 <b>Administrative Regulation</b>	<b>AR 180</b>
	<b>RESPONSIBLE DEPARTMENT:</b> CAPA, EXT. 22336
<b>SUBJECT: USE OF THE CITY SEAL AND SYMBOL</b>	<b>EFFECTIVE DATE: 2/12/02</b> Amendment dates: 8/12/03, 4/20/06
<b>RELATIONSHIPS TO ADOPTED POLICIES, ORDINANCES</b> Sec. 2-1, Scottsdale City Code Date Adopted: 1951	<b>CYCLE OF REVIEW:</b> ANNUALLY, AT THE MINIMUM
<b>APPROVALS:</b> <input checked="" type="checkbox"/> JAN DOLAN, CITY MANAGER <span style="float: right;">DATE APPROVED: <u>8/12/03</u></span>	

**Sec. 1 Purpose**

To maintain the City’s trademarks and copyright protection for the City seal and symbol, and avoid weakening those protections by the inappropriate use of either.

To provide a consistent look to City materials, both printed and electronic, so that Scottsdale citizens and visitors can easily identify publications, documents and other materials produced, sponsored or associated with the City of Scottsdale.

**Sec. 2 Policy**

The City symbol and City seal are reserved for official City of Scottsdale use only.

The City symbol and City seal may not be redrawn re-proportioned or altered in any way. Unless approved by Communications and Public Affairs Office (CAPA). Usage must follow the City of Scottsdale Graphic Design Guidelines, which are maintained by CAPA.

The City seal and City symbol are the primary graphic elements that must be used to represent the City of Scottsdale. The use of any other graphic elements representing individual departments or programs must follow the Graphic Design Guidelines.

A reproduction of the City seal may be used on City documents, stationery and other materials as specified in the Graphic Design Guidelines. Generally speaking, the use of the seal is reserved for stationery, as well as official City documents that have limited distribution and high-quality reproduction. Because the seal was not designed for reproduction, its use should be limited to materials that may have legal or ceremonial significance.

The seal should not be used to identify the City as the sponsor of an event or program, unless approved by CAPA. The City symbol may be used to identify the City as a sponsor of an event or program.

The City symbol will be used to identify the City on all documents, publications and other materials that do not use the City seal. Examples include door hangers, public meeting notices, advertising and Internet web pages. The use of the symbol will follow the Graphic Design Guidelines maintained by CAPA.

### **Sec. 3 Responsibilities**

- CAPA will maintain the Graphic Design Guidelines providing more detailed guidance and examples of the proper use of the City seal and symbol.

### **Sec. 4 Program/Process Controls**

- CAPA will ensure that items submitted for graphic design conform to the guidelines.
- The Graphics Division will review printed materials for conformance with the guidelines and contact CAPA if they do not appear to conform to the guidelines.
- CAPA may make exceptions to the Graphic Design Guidelines, but will consult with an Assistant City Manager, the City Manager or the City Attorney's Office if an exception may create policy or legal issues for the City.

### **Sec. 5 Procedures**

1. Departments seeking printable versions of the City symbol or a suitable reproduction of the City seal should contact CAPA. Departments needing an official version (stamp) of the City seal should contact the Clerk's Office.
2. Employees should follow the Graphic Design Guidelines (see Intranet or call CAPA).
3. Employees may contact CAPA regarding questions.
4. There is no need for prior approval of the use of the symbol or seal from CAPA if guidelines are followed. Contact CAPA about possible exceptions.
5. The Graphics Division and City approved printers have copies of guidelines and will also alert CAPA if an item does not appear to comply with the Graphic Design Guidelines.

### **Sec. 6 Definitions/Glossary**

The "official seal" is the stamp used by the City Clerk's Office to certify official documents such as ordinances and resolutions. It is defined in Sec. 2-1 of the Scottsdale City Code. For purposes of this Administrative Regulation, "City seal" means a suitable reproduction of the image of the official seal.

The City symbol is a graphic image maintained by the Communications and Public Affairs Office and used in place of the seal to identify City publications, documents and other materials.

**Graphic  
Design  
Guidelines**

November 2009



The City of Scottsdale serves citizens in many ways - providing everything from parks and police to streets, recycling and water.

But Scottsdale isn't the only level of government serving Scottsdale's people. Citizens and businesses deal with a variety of state, federal and county agencies and offices, not to mention school districts, special districts and homeowners associations.

It's hard to keep track of them all.

The graphics standards in this manual represent one way we can help simplify things. When citizens receive a letter, a brochure, or some other information from the City of Scottsdale, they shouldn't have to search for the source. Nor should the city expect them to recognize a dozen different logos representing each of our services or departments. It should be easy for citizens to identify something they've received from Scottsdale, period.

That is the purpose behind these graphic design guidelines. They show how to use the city seal and symbol in consistent ways that will help the city's most important clients - its citizens - recognize publications and documents from their city government, so they know who to contact if they have questions, concerns or compliments.

The guidelines also establish a set of "business systems" for employees. These systems ensure that stationery, envelopes and business cards used by employees have a consistent look.

If you have any questions, comments or suggestions about the guidelines, please call the Web and Media Services Office at 480-312-7639.

**Use of the City Symbol and Seal**

To assure that Scottsdale citizens and visitors can easily identify publications, documents and other materials produced, sponsored or associated with the City of Scottsdale.

**Purpose**

To reinforce the City of Scottsdale identity as represented by both the City Seal and the City Symbol and to provide a consistent look to city materials, both printed and electronic. The primary purpose is to provide easy recognition to all materials so that citizens readily know when something is from the City of Scottsdale.

**Policies**

The City Symbol and City Seal are reserved for official City of Scottsdale use only.

The City Symbol and City Seal may not be redrawn, reproportioned or altered in any way. All usage must follow the City of Scottsdale's Graphic Standards Manual which is managed by the Web and Media Services Office.

The City Seal and City Symbol are the primary graphic elements that must be used to represent the City of Scottsdale. The use of any other graphic elements representing individual departments or programs must follow the Graphic Standards Guidelines.

**Process**

1. Departments seeking printable versions of the City Symbol or a suitable reproduction of the City Seal should contact WAMS. Departments needing an official version (stamp) of the City Seal should contact the Clerk's Office.
2. Follow the guidelines
3. Contact WAMS. regarding questions
4. No need for prior approval from WAMS if guidelines are followed. Contact us about possible exceptions.
5. Submit copy to the print shop or city approved printers. They have copies of guidelines and will also alert WAMS..
6. WAMS. will ask the Print Shop or outside vendors to hold orders that do not meet graphics standards.

**Proper use of the City Seal**

Sec. 2-1 of the Scottsdale City Code states:

"The official seal of the city shall be not less than two (2) inches in diameter and shall consist of two (2) concentric circles between which shall appear the words "CITY OF SCOTTSDALE, INCORPORATED JUNE 25, 1951" and within the inner circle shall appear the words "THE WEST'S MOST WESTERN TOWN" and the figure of a bucking horse inscribed thereon."

The "official seal" is the stamp used by the City Clerk's Office to certify official documents such as ordinances and resolutions.

A reproduction of the City Seal may be used on City documents, stationery and other materials as specified in the Graphics Standards Guidelines maintained by the Web and Media Services Office. Generally speaking, the use of Seal is reserved for stationery, as well as official city documents that have limited distribution and high-quality reproduction. Because the Seal was not designed to be easily reproduced, its use should be limited to materials that may have legal or ceremonial significance.

The Seal should not be used to identify the City as the sponsor of an event or program, unless approved by WAMS.

**Use of the City Symbol**

The City Symbol will be used to identify the City on all documents, publications and other materials that do not use the City Seal. Examples include door hangers, public meeting notices, advertising and Internet web pages. The use of the Symbol will follow the Graphics Standards Guidelines maintained by WAMS..

The City Symbol may be used to identify the City as a sponsor of an event or program. Questions about the use of the Symbol for this purpose should be referred to WAMS..

### Creation and Design of Departmental Logos

The Web and Media Services group is responsible for the creation and approval of all departmental logos. This is to ensure that all logo designs maintain a consistent quality and file format for reproduction across all media. Contact the Web and Media Services manager or Senior Graphic Designer for assistance.

### Use of Police, Fire and Departmental Logos

All logos and images produced by the City of Scottsdale are proprietary to the city and may not be reproduced in any manner for personal use by employees or citizens.

This also includes reproducing any city logo or image proprietary to the city for employee use while on the job. Any material that is to be imprinted with a city logo must go through a Purchasing Department representative.

No employee is allowed to purchase or coordinate materials imprinted with any city logo on their own.

### Purpose

To ensure state and federal copyright and trademark protection of city images and logos. This protects all city artwork from improper use and maintains the integrity of our trademark registrations.

This also prevents outside vendors that are given access to city logos by an employee, without going through Purchasing, from printing materials on their own accord and selling it. Such actions could allow anyone to represent themselves as a city employee or officer.

### Policies

City logos, patches and badges are copyright the City of Scottsdale and are for official City of Scottsdale use only.

City logos, patches and badges may not be redrawn, repositioned or altered in any way. All usage must follow the City of Scottsdale's Graphic Standards Manual which is managed by the Web and Media Services Office.

### Process

1. Departments seeking printable versions of any city logo, patch or badge to be used for reproduction should contact WAMS.
2. Follow the guidelines
3. Contact the Purchasing department with request.
4. No need for prior approval from WAMS if guidelines are followed. Contact us about possible exceptions.
5. Submit copy to Purchasing department.
6. WAMS will ask Purchasing or outside vendors to hold orders that do not meet graphics standards or did not go through the city procurement process.



PARKS AND RECREATION

## History and Usage

The City adopted the City Seal, bearing the horse and rider, in the year it was incorporated, 1951. These graphics guidelines do not aim to supplant the Seal, but to ensure its use respects its history. The “official seal” is actually the 2-inch-diameter seal applied by the Clerk’s Office to certify documents such as ordinances and resolutions. The Seal contains intricate detail and was not specifically designed to be reduced to a smaller size and reprinted.

### General guidelines for use of the Seal

Consequently, the Seal or a reproduction of the Seal should only be used under the following circumstances:

1. On official documents that require application of the “official seal.”
2. On other documents or materials that may have legal or ceremonial significance, such as proclamations or similar documents from the Mayor’s Office, reports or documents required by city charter or ordinance, such as the City Budget, plaques or other honoraria presented by the Mayor and City Council.

### General guidelines or use of the Symbol

WAMS designed the City Symbol to resolve reproduction problems associated with the City Seal. The Symbol borrows the Seal’s horse and rider, but provides a simpler image that is easy for citizens to recognize and easy to reproduce clearly.

The Symbol should be used as the main identifier on most publications and materials - all except the limited items that appropriately use the Seal.

### Questions regarding the use of the Symbol or Seal

Departments with questions about the proper use of the Seal or Symbol should contact WAMS. In cases where the use of the Seal or Symbol is in question, the WAMS Officer or designee will forward their recommendation to an Assistant City Manager, who will make a final determination.

### Business letterhead, cards, etc.

The design guidelines contain standards for a single business system, providing a consistent look for letterhead, business cards and envelopes. The guidelines also contain examples of templates for Fact Sheet, Press Release, Public Meeting, etc. that will be made available on the intranet.



City Seal



City Symbol

## Size and Secondary Information



### Symbol

This is the only acceptable use of the combination of the logotype and the horse and rider.

### Secondary type

The use of secondary information such as a department name or program title is acceptable. Position the secondary information at least 1/8" from the symbol both below and beside.



### Size

The symbol should always be reproduced at a sufficient size that ARIZONA is legible. 1 1/4" square is the smallest size it will reproduce. Per our trademark registration, we are required to maintain the design of the symbol to ensure against infringement.



**Transportation  
Department**



**Transportation  
Department**



Size and Secondary Information



Size

The seal should always be reproduced at a sufficient size that "The West's Most Western Town" is legible.

Seal

This is the only acceptable use of the city seal. The horse and rider and scalloped circle cannot be separated.



Transportation Department



Transportation  
Department

Secondary type

The use of secondary information such as a department name or program title is acceptable. Position the secondary information at least 1/4" away from the city seal.



**Logotype**

This is the only acceptable use of typography when representing the City of Scottsdale with only the logotype.

The logotype may be used alone as the sole identifier on speciality products that are too narrow to allow the use of the symbol, such as pencils, pens, flashlights, etc.

Correct and consistent use of color of the logotype and symbol is essential to maintaining the identity.



**2-Color**

This application is for four color or two color printing and materials with no color limitations. It may only be printed in these two PMS colors as a two color symbol

**2-Color**

PMS 288 - Blue



60% Black - Grey



**2-Color**

RGB Equivalent

PMS 288 - Blue

R	9
G	40
B	105

60% Black - Grey

R	102
G	102
B	102



**1-Color**

For applications limited to one color. The symbol and logotype may be reproduced in a single PMS color as shown by the use of PMS 483 in this example.



**Black**

The black application is for black only printing or photocopying.



This example illustrates the use of a 1-color symbol and logotype. The symbol and logotype may be produced in a single PMS color. No other colors may be combined. You may reverse the logotype to white to achieve sufficient contrast from the background.



**Two Color**  
The city seal may only be reproduced in two color as PMS 288 and gold embossed foil. It cannot be printed in any other color combinations.



**One Color**  
The city seal may only be reproduced in black as a one color image. It cannot be printed in any PMS colors.

All of the examples below, apply to both the City Seal and the City Symbol.



**Background**

Never reproduce the city symbol or logotype over a background without sufficient contrast



**Screening**

Never tint or screen the city symbol or logotype or use it as a pattern to print over.



**Distortion**

Never expand, condense or reshape the city symbol or logotype.



**Borders**

Never contain the city symbol in a shape.



**Color**

Never alter the colors. Follow the color guidelines on the previous page.



**Obscure**

Never cover, obscure or only show a portion of the seal or symbol. Do not use the seal as a sun, "o" in a word or as a part of another element.



**Typography**

Never alter or substitute the type in the city symbol or logotype.

The design guidelines contain standards for two business systems, providing a consistent look for letterhead and business cards. The layout of both systems is identical with the exception of how the seal is reproduced.

The **Formal System** using the City Seal will be reproduced in PMS 288 (blue) and PMS 871 (gold). This system is intended for personal communication by all employees.

The **Executive System** using the City Seal is intended for Mayor, Council, City Manager, Charter Officials and General Managers. This system is reproduced using PMS 288 (blue) and gold foiled embossing.

From time to time, WAMS, in conjunction with the Printing Shop, may provide reports to Financial Services and budget review teams on the use and expense of various types of business systems among City departments.

No other secondary or departmental logos may appear on any of the business systems.

A separate system will be created for the Scottsdale Police department to meet their specific needs. These guidelines will be outlined in a future section.



**Department**

7447 E. Indian School Road #300  
Scottsdale, AZ 85251

PHONE 480-312-3111  
FAX 480-312-xxxx  
WEB [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)

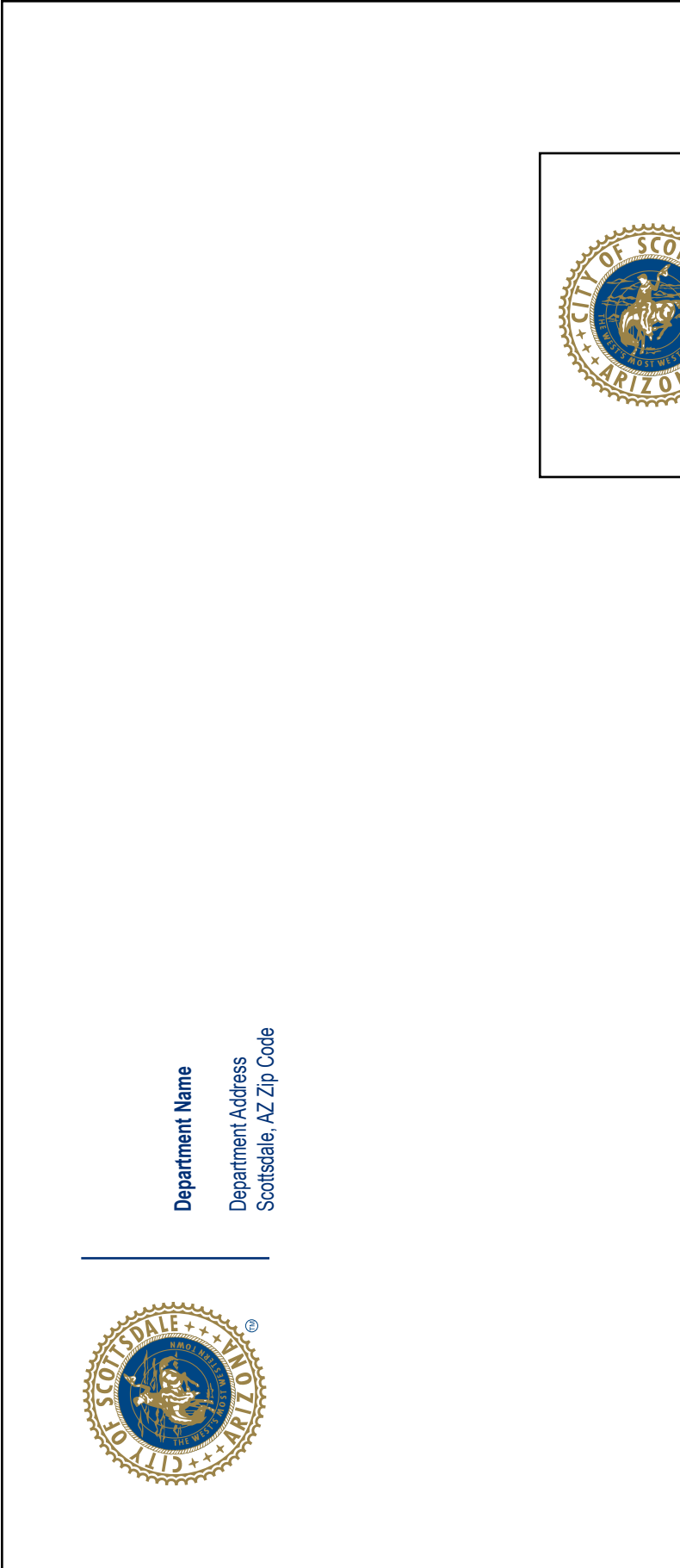
**Typography Usage**

Department Name  
10 pt. Helvetica Narrow Bold

Address  
10 pt. with 12 pt. leading  
Helvetica Narrow

Phone/Fax/Web  
10 pt. with 12 pt. leading  
Helvetica Narrow  
Small caps





**Business Card Typography Usage**

Department Name  
8 pt. Helvetica Narrow Bold

Address  
8 pt. with 10 pt. leading  
Helvetica Narrow

Phone/Fax/Web  
8 pt. with 10 pt. leading  
Helvetica Narrow  
Small caps

**Envelope Typography Usage**

Department Name  
10 pt. Helvetica Narrow Bold

Address  
10 pt. with 12 pt. leading  
Helvetica Narrow





Office of the xxx

Name  
Title

## Monarch Letterhead

This template for the monarch letterhead can be applied to each of the council members and the city manager's office.

### Typography Usage

Office of...  
10 pt. Helvetica Narrow Bold

Name/Title  
10 pt. with 12 pt. leading  
Helvetica Narrow

Address  
10 pt. with 12 pt. leading  
Helvetica Narrow

Phone/Fax/Web  
10 pt. with 12 pt. leading  
Helvetica Narrow





Department Name

Department Address  
Scottsdale, AZ Zip Code

PHONE 480-312-xxxx  
FAX 480-312-xxxx  
WEB [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)

# FAX

Date \_\_\_\_\_

To \_\_\_\_\_

From \_\_\_\_\_

Pages \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

This is an example of a typical FAX cover sheet. You may customize it to fit your specific needs.



**Department**  
Employee Name

7447 E. Indian School Rd.  
Scottsdale, AZ 85251

PHONE 480-312-7616  
FAX 480-312-xxxx  
EMAIL [email@ScottsdaleAZ.gov](mailto:email@ScottsdaleAZ.gov)



# NEWS RELEASE

Department | Department Address | Scottsdale, AZ 8525x | 480-312-xxx | 480-312-xxx FAX



# FACT SHEET



# PUBLIC MEETING

---

## CAT LEASH LAW PROJECT

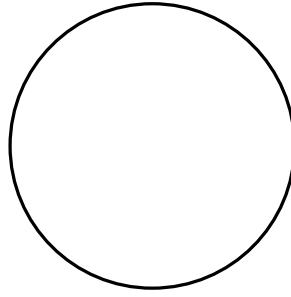
January 9, 2001

5 p.m.

Scottsdale Center for the Arts

7380 E. Second Street

You may format the body copy and accompanying exhibit to best convey the message of the meeting.



## **WATER METER OBSTRUCTION**

Customer Service/Meter Reading  
7447 E. Indian School Rd. Suite 110  
Scottsdale, AZ 85251  
480-312-4430

Date \_\_\_\_\_

Address \_\_\_\_\_

Our meter readers are having difficulty reading your water meter. Please help us to provide you with a more efficient and accurate meter reading process by complying with this request.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Sec. 49-31 Obstructing access to system**

(a) No person shall place upon or about any valve, valve box, curb cock, water meter box or water gate connection with the domestic water system of the city any object, material, debris or structure of any kind that shall prevent free access to the same at all times or in any manner tamper with or injure such appurtenances. Branches of shrubs and trees must be trimmed to allow free access for reading and maintenance of the water meter. No person shall fill up or cover any valve or meter box.

If you have any questions, please feel free to contact us at 994-7022. Your cooperation is greatly appreciated.

Thank you,

Jeff Straine  
Meter Reading Manager



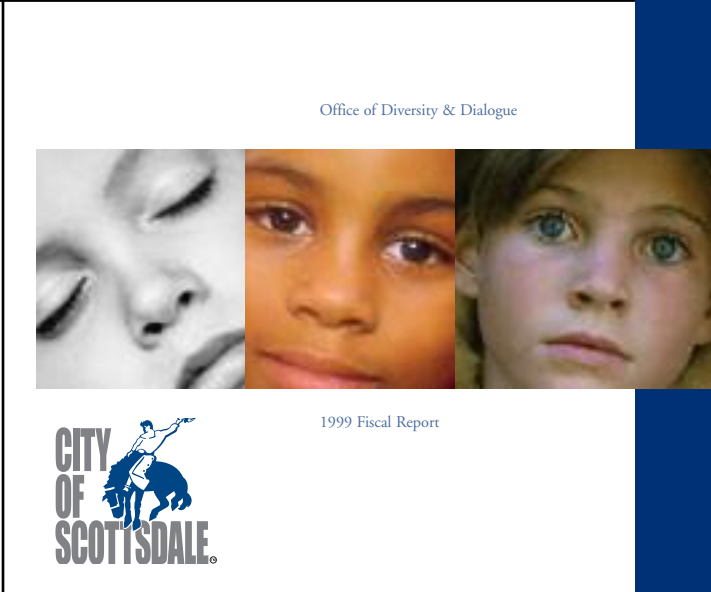


Typical layout solutions

Back



Front



To maintain a consistent image, the city symbol must appear on the front of every document produced by a city department.

Secondary or departmental logos may appear on the inside of the document and on the back cover of multi-paged printed materials.

Please contact the Web and Media Services office for any questions or requests for exceptions.

Typical layout solutions



# PLANNED ACCESS AREAS



For single page documents, the City Symbol must be placed prominently on the page. Any secondary or departmental icons will be placed at the bottom of the page as shown in this example.

The City Symbol is not to be placed side by side of any other secondary departmental icons or representations.

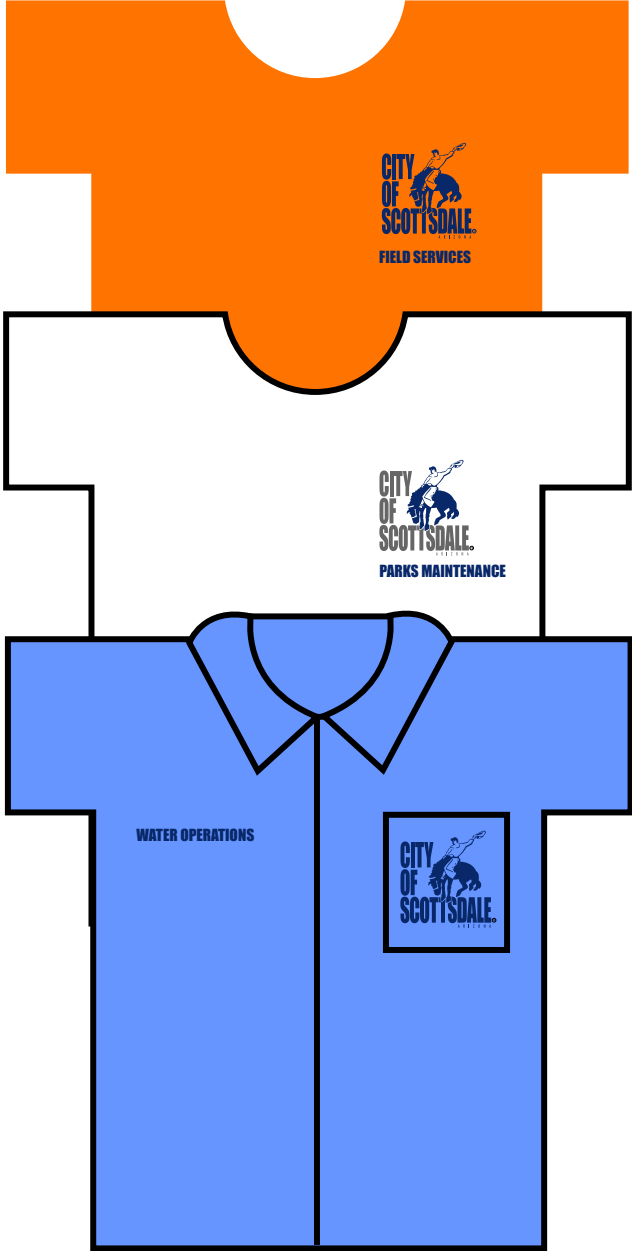
The intent, as will all printed material, is to have it immediately recognizable as being produced by the City of Scottsdale.

Vehicle identification shall follow all criteria as outlined in the Fleet Maintenance marking specifications. The main change in vehicle markings is the replacement of the city seal with the city symbol on all city vehicles.

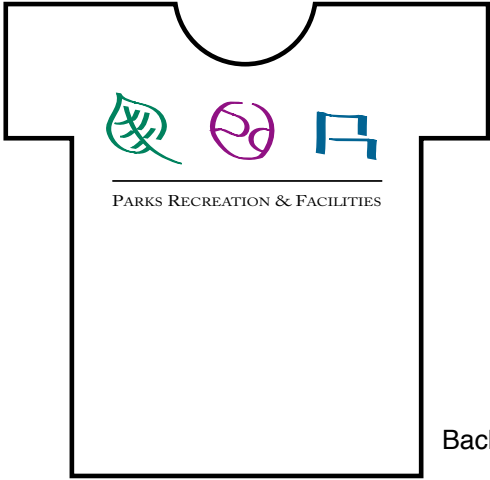
The symbol shall be placed on the doors of all city vehicles matching the prescribed two colors of grey and PMS 288. Ancillary markings, such as vehicle numbers, shall match PMS 288.



All employee uniforms will have the city symbol imprinted on the front with the department name. Departments have the option of imprinting their departmental logo on the full back or on the sleeve. The minimum size of the city symbol is 2 1/2" square.



Back



Back



The city symbol will be imprinted on all styles of hats provided as city uniforms. The city seal will no longer be used. Whether silk screened or embroidered, the symbol should be clearly identifiable and have sufficient contrast between the symbol and the background color of the hat.

