval. Samples shown are examples of color use and placement **ONLY**. If vendor requires a specific filetype, reach out to COMS (comsrequest@dallas.gov)
Must use Arial Font Family for all additional verbiage on clothing/swag.





SERVICE
FIRST,
NOW!

Firstname Lastname
Title Here
Office Name
1500 Marilla Street, 4EN
Dallas, TX 75201



City of Dallas

sample letterhead

sample notepad or letterhead

Iconography

Simple, clean, modern, straightforward.



Illustration

Elegant, clean, modern, straightforward.



Photography

Photography should be real, active, vibrant, in the moment, and crystal clear.
Real people, real smiles. Interesting and unique angles. No AI generated photography.



Colorizing

Acceptable styles of colorization are displayed below. This includes full color photography, black and white photography, and color overlays using the approved City of Dallas color palette.

Full Color Photo



Black & White Photo



Full Color Photo + Solid Overlay



Black & White Photo + Solid Overlay



Full Color Photo + Gradient Overlay



Black & White Photo + Gradient Overlay

