DPW Style Guidelines

Did you know that the City of San Rafael has its own Design Principles and Guidelines?

You can find the guidelines on www.cityofsanrafael.org/design-principles-guidelines/**.** The Logo Branding Guidelines document outlines the framework for logo standards, typography, and color, and provides examples of the system in use. These guidelines help you create materials that are distinct and recognizable, visually positioning the City of San Rafael as "The City with a Mission".

Why is it important to have consistency in our documents, publications, etc.?
It is important for the public and other agencies to easily recognize our documents as official documents from the City of San Rafael. Inconsistency in branding and styles confuses the public, and makes it more difficult for us to convey an official message. It also helps us establish continuity across City departments, letting the public know that the City is one central organization.

Is it "DPW" or "PW"?

DPW.

City Logos

Official City logos:

Official DPW Logo:

It is up to you to decide which official City logo you would like to use for your document, clothing, etc. For guidance on placement see the Logo Branding Guidelines document.

All logos (including transparent versions) can also be found on the W: Drive at W:\01 Administration\Forms, Labels - Miscellaneous\+DPW Templates - Presentations, Letterheads, Memos

Please only use the logos above and do not create new logos and/or styled type/font for Public Works or divisions within DPW.

City Fonts

<u>**BW MITGA**</u> – Headlines, Titles, Presentations

How to install BW Mitga

1. Open zip file ("BW mitga.zip") at [W:\01 Administration\Forms, Labels - Miscellaneous\+DPW Templates - Presentations, Letterheads, Memos](#)
2. Open all files you see by double clicking on each of them. Select "Install"

3. Now the font is installed on your computer. You have to do this only once.

<u>**Lato**</u> – Another option for Headlines, Titles, Presentations. This is also the font on our city website

<u>**Arial**</u> – body text, etc.

City Colors

Dark Blue	Gray
PMS: 314U or PMS: 315C	PMS: 440U or 425C
CMYK: 80/23/0/52	CMYK: 0/0/0/80
RGB: 0/89/127	RGB: 88/89/91
HEX: 03597f	HEX: 58585a

How to select a custom color in Microsoft Word:

1. Click color under "font" → down arrow → More Colors
2. Custom tab → RBG → enter RGB code above (e.g. Red:0, Green:89, Blue:127)

City Email Signature

Adopting the official City email signature is *optional* (though encouraged!)*,* but for those seeking to match the official City look for their email, the official signature is below*:

First Last | City of San Rafael
Position Title
Department of Public Works
Office 415.485.XXXX
email@cityofsanrafael.org

First Last | City of San Rafael
Position Title
Department of Public Works
Office 415.485.XXXX
email@cityofsanrafael.org
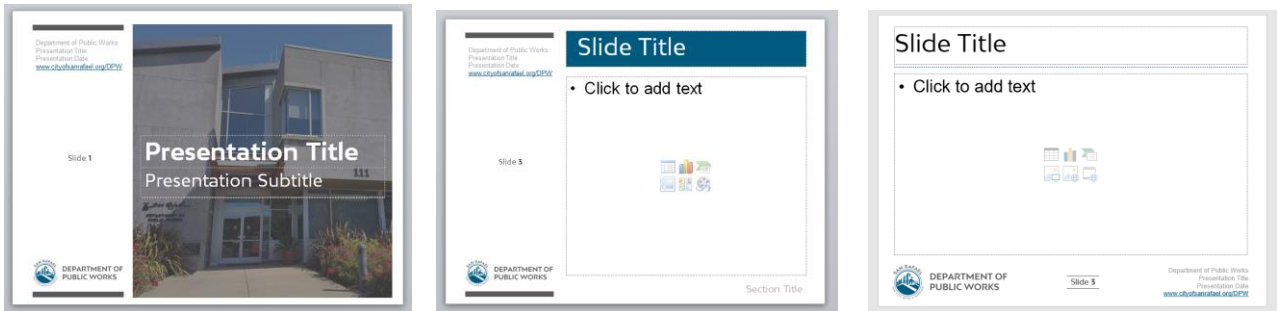

*You can add additional info e.g. cell number, full street address (111 Morphew Street), city website, Twitter

Presentations

Two templates (options A and B) have been developed for Public Works PowerPoint presentations. The templates are saved in 4:3 and 16:9. Templates are saved: W:\01 Administration\Forms, Labels - Miscellaneous\+DPW Templates - Presentations, Letterheads, Memos\Powerpoint templates

How to change the Presentation Information in the upper left and lower right corner of the slide template:
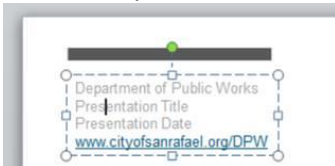
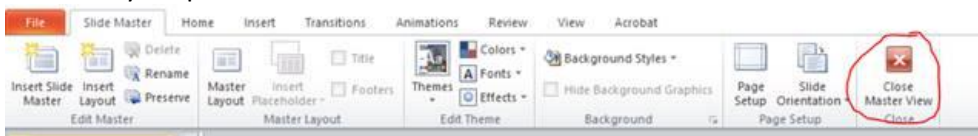1. View → Slide Master

2. Click on the first slide (blank)

3. Edit directly in the text box:

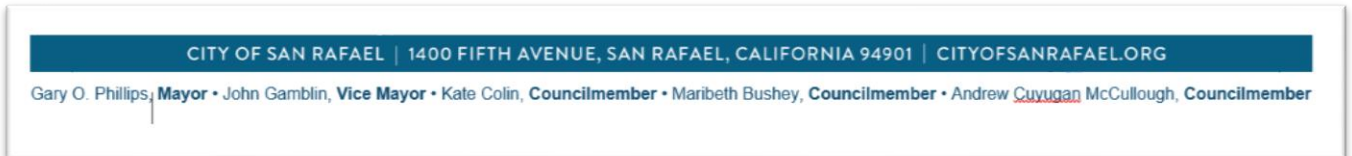4. Return to your presentation: Slide Master → Close Slide Master

It is important to note that if you are bringing your presentation somewhere to show on a different computer, you should save it as a PDF. Most computers will not have BW Mitga as a saved font, and when you open your presentation in PowerPoint it will default to a typewriter font. If you open it as a PDF it will preserve the font. **Note**: the Council chambers and upstairs CDD conference room **do** have BW Mitga downloaded.

Letterhead templates

Public Works does not have its own Letterhead template. Please use the general City Letterhead template.

Latest City letterhead templates are located in the T drive: T:\FORMS\Letterhead Templates. Choose the folder with the current year labeled.

It's important that you use the latest template each year because the blue banner on the bottom changes each calendar year as the Vice Mayor is a rotating position:

CITY OF SAN RAFAEL | 1400 FIFTH AVENUE, SAN RAFAEL, CALIFORNIA 94901 | CITYOFSANRAFAEL.ORG

Gary O. Phillips, **Mayor** • John Gamblin, **Vice Mayor** • Kate Colin, **Councilmember** • Maribeth Bushey, **Councilmember** • Andrew Cuyugan McCullough, **Councilmember**

Memo templates

Public Works Memo Templates can be found:

W:\01 Administration\Forms, Labels - Miscellaneous\+DPW Templates - Presentations, Letterheads, Memos\memos

DEPARTMENT OF PUBLIC WORKS

Memorandum

DATE: DPW FILE NO:

TO:

FROM:

RE: