



# STYLE GUIDE

# TABLE OF CONTENTS

A BRAND NEW BRAND	1
ABOUT THE NORFOLK LOGO	2-4
COLORS	5
TYPOGRAPHY	6
LOGO SAMPLES	
Horizontal Logo	7
Vertical Logo	8
Department Logos	9
Signature Logos	10
BUSINESS CARDS	
Sample Business Card	11
Ordering Business Cards	12
Special Exceptions	13
TEMPLATES	
Stationery	14
Memorandum	15
Media Release/Advisory	16
PowerPoint	17
Email Signatures	18
Generic Sponsorship Ads	19
SOCIAL MEDIA ICONS	20
CITY SEAL VS. LOGO	21-22
PROMOTIONAL ITEMS	
T-Shirts	23
Wearables	24
Novelties	25
CONCLUSION	26

# A BRAND NEW BRAND

Norfolk is introducing a “brand new brand,” a way for the City to advance public assets, services, programs and initiatives. Read on for details!

## What’s a Brand?

Branding is a promise to your stakeholders. It tells everyone what to expect from your product, service or, in our case, city. Branding establishes a first impression relationship and helps differentiate your offering from that of your competitors.

Through the Norfolk Collaboratory, over 1600 stakeholders helped formulate a clear articulation of Norfolk’s overall brand positioning statement and related branding elements. What resulted was a brand message architecture or “placemaking message blueprint” in the form of an oversized placemat that outlined who we are and where we are headed. The message: Norfolk is an amazing place, a vibrant and historic port city where culturally diverse citizens, the military and businesses are creating the most dynamic and authentic urban waterfront community in America.

Today, leading organizations across the City of Norfolk are using this brand message architecture to direct their respective communication efforts. The result is a seamless story of the place we call Norfolk. Now is the time for Norfolk’s city government to join in this chorus, creating an updated and more contemporary way to advance public assets, services, programs and initiatives.

Along with the brand message architecture, seven key criteria were considered when creating Norfolk’s brand new brand:

1. Reinforce Norfolk’s waterfront location.
2. Reinforce our pro-environmental (sustainability) focus.
3. Reinforce Norfolk’s fun, community-oriented, approachable personality.
4. Convey a contemporary, hip and progressive image.
5. Must work for the city as a whole as well as departments, programs and initiatives.
6. Must work across all applications (stationery, business cards, forms, auto fleet, etc.).
7. Leverage the equity in Norfolk’s iconic mermaid.

## Key Questions About the New Brand

1. Does the new logo replace all Department logos?  
No; there are some exceptions. Police and Fire can use the new logo as they deem appropriate. We will work with each Department on specific applications.
2. What about the old mermaid logo that is on collateral items throughout the City?  
Over time, the old mermaid will be replaced on all collateral items (forms, publications, etc.). We encourage city staff to be fiscally responsible and replace items with the new mermaid after the old items have been depleted.
3. What about the mermaid statues around town?  
The mermaid statues will remain in place. They represent the community and the community brand.
4. What about Norfolk’s tagline - Life. Celebrated Daily?  
Going forward, we will not use a tagline. This tagline will disappear over time from collateral materials as the old mermaid is replaced by the new mermaid.



# ABOUT THE NORFOLK LOGO

The logo is an official City of Norfolk symbol and it is the visual representation of our brand. As such, it is a graphical display of our unique identity through color, shape, font and style. Any alteration, distortion, re-creation, translation or misuse is strictly prohibited.

General guidelines for the new logo:

1. The preferred City of Norfolk logo is the horizontal version. This is the primary visual identification of the City of Norfolk. It should always be placed on a white or light background.



2. There will be instances when using the horizontal version of the logo is neither feasible nor practical. For this reason, a vertical logo has been created.



The federal symbol for registered trademark (®) always appears with the Norfolk logo. For either version of the logo, it appears above the K in Norfolk. The ® should always be superscripted.

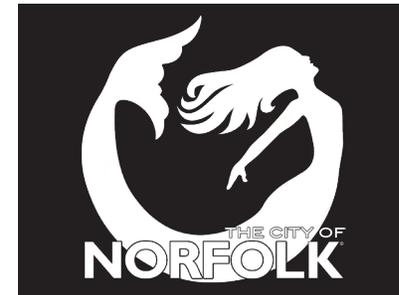
# ABOUT THE NORFOLK LOGO

3. Several color variations of both logos have been created. Please refer to the guidelines detailed in this guide to determine the appropriate use.
4. Minimum printed space - The vertical version of the logo should never appear so small that the mermaid in the first O is indiscernible. Consider using the vertical mermaid, if that becomes the case.
5. Logo incorrect usage - Do not manipulate the logo so that it becomes distorted or stretched disproportionately.
6. The mermaid logo should never be broken apart. The mermaid is never solo; the mermaid is never used without the accompanying text "The City of Norfolk®."



# ABOUT THE NORFOLK LOGO

7. Only use the .jpg version of the logo on a white background. The .png version has a transparent background and should be used on all other colored backgrounds.
8. The horizontal and vertical logos in either one- or two-colored version should only be used on light backgrounds. The white version with transparent background should be used on dark or busy backgrounds.



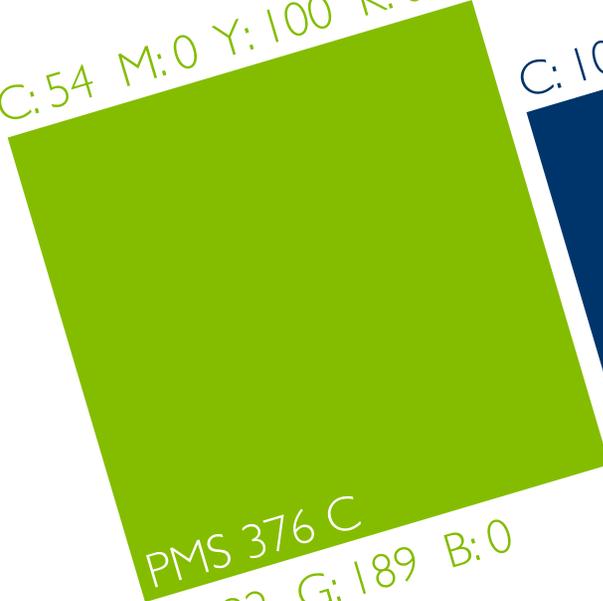
9. When in doubt, contact your Communications Team.



NORFOLK STATE UNIVERSITY

# COLORS

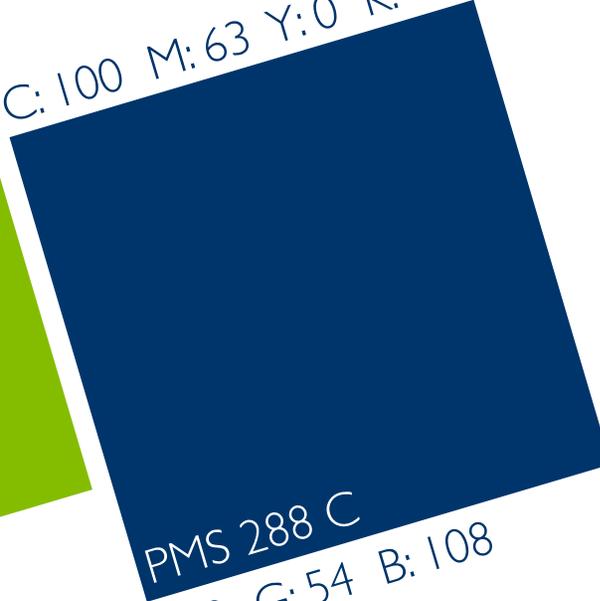
C:54 M:0 Y:100 K:0



PMS 376 C

R: 132 G: 189 B: 0  
#84BD00

C: 100 M: 63 Y: 0 K: 49



PMS 288 C

R: 0 G: 54 B: 108  
#00366C

# NORFOLK LOGO

The fonts illustrated below are the only fonts used in the Norfolk logos, on business cards and on other collateral materials. Please review the business card page for detailed illustration.

Fonts are available for installation at S:\Logos & Templates\Norfolk Branding Fonts. If you have trouble installing the fonts onto your computer, contact the IT Helpdesk.

## Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans MT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## BLAIRMDITC TT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# HORIZONTAL LOGO

## Fonts

The font for "THE CITY OF" is BlairMdITC Medium. The font for "NORFOLK" is Gill Sans MT Bold.

## Two-Color Logo:

The two-color horizontal logo is preferred and the most commonly used version of the City of Norfolk logo and should be placed on a white or light background.



## One-Color Logo:

When the logo cannot be produced in two-colors, a one-color logo is available. The one-color logo is only available in blue. A one-color green logo is not acceptable.



## All Black Logo:

This should be used when there is no other alternative such as if using a color logo is too costly.



## All White Logo:

This should only be used when the logo must appear on a dark background.



# VERTICAL LOGO

## Two-Color Logo:

The two-color logo is the preferred vertical logo.



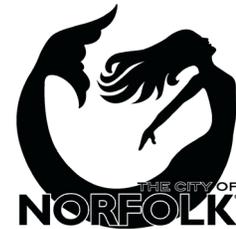
## One-Color Logo:

The one-color logo is only available in blue, never green.



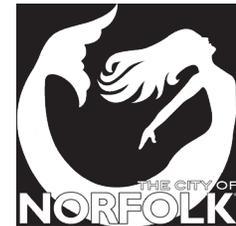
## All Black Logo:

This should only be used when a color logo is not an option.



## All White Logo:

This should only be used when the logo must appear on a dark background.



# DEPARTMENT LOGOS

A horizontal and vertical logo have been designed for each City Department.



The following page illustrates every department name displayed on the horizontal logo. Divisions within city departments will not have their own logo; rather they will use their department logo.

Please note the following exceptions:

1. Certain departments and organizations that primarily have a marketing role will continue using their specialized logo and will not use a Norfolk mermaid logo. These entities have their own unique brand and will continue to promote it. They are: Nauticus, Seven Venues (and their various venues), the Virginia Zoo, Slover Library and the Botanical Garden.
2. Some departments (or divisions/bureaus of departments) have an enforcement or investigative role; these entities will continue to use a city seal and/or badge rather than a mermaid logo. Some examples include Fire, Police and Code Enforcement.

If you have a question about the type of logo you should use, contact the Communications Team.

# SIGNATURE LOGOS

Events and initiatives that are wholly initiated, sponsored or led by the City of Norfolk can have a special logo created for them. The Norfolk piece of the logo is consistent and the rest of the title comes before or after. The logo does not require a service mark. Some examples include:

**NORFOLK**FIRST

HEALTHY**NORFOLK**

Note: The Communications Team is here to assist you in creating your signature logo. Do not create a logo on your own.

# BUSINESS CARDS



## FRONT

The front of the business card features the Norfolk logo at the top, followed by the text "THE CITY OF NORFOLK" and "DEPARTMENT NAME" in a small font. Below this is the name "JOHN Q. DOE, abc" and "TITLE/POSITION". At the bottom, contact information is listed: "john.doe@norfolk.gov", "810 Union Street, Suite 000", "Norfolk, VA 23510", "757-664-xxxx", and "mobile 757-555-5555".

Gill Sans Regular

BlairMdITC TT Medium  
Gill Sans MT Bold

Gill Sans Bold  
Gill Sans SemiBold

## BACK

The back of the business card features a green curved header. Below it, the text "Connect with us at" is followed by the website "www.norfolk.gov" and four social media icons (Facebook, Twitter, LinkedIn, YouTube). Below the icons is the text "Norfolk Cares Call Center" and "757-664-6510". At the bottom, the Norfolk logo is followed by the tagline "The most dynamic and authentic urban waterfront community in America." in a green, italicized font.

Gill Sans Bold

Gill Sans Light

Gill Sans SemiBold Italic

BlairMdITC TT Medium  
Gill Sans MT Bold

# ORDERING BUSINESS CARDS

As part of the new Norfolk brand rollout, a new business card has been designed. Please note that the new card is two-sided; the back details our brand message and directs people to our most important sources of citizen information...Norfolk's website, social media presence and the Norfolk Cares Call Center.

The City's print shop, managed by RICOH, is ready to print your new cards whenever you are. Just follow these three easy steps!

Step 1: Gather this information to include in your business card order

- Name
- Title
- Physical Address
- Telephone Numbers - desk & mobile
- Email Address

Step 2: Complete the entire top section of the RICOH copy/print request order form, including the appropriate budget account numbers; i.e. fund, object code and activity numbers. You can do this in two ways:

- Fill out a form, saved at S:\Printshop\Revised Copy-Print Request Form.xlsx and email to [printshoprequests@norfolk.gov](mailto:printshoprequests@norfolk.gov) OR print the form, fill it out, send it via interoffice mail or deliver it in person to the RICOH Print Shop.
- Order online at [cityofnorfolk.ricohtrac.com](http://cityofnorfolk.ricohtrac.com). Contact the Print Shop at 664-4255 if you need to register for TRAC, RICOH's online ordering system.

After you order, RICOH will send you a proof, either via email or interoffice mail (if requested). Review the proof for accuracy and then give a hard copy or electronic "okay" to RICOH. No order will be printed until the proof has been approved.

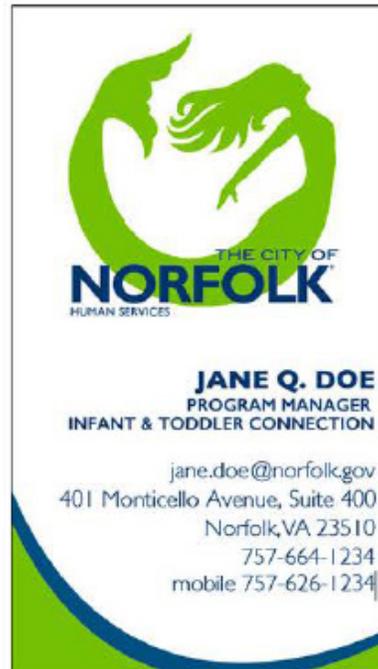
Step 3: Wait approximately 48 hours for your business cards to arrive via interoffice mail or make arrangements to pick them up at the Print Shop.

A few things to remember about Norfolk's new brand roll out:

- Consider using up your old business cards before ordering new ones. We are committed to rebranding the City in a fiscally responsible way.
- Everybody, citywide, will be ordering and receiving the same card design. There will be no special requests granted to alter the card design, i.e. no altering colors and fonts, adding awards, etc.

# SPECIAL EXCEPTIONS

There are a few exceptions permitted to the design of the mermaid business card. Specifically, if an employee supports a program that provides funding and has its own brand, that program can be represented on the back of the card. Please note that the entire back of the card is given over to the program brand; it is not permitted to marry the brands.



FRONT OF CARD



BACK OF CARD

# STATIONERY

Two styles of letterhead and envelopes are available; universal City of Norfolk and departmental, as illustrated. Please note that the web address at the bottom will also be [www.norfolk.gov](http://www.norfolk.gov) (no custom URLs are permitted).

Use of Calibri font in 10-12 pt. in black is recommended for all correspondence.



401 MONTICELLO AVENUE, SUITE 300 • NORFOLK, VIRGINIA 23510 • 757-664-4500  
[www.norfolk.gov](http://www.norfolk.gov)

# MEMORANDUM

There is one universal memorandum template. Departments may use the universal logo or one created for their specific department.

The diagram illustrates two memorandum templates. The top template is the universal one, featuring the City of Norfolk logo and a green horizontal line. Below the line, the word 'MEMORANDUM' is centered. The form fields are: TO: \_\_\_\_\_, CC TO: \_\_\_\_\_, FROM: \_\_\_\_\_, SUBJECT: \_\_\_\_\_, and DATE: \_\_\_\_\_.

The bottom template is for the Office of the City Manager. It features the City of Norfolk logo with 'OFFICE OF THE CITY MANAGER' below it, and a green horizontal line. Below the line, the word 'MEMORANDUM' is centered. The form fields are: TO: \_\_\_\_\_, CC TO: \_\_\_\_\_, FROM: \_\_\_\_\_, SUBJECT: \_\_\_\_\_, and DATE: \_\_\_\_\_.

# MEDIA RELEASE/ADVISORY

Per City of Norfolk policy, all media releases and media advisories must be approved by your Communications Team Account Manager. A few departments are exempt from this rule, such as Police and Fire-Rescue. If you have a question regarding the approval process for your department, please contact your Communications Team Account Manager.

**MEDIA RELEASE**

**THE CITY OF NORFOLK**

Contact  
Telephone  
Phone  
Email  
Website

FOR IMMEDIATE RELEASE  
[Date]

**[MAIN TITLE OF PRESS RELEASE IN ALL CAPS]**  
*[Subtitle of Press Release]*

NORFOLK, VA – [Insert your announcement here and then briefly describe the benefits.]  
*[Insert a quote from a company executive about what the announcement means.]*

[Add additional paragraph(s) as necessary to describe your announcement and the benefits it provides.]  
*[Insert a customer quote or news about partnering with another company, if appropriate.]*

###

**MEDIA ADVISORY**

**THE CITY OF NORFOLK**

Contact  
Telephone  
Phone  
Email  
Website

FOR IMMEDIATE RELEASE  
[Date]

**[MAIN TITLE OF PRESS RELEASE IN ALL CAPS]**  
*[Subtitle of Press Release]*

NORFOLK, VA – [Insert your announcement here and then briefly describe the benefits.]  
*[Insert a quote from a company executive about what the announcement means.]*

[Add additional paragraph(s) as necessary to describe your announcement and the benefits it provides.]  
*[Insert a customer quote or news about partnering with another company, if appropriate.]*

###

\*Please save the releases as a .pdf document prior to distribution to ensure readability.

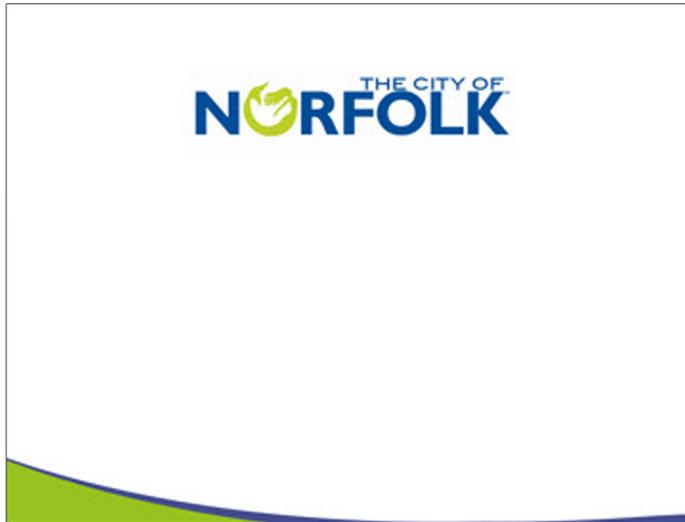
# POWERPOINT TEMPLATE

The PowerPoint template includes these features that you should avoid altering:

Font	These PPT templates default to the Corbel font.
Font Color	These PPT templates default to the “Norfolk” blue (see Colors page).
Charts	There is a default chart color spectrum embedded in these templates.
Logo Use	The title page of the template includes the Norfolk logo. Do not add your Department logo; rather add your Department name in the title slide.

Please note the preferred font sizes for easy readability:

Titles	Between 36 to 44 point size
Body	Between 28 to 32 point size



# EMAIL SIGNATURES

Use the following guidelines for your external and internal signatures. All signatures should be in Calibri in a 10-12 point font size in “Norfolk” blue (see Colors page). There should be no background or colors/images on your email; your email should always have a white background.

## Signature Sample

The external signature includes all pertinent information - name, title, address and contact information. The City of Norfolk horizontal logo is included in the external signature only. Please note that text/images after the signature are limited to City-wide approved messaging and approved legal disclaimers. This does not allow for favorite quotes, scripture passages, images, etc.

John Q. Doe

Title/Position



Department Name

810 Union Street, Suite 000

Norfolk, VA 23510

757-664-1234 | 757-555-1234 mobile

Connect with us:

[www.norfolk.gov](http://www.norfolk.gov)



Note: If you are required to or prefer to use text only emails, please include all of the information listed above without the images/formatting. The social media icons are links to the City’s social media sites:

- [facebook.com/norfolkVA](https://facebook.com/norfolkVA)
- [twitter.com/norfolkVA](https://twitter.com/norfolkVA)
- [linkedin.com/company/city-of-norfolk](https://linkedin.com/company/city-of-norfolk)
- [youtube.com/norfolkTV](https://youtube.com/norfolkTV)

# GENERIC SPONSORSHIP ADS

Use these ad templates (full color or black and white) for placement in sponsorship brochures, programs, etc.

1/4 PAGE AD



The 1/4 page ad template consists of a dark blue rectangular box at the top and a white rectangular box at the bottom. The blue box contains the text "SPECIAL MESSAGE HERE" in yellow, "Name of Event Here" in white, and the City of Norfolk logo at the bottom. The white box contains the text "SPECIAL MESSAGE HERE" in black, "Name of Event Here" in black, and the City of Norfolk logo at the bottom.

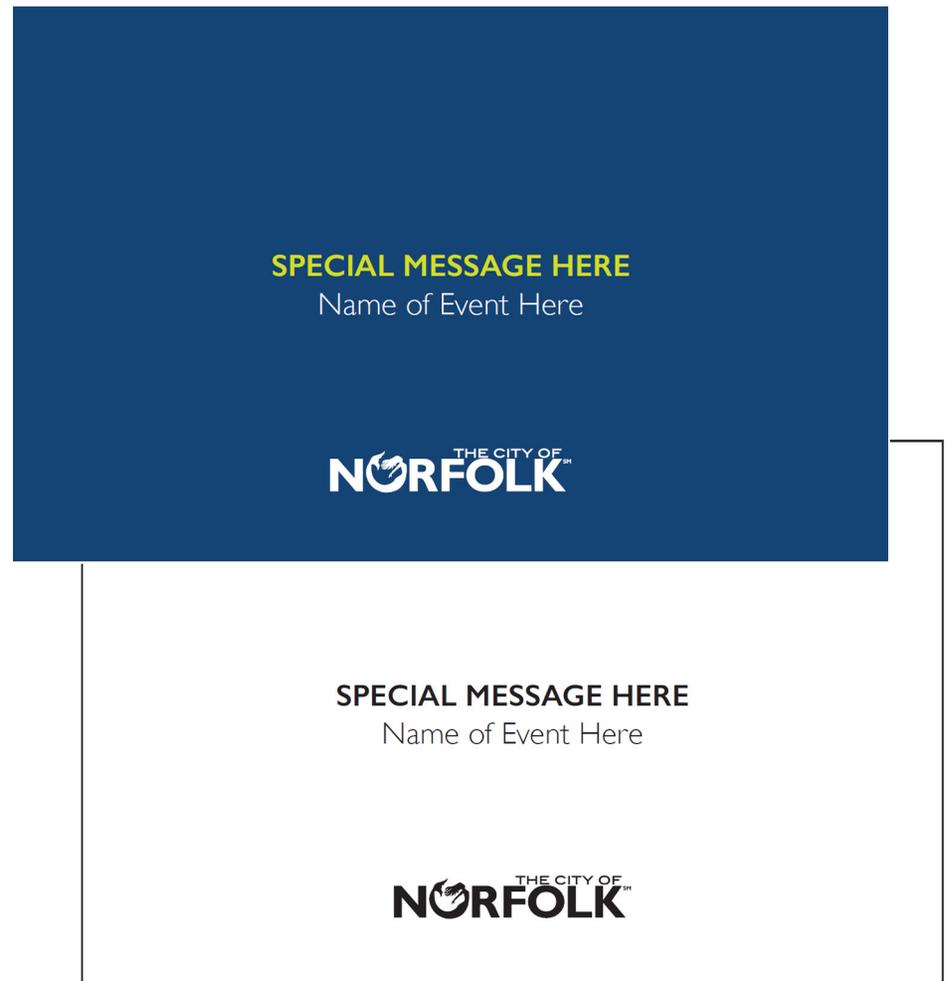
**SPECIAL MESSAGE HERE**  
Name of Event Here

THE CITY OF  
**NORFOLK**

**SPECIAL MESSAGE HERE**  
Name of Event Here

THE CITY OF  
**NORFOLK**

1/2 PAGE AD



The 1/2 page ad template consists of a large dark blue rectangular box at the top and a white rectangular box at the bottom. The blue box contains the text "SPECIAL MESSAGE HERE" in yellow, "Name of Event Here" in white, and the City of Norfolk logo at the bottom. The white box contains the text "SPECIAL MESSAGE HERE" in black, "Name of Event Here" in black, and the City of Norfolk logo at the bottom.

**SPECIAL MESSAGE HERE**  
Name of Event Here

THE CITY OF  
**NORFOLK**

**SPECIAL MESSAGE HERE**  
Name of Event Here

THE CITY OF  
**NORFOLK**

# SOCIAL MEDIA ICONS

The City's presence on social media platforms is an important part of our communications strategy. Therefore, the use of social media icons on electronic and printed materials is encouraged. This page details the correct design of social media icons that should be used.

When used on a white or light background, the icons should be in white, surrounded by a small circle in "Norfolk" blue (see Colors page). When used on dark or busy backgrounds, the white circular icons on a transparent background should be used. (Note - the color of the background will become the color of the symbol, surrounded by a white circle.)

If you need a social media icon that is not available at S:\Logos & Templates, please contact a Communications Team member. Do not create your own icons.

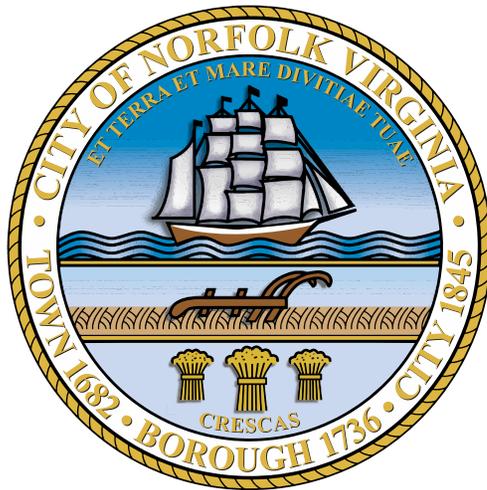


# CITY SEAL VS. NORFOLK LOGO

Please note that the City Seal continues to serve as the City's official mark. This mark should be used when an official mark is needed, such as on a bond rating report, legal document, transmittal letter or any correspondence to high-level elected officials. The Norfolk logo serves as a marketing device and does not replace the seal.

Be certain you are using the appropriate version of the City Seal - the seal that shows the City of Norfolk at the top of the circle and the word "crescas" should be below the shafts of wheat. An older version of the seal shows the City of Norfolk at the bottom and should never be used.

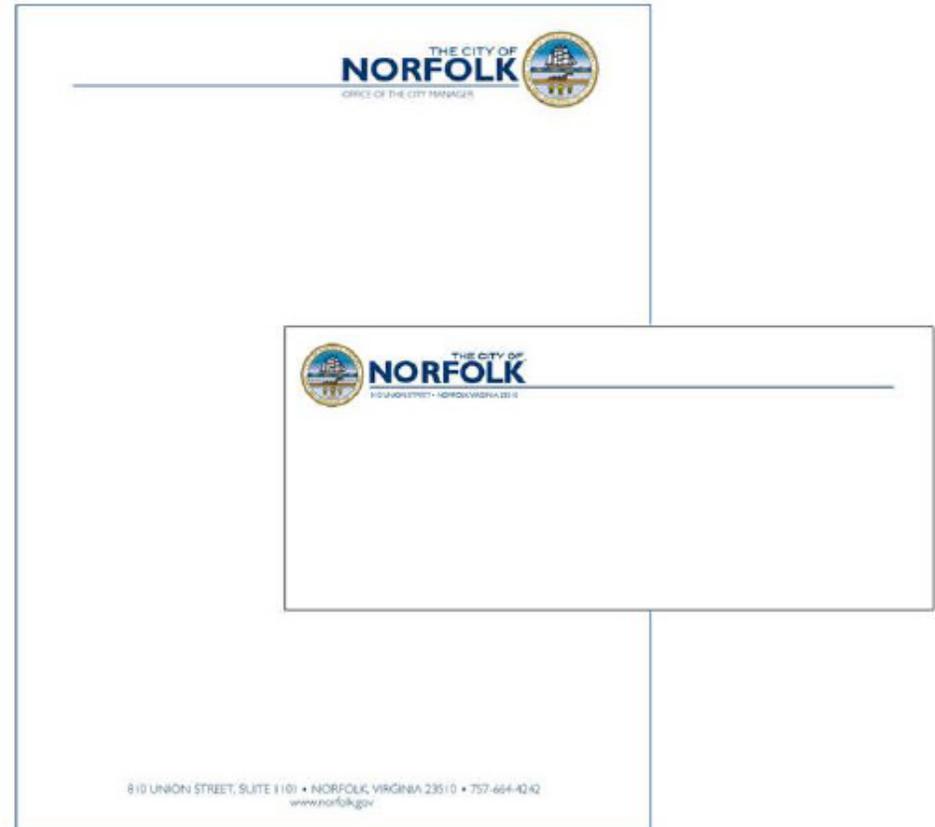
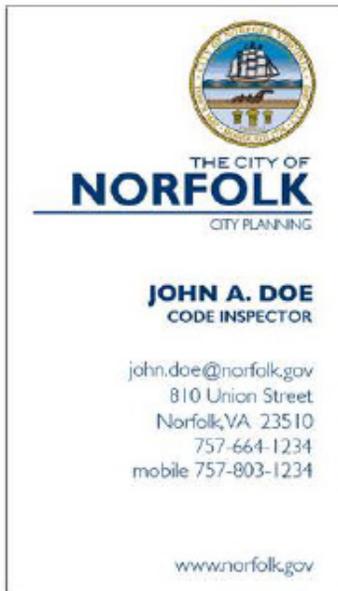
Some departments (or divisions/bureaus of departments) have an enforcement or investigative role; these entities will continue to use a City Seal and/or badge rather than a mermaid logo on business cards.



# CITY SEAL ON STATIONERY & BUSINESS CARDS

Some departments (or divisions/bureaus of departments) have an enforcement or investigative role; these entities have the option of using a seal rather than a mermaid logo on their collateral materials.

If you are unsure, please check with a Communications Team member.



# T-SHIRTS

The correct logo placement in the left chest area of a shirt can be a little tricky. The logo should be centered directly below the left edge of the collar hem and appear slightly above the bottom edge of the sleeve openings.



FRONT

BACK

## LIGHT COLORED SHIRTS

It is best to use the full color version of the Norfolk logo.



FRONT

BACK

## BRIGHTLY COLORED SHIRTS

It is best to use the one-color (blue) or all white version of the Norfolk logo.



HORIZONTAL LOGO - SHIRT FRONT



FRONT

BACK

## DARK OR BOLD PATTERN SHIRTS

It is best to use the all white version of the Norfolk logo.



# WEARABLES

It is not possible to detail the exact brand execution and logo placement for every variant of hats, visors, lanyards, aprons, etc. Nonetheless, it is important to remember that the City of Norfolk logo should always remain prominent and easily identifiable in various settings and applications.

Pick a logo that allows our brand to best fit the physical object and scale the graphic accordingly. The City of Norfolk logo should not fill the entire surface of the item and care should be taken to ensure it does not look too large or too small.

Minimum size - the City of Norfolk horizontal logo should never appear so small that the mermaid as the “O” is indiscernible. Consider using the vertical mermaid logo, if that becomes the case.



TWO COLOR VERTICAL



WHITE VERTICAL LOGO



BLUE HORIZONTAL LOGO



BLUE VERTICAL LOGO



TWO COLOR HORIZONTAL



WHITE HORIZONTAL LOGO



# NOVELTIES

It is not possible to detail the exact brand execution and logo placement for every variant of bag, cup, pen, keychain, etc. Nonetheless, it is important to remember that the City of Norfolk logo should always remain prominent and easily identifiable in various settings and applications.

Pick a logo that allows our brand to best fit the physical object and scale the graphic accordingly. The City of Norfolk logo should not fill the entire surface of the item and care should be taken to ensure it does not look too large or too small.

Minimum size - the City of Norfolk horizontal logo should never appear so small that the mermaid as the “O” is indiscernible. Consider using the vertical mermaid logo, if that becomes the case.



TWO COLOR VERTICAL



WHITE VERTICAL LOGO



TWO COLOR HORIZONTAL



TWO COLOR HORIZONTAL



BLUE VERTICAL LOGO



WHITE HORIZONTAL LOGO



# CONCLUSION

It is very important that our brand is managed. Brand management entails many things including ensuring the logo is used properly, ensuring branded items adhere to our standards and ensuring that the colors used are correct. Therefore, we ask that you contact your Communications Team prior to creating anything with the logo on it. We promise to quickly approve or suggest changes to your materials. If necessary, we can share a color sample with your vendor to be sure the colors match.

This style guide is an organic document, with additional materials added on an ongoing basis. Prior to using a Norfolk logo on any collateral materials, please refer to this guide at S:\Logos & Templates to be sure you are availing yourself of the most up-to-date information.

If you have any questions about the City of Norfolk brand or logo, contact a Communications Team member.