BALTIMORE
CITY HALL

TABLE OF CONTENTS

BALTIMORE CITY HALL

BALTIMORE CITY

A CITY OF FIRSTS

The beauty of Baltimore begins with our neighborhoods; Each section of our city has it's own history, culture, and unique personality. Baltimore's colorful charm is rooted through interlocking communities and backgrounds.

BALTIMORE CITY HALL

1901 — First woman professor at a U.S. medical School - Dr. Florence Rena Sabin

First factory to manu-facture stainless steel - Rustless Iron & Steel Company — **1920**

1946 — First photograph of earth from space - produced at Johns Hopkins Applied Physics Laboratory

First African-American to serve on the US supreme Court - Thurgood Marshall — **1967**
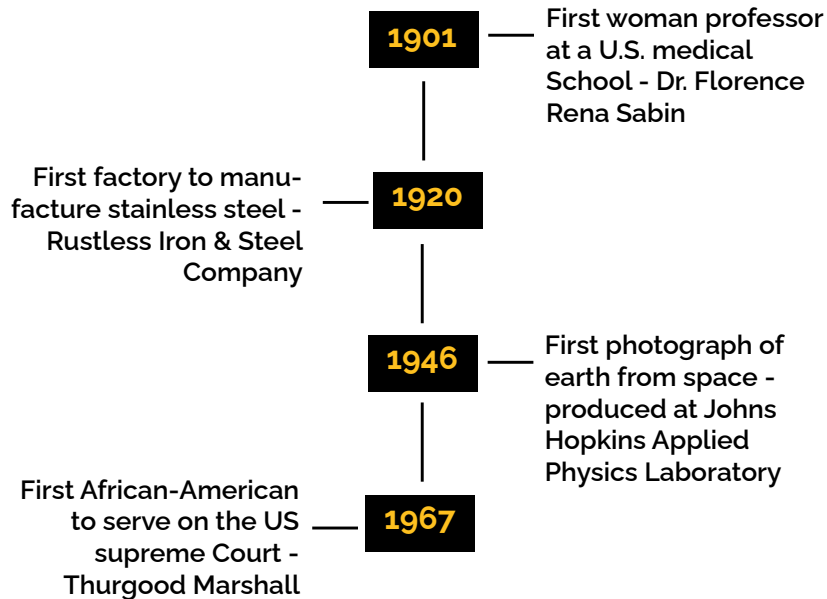
BENEFITS

Efficiency: The provided frameworks seek to minimize the set-up time for document creation.

Identification: Readers and audiences should know at a glance where information derived.

Consistency: Consistency creates trust and inspires confidence in the products, information, and services described.

PRINCIPLES

The frameworks provided should reinforce the voice and mission. We hope to cultivate a sense of unity and familiarity amid the extensive range of information developed by the department.

LOGO/SEAL

Baltimore City's Seal and Baltimore's logo is the primary element of City Hall's brand's identity. The logo is more widely used and does not have legal restrictions. The logo is used both digitally and print. Both the logo and the seal can be used on formal print designs. The print seal should rarely be used online or digitally.

City of Baltimore Seal

City of Baltimore Seal is the official government emblem of the city of Baltimore, Maryland. Its use is regulated by Subtitle 35 of Article 1 of the City Code. The current City Seal was adopted for use in 1827. This seal should be used when the City needs to be the symbol of authority, such as on bills and non-digital forms. It can be used on stationary, or official government papers. The placement of the official seal on other documents can only be done by the Director of Finance.

City of Baltimore logo

City of Baltimore logo and Brandon M. Scott Mayor must never be modified in any way. Brandon M. Scott Mayor must always be (Times Regular). Do not try to re-draw, or adjust any elements of the mark. It must always appear on a non-distracting background or color to ensure clarity.

LOGO USAGE

Logo must always contain clear space. This invisible space should not be infringed upon by other elements.

There are two color versions of the City of Baltimore logo provided. Consider context, contrast with background color, and surrounding imagery when selecting which version to use.

The logo lockup with white type can only be placed on dark backgrounds.

LOGO MISUSE

- The Mayor's name should always include his full name: **Brandon M. Scott Mayor**
- Don't recreate, crop, or reconfigure logo
- Logo must never be used as a letter or number
- Logo must be uniformly scaled
- Logo should appear against a solid background
- Don't put a white box around the logo
- Don't reproduce the logo in colors
- Don't add drop shadows
- Don't change the orientation of the logo
- Don't put text on top of logo
- Don't change the font
- Don't change the font color or color of the logo
- Don't obscure the logo or type in anyway

LOGO PLACEMENT

The logo must always be flushed right or left on a page of layout, including social media and digital designs.

The City of Baltimore Logo may only be used without (Brandon M. Scott Mayor) when the Mayor's name is prominent within the design.

FILE TYPES

JPG : JPG (or JPEG) is a raster image that is often used for photographs on the web. JPG files are the most widely used format, and can be opened and embedded with a number of programs. These files, like PNG files, are raster images, so they are limited by their inherent size. The only difference is that JPG files can not have transparent backgrounds.

PNG : PNG is another raster image type. files have a transparent background, so should be suitable for most desktop needs. Logos in this format should not be enlarged (but they can be scaled down). These files are suited for the web and computer monitors, but not commercial printing.

GIF : A GIF is another raster image type. A GIF is formed from up to 256 colors from the RBG colorspace. The fewer colors and shades contained in an image, the smaller the file size. Therefore a GIF is ideal for images that use just a few solid colors and don't have gradients or natural shades. You wouldn't want to use a GIF for a photograph.

AI : AI stands for Adobe illustrator. This version is a vector-based file that can be scaled or embedded to any size and it is best used for materials that will be printed.

EPS : is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. It also usually contains a bit map version of the image for simpler viewing rather than the vector instructions to draw the image.

TYPOGRAPHY

There are three typefaces that make up Baltimore City Hall's typographic language. Two of these typefaces (Lora and Raleway) are used to guide content while the other typeface (Arial) will only be used if you don't have access to Google Web fonts. Lora and Montserrat are both Google Web Fonts.

RALEWAY

Raleway is an elegant sans-serif typeface family. It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

RALEWAY BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

RALEWAY MEDIUM ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ARIAL

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces.

ARIAL BOLD ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LORA

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. Technically Lora is optimized for screen appearance, and works equally well in print.

LORA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
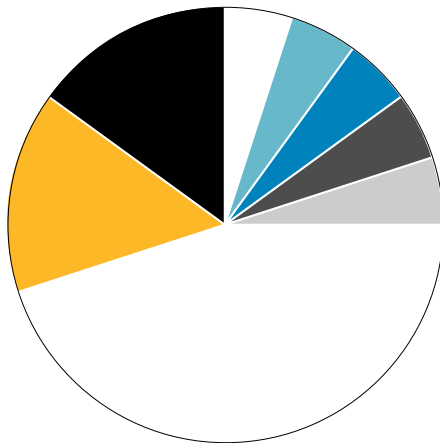
LORA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
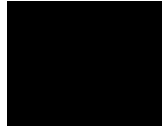
COLORS

The mix of gold, white, and black of the color palette is contrasted with a modern gray. This reflects the progressive nature of the City, while paying homage to its iconic past. The supporting colors are there when your design needs some variation in order to work.

COLOR RELATIONSHIP

The primary colors direct the viewer to important notifications and moments. Use the blues strongly and purposefully and use the gold sparingly for things that need to be eye-catching. Use the light gray liberally with white, while still keeping white dominant.

PRIMARY PALETTE

Mayoral Black
#000000
0, 0, 0
75, 68, 67, 90

Bmore Gold
#FCB826
253, 185, 39
0, 30, 95, 0

SECONDARY PALETTE

ROTUNDA Gray
#4D4D4D
77, 77, 77
65, 58, 57, 37

CITY HALL WHITE
#FFFFFF
255, 255, 255
0, 0, 0, 0

HARBOR BLUE
#0082BD
0, 131, 188
84, 39, 7, 0

MONUMENT GRAY
#CCCCCC
204, 204, 204
19, 15, 16, 0

AQUARIUM BLUE
#66B7C9
102, 184, 201
57, 10, 18, 0

BALTIMORE CITY HALL
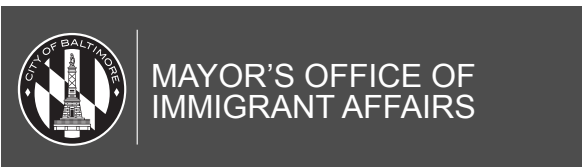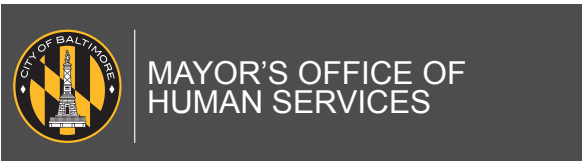
SIGNATURE LOGOS

STRUCTURE & CONSISTENCY

Baltimore City Official Brand Signatures provide a simplified hierarchy to enable consistent branding throughout city hall. All offices and commissions will have their pre-configured Official Signature aligned with the Baltimore City logo. All Mayoral offices will be placed in all caps while commissions and other departments will be standard.

Together, the Brand Mark and the accompanying Signature create a "lockup" that ensures consistency for every entity, every message, across every piece of communication in Baltimore City hall. The easy-to-register-at-a-glance hierarchy works across multiple levels and is offered in two configurations – horizontal and vertical.

BALTIMORE CITY HALL

EXAMPLES

MAYORAL OFFICES

MAYOR'S OFFICE OF
EMPLOYMENT DEVELOPMENT

MAYOR'S OFFICE OF
HUMAN SERVICES

MAYOR'S OFFICE OF
CRIMINAL JUSTICE

MAYOR'S OFFICE OF
PUBLIC AFFAIRS

MAYOR'S OFFICE OF
IMMIGRANT AFFAIRS

MAYOR'S OFFICE OF
IMMIGRANT AFFAIRS

MAYOR'S OFFICE OF
CRIMINAL JUSTICE

MAYOR'S OFFICE OF
CONSTITUENT SERVICES

COMMISSIONS

LGBTQ Commission

Women's Commission

Women's Commission
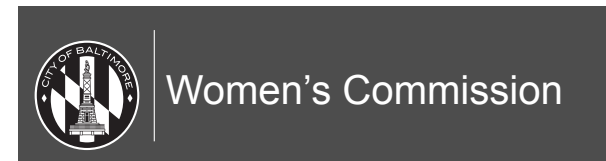
LGBTQ Commission

E-BLAST GUIDELINES

CONTENT GUIDELINES

Before requesting a City-wide e-blast, consider:
▫ What's In It for Readers?
▫ Other options for relaying this information (for example, Workday announcements)
▫ Readability/plain language

The City does not support Citywide Distribution for the following content:
▫ **Counter to the City's mission and core values.**
▫ **Commercial in nature** (unless it supports City business)**.**
▫ **Personal** (for example, employee retirement, birthday, or achievement)**.**
▫ **Political.**

PROCESS GUIDELINES

If City employees receive too many eblasts, they will experience these communications as spam. Too many eblasts (on a day or throughout a week) will undermine the effectiveness of this communications channel.

Therefore, as the Mayor's Office considers requests, we will limit sending to one reblast, unless you can justify the need for additional reblasts. Also, we will look at the volume of emails City employees will receive on any day or week and work to limit that volume.

PROCEDURE FOR E-BLAST REQUEST

To request an e-blast for Citywide distribution:
▫ **Submit** a Service Request – Bmore IT Service Desk (baltimorecity.gov)
▫ **Include**:
  · Subject line
  · Requested content for distribution
  · Date for distribution
  · Justification, if requesting a reblast
▫ **Don't delay**:
  · Submit your request at least 2 business days prior to the first requested date for distribution
▫ **Size**
  · Limit the size of any material you want to distribute to 500KB (to avoid clogging recipient mailboxes)

The Mayor's Office of Communications will **review all content** and either approve or deny the request.
▫ If approved, BCIT will send out the e-blast
▫ If denied, BCIT will alert the requestor.

EXCEPTIONS

▫ Emergency situations that impact the entire employee population (active shooters, liberal leave/closing announcements).

▫ Enterprise-wide emails sent by those designated as having permission from the Mayor's Office**.**

  (NOTE: If an Agency believes it should have this access, Agency leadership must submit a request to the BCIT Help Desk for review by the Mayor's Office of Communications)

▫ Announcements of technical issues (such as network or phone outages – planned or unplanned).