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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.
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:

Note: The Communications Team is here to assist you in creating your signature logo. Do not create a logo on your own.
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 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. 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.
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 (no custom URLs are permitted).

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

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

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

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
• twitter.com/norfolkVA
• linkedin.com/company/city-of-norfolk
• 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

SPECIAL MESSAGE HERE
Name of Event Here

1/2 PAGE AD

SPECIAL MESSAGE HERE
Name of Event Here
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.

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

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

HORIZONTAL LOGO - SHIRT FRONT

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.
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.
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.