The new colors chosen for the City's Corporate Identity are a combination of a light blue and a darker blue. To ensure consistency between applications, color matching is carried out according to the Pantone Matching System. The light blue color is PMS 279, and the darker blue is Reflex Blue. It is also acceptable to match these colors using a four-color process. For one-color applications, the logo and logotype may appear in black or reversed out to white.

**Color Control**

**Official PMS Colors:**
- Reflex Blue: PMS 279

**Official 4-Color Process Colors:**
- C 100, M 72, Y 0, K 6
- C 70, M 35, Y 0, K 0

Full City logo guidelines provided in MAN – 28 and Manual of Graphic Standards.

Logo files on G: drive as EPS and JPEG formats.

NOTE: EPS files not visible by double-clicking. To view, import into graphics program.

- To resize logo: Adjust image from corner and hold “Shift” key to avoid distorting.
- No alterations without approval from City Manager’s Community Relations Officer.

If you have questions about the logo use or policy, contact Connie Cochran at (209) 937-8827 or connie.cochran@stocktonca.gov.
CITY OF STOCKTON, CALIFORNIA  
CITY MANAGER ADMINISTRATIVE DIRECTIVE

<table>
<thead>
<tr>
<th>Subject:</th>
<th>Directive No. MAN-28</th>
<th>Page No. 1 of 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY LOGO AND MANUAL OF GRAPHIC STANDARDS</td>
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<td></td>
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<tr>
<td>Effective Date:</td>
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<td></td>
<td>3/26/07</td>
</tr>
</tbody>
</table>

I. BACKGROUND

It is not known exactly when the City of Stockton began using an identifying "mark" or "logo." The first regular use of a logo was in the 1970's. It was as an "S" with the colors of mauve forming the upper half of the "S" and blue forming the lower half. In the middle of the "S" was an octagon.

In the 1990's, Stockton began one of the most significant periods of change in its modern history. Downtown revitalization, street improvements, and housing projects began to take shape, followed by significant investment in downtown waterfront development, redevelopment, and economic development in the early 2000's. In 1999 and 2004, the City won one of the most prestigious community awards in the nation, the All-America City award from the National Civic League.

A new logo was designed and implemented in 2000, replacing the out-dated mauve and blue "S" with a two-toned blue, double "S." This policy was developed and the Manual of Graphic Standards (doc. #68993) was adopted to specify usage of the logo. Formats were provided allowing for the "S" to be displayed in a vertical one-line layout with the letter "S" appearing over "City of Stockton"; horizontal one-line with the "S" to the left of "City of Stockton"; or horizontal two-line with the "S" to the left of "City of" appearing above "Stockton."

II. PURPOSE

The purpose of the logo is to bring a sense of unity and consistency, both internally and externally, to City documents, publications, projects, initiatives, and property. The goal is to create a visual identity that is easily recognized by citizens, visitors, and business professionals.

III. POLICY

A. The City of Stockton logo is a combination of a mark incorporating the letter "S", and a logotype of the governing office's communicative name, the "City of Stockton."
B. The MANUAL OF GRAPHIC STANDARDS provides specifications for the use of the logo and may be amended from time to time to allow for new applications, to re-define prescribed standards, or to address alternatives and restrictions.

C. To adequately serve the variety of different applications of the logo, different configurations of the mark and logotype have been established and are identified in the Manual. To maintain consistency throughout as many applications as possible, it is imperative that no alterations be made in the size and position relationship of mark to logotype.

D. It is understood that there may be instances in which the size of the logo, the prescribed colors, or the manner in which it is to be used may be adjusted, subject to approval from the City Manager or designee. Substitutions, modifications, and changes to the logo are not permissible without advanced approval from the City Manager or City Manager's community relations designee.

E. The logo is to be used on all City documents, publications, building signage, and other property, such as City vehicles, with the exception of Police and Fire vehicles. Police and Fire have unique patches and shields that identify and associate them with the role of public safety.

The Library is a partnership between the City of Stockton and San Joaquin County. The City logo is used in conjunction with the Library logo for Library operations within the City of Stockton.

APPROVED:

[Signature]
KURT O. WILSON
CITY MANAGER
Manual of Graphic Standards
# Table of Contents

- Visual Identity Introduction ......................................................... 1
- Index of Terms ............................................................................. 2
- The Mark ......................................................................................... 3
- Type Style ...................................................................................... 4
- The Corporate Signature ............................................................... 5
  - vertical one line ......................................................................... 5
  - horizontal one line ..................................................................... 6
  - horizontal two line ..................................................................... 7
- Improper Signature Usage ............................................................. 8
- Color Control .................................................................................. 12
- Reverse Usage .................................................................................. 13
- Specific Applications ........................................................................ 14
  - All-America City logo ................................................................. 14
  - stationery package ....................................................................... 15
  - other print/web applications ....................................................... 16
  - Channel 42 logo .......................................................................... 18
    - apparel: hat ............................................................................. 19
    - apparel: shirt ........................................................................... 20
  - vehicles: conventional vehicles .................................................. 21
  - vehicles: specialty vehicles .......................................................... 22
  - vehicles: trailers ......................................................................... 23
- Grid Scales ....................................................................................... 24
- Specifications ................................................................................... 28
The City of Stockton is one of the oldest cities in the state, having been among a group of cities that incorporated the same year that California became a state (1850). It has since enjoyed a long, industrious and colorful history.

While it is not known when it first began using an identifying “mark” or logo, its present logo was instituted in the 1970’s.

Stockton is now going through one of the greatest and most progressive periods in its modern history. Millions of dollars are being invested in downtown revitalization, street improvements and housing projects. In 1999, the City also won the most prestigious community award in the nation, the All-America City award from the National Civic League.

Working with a committee of employees and the consultant firm, Ken Fong Associates, Inc., a new visual identity has been developed to reflect this period of great innovation and change. This Corporate Identity Manual specifies usage of the graphic mark on everything from business cards and stationery, to uniforms, vehicles and the City’s web site. The manual also provides guidelines for use of the All-America City logo.

The standards are intended to bring a sense of unity to City publications and other internal/external media. The goal is to create a visual identity that is easily recognized by citizens, visitors, and business professionals. The manual is to be used by all City departments, agencies, advisory groups and commissions, where appropriate.
The newly prescribed “S” letterform.

The letterforms that have been chosen for the communicative name, more specifically, the “City of Stockton.”

The combination of the mark and logotype as prescribed in this manual.

A term used to describe the appearance of the Corporate Signature, graphic device or copy when it appears white against a dark background.

A term opposite in meaning to the term above; wherein the Corporate Signature, graphic device or copy appears in a dark color on a light background.

A linear grid superimposed on the Corporate Signature to guide in its accurate reproduction by hand in various applications.
The newly designed mark for the City of Stockton draws upon the basic shape of the previous logo. The new mark, however, brings forth a more unified and flowing presentation. The “S” mark represents strength, modernity, and a continuous motion and positive outlook toward the future. The center separation between the top lighter blue portion of the logo and the bottom dark blue portion, along with the angle cut given to the beginning and end of the “S,” gives the mark a sense of forward motion.

In black and white applications the mark must be used in solid black or reversed out from a solid black background (see guidelines for reverse usage).
The use of the logotype in conjunction with the new “S” mark in the Corporate Signature is an important element in the new City of Stockton graphic look. Accompanying copy can be any typeface, but it is strongly recommended to use Futura as the primary typeface and Times New Roman as the secondary typeface. Futura has been chosen as the primary typeface because it is clean, legible, and portrays a modern image. Futura is recommended over Times New Roman for accompanying copy because it helps to emphasize the logo and give it more prominence.
The new City of Stockton Corporate Signature is a combination of a mark incorporating the letter “S,” and a logotype of the governing office’s communicative name, the “City of Stockton.”

To adequately serve the variety of different applications of the Corporate Signature, three different configurations of the mark and logotype have been established. To maintain consistency throughout all applications, it is imperative that no alterations be made in the size and position relationship of mark to logotype. The vertical one line arrangement of the Corporate Signature below is designed for use on all stationery materials and provides a regal and stylish appearance.
The horizontal one line Corporate Signature is intended for use when vertical space is limited, or when a horizontal one line arrangement is more appropriate for layout purposes. Note that the size relationship of the mark to the logotype is different from other versions. This relationship is not to be altered.
The horizontal two line Corporate Signature is intended for use when vertical space is limited, or when a horizontal two line arrangement is more appropriate for the application. Note that the size relationship of mark to logotype is different from other versions. This relationship is not to be altered.
Improper Signature Usage

The three versions of the Corporate Signature represent the most important aspect of the visual identity for the City of Stockton’s governmental agency. The three versions of the Corporate Signature have been developed to provide maximum impact through consistency in all applications and must not be changed under any circumstance.

The size relationships of any of the three versions of the Corporate Signature must not be changed in any way.

The position relationships must not be changed in any way.

The forms themselves must not be changed in any way.
Improper Signature Usage
(continued)

The Corporate Signature will never appear in outline form.

CITY OF STOCKTON

The Corporate Signature will never appear with a drop shadow.

CITY OF STOCKTON

The Corporate Signature will never be formed of a pattern or texture.

CITY OF STOCKTON
Never allow graphic devices to be in close proximity to the Corporate Signature.

Never contain the Corporate Signature in a shape.

Never allow any portion of the signature to be obscured by overprinting.
Improper Signature Usage
(continued)

Avoid placing the Corporate Signature where it will be split by unlike backgrounds.

Never place the Corporate Signature on a background that is highly textured.

Never place the Corporate Signature where there will be insufficient contrast.
The new colors chosen for the City’s Corporate Identity are a combination of a light blue and a darker blue. To ensure consistency between applications, color matching is carried out according to the Pantone Matching System. The light blue color is PMS 279, and the darker blue is Reflex Blue. It is also acceptable to match these colors using a four-color process. For one-color applications, the logo and logotype may appear in black or reversed out to white.
Reverse Usage

The logo may appear as a reverse: white out of any dark background color. If reversed, the logo should be imposed onto a solid background. Reflex Blue or black is ideal, but any color may be used, providing the medium/paper being printed onto is white. If the background color is white or pale, the logo should not be reversed, rather it should be printed in black over the background. Halftone screens are acceptable for the background, but not encouraged. Screens heavier than 40 percent should be reversed, and screens lighter than 40 percent should not. At exactly 40 percent, reverse or not as appropriate. Neither color should be screened, shaded or altered in any way.
Specific Applications

All-America City logo

The stationery package incorporates the use of a secondary logo, the All-America City logo. This logo accompanies a national award given to the City. Whenever this logo is used in conjunction with the Corporate Signature, it should be used in the one color format (Reflex Blue) as opposed to the original red and blue version. Individual measurements and placement specifications are provided in the specifications section of this manual.
Specific Applications

stationery package

On the letterhead, the Corporate Signature appears in the vertical one line arrangement (letterhead version), and is centered near the top of the page. Centered below the logotype is a rule of color, PMS 279. The address line and web address appear below this, both centered.

For the no. 10 envelope, the Corporate Signature appears in the vertical one line form as well, although the business card/envelope version of the Corporate Signature is to be used. Here it is centered 1/4" from the top of the envelope. Centered below the logotype is a rule of color, PMS 279. The specific office and address lines appear below this, both centered. The words “City Hall” represent the office, and are both all capital letters. The address line appears below this, also centered with the logotype.

On the business card, the Corporate Signature appears in the vertical one line form (business card/envelope version). Here it is centered near the top of the business card. Centered below the logotype is a rule of color, PMS 279. The specific office and address line appear below this, both centered. The words “City Hall” represent the specific office and appear in capital letters. The address line appears below this, also centered with the logotype.
All applications should utilize the appropriate typefaces (Futura as primary typeface and Times New Roman as secondary), and should also limit the use of color to Pantone 279, Reflex Blue, and black. One exception to the usage guidelines provided in this manual is given to web applications. When used on the web, a drop shadow may be added to the Corporate Signature if desired. If this is done, the entire Corporate Signature, mark and logotype, must receive equal treatment; and the drop shadow may be no darker than a 70% tint of black and can be no other color than black.
Specific Applications
other print/web applications
The “S” mark also appears as part of the Channel 42 logo. To meet the special requirements of the pre-existing Channel 42 logo, the Corporate Signature usage guidelines as described in this manual do not apply. In this logo, designed specifically for television broadcast use, the “S” mark appears as a 70% screen behind the “Stockton 42” logotype. The Channel 42 logo must always appear in its entirety and must never be partially blocked from view. The proportions of this logo must always remain the same.
When applied to baseball-style hats, the Corporate Signature appears in its vertical one line version and must be embroidered. It must be centered on the front of the hat, 1/2 inch above the bill. The horizontal length of the logotype is not to exceed 1/2 the width of the bill of the hat. The mark may also appear on the back of the hat in color or all black. On the back of the hat, the mark is to be centered 3/8” above the opening and must be sized to fit snugly in a 1/2” x 1/2” square.

When applied to straw hats the Corporate Signature is used in its vertical one line version. It must appear in color and must also be embroidered. Here the complete signature can be used or merely the “S” mark. The logo is to be centered in the front of the hat with a margin of at least 1/2” both above the signature and below as illustrated.
Specific Applications

apparel: shirt

When applied to shirts, the Corporate Signature appears in its horizontal two line version and must be embroidered (no screenprinting). It must be positioned on the left pocket area of the shirt. The total width of the Corporate Signature is not to exceed 3”, and can be no smaller than 1.75” total width. This placement must be observed regardless of the style of shirt; however, a polo-style, collared shirt is recommended. Shirt colors may be white, black, or navy. On darker colors (black, navy), a white outline may be added to the mark and logotype to aid in legibility. The back of the shirts is to remain blank.
When applied to vehicles, the Corporate Signature appears in its horizontal two line version. In this application the Corporate Signature is positioned on both driver and passenger side doors. The top of the “S” mark is aligned one inch from the bottom of the door handle. The proportions of the Corporate Signature dictate its size and horizontal alignment on the door. A space equal to the width of the “CIT” in the logotype (indicated by red boxes) must be left between the Corporate Signature and the left and right edges of the vehicle door. The color of city vehicles must be white.

compact pickup

minivan
When applied to specialty vehicles, the Corporate Signature must appear in its horizontal two line version. When the vehicle has two full size doors on either side, placement of the Corporate Signature should be carried out in the same manner as used for conventional vehicles (see page 19). If this is not possible, due to the shape of the door or protruding attachments, the Corporate Signature may be reduced in size. The exact placement of the Corporate Signature is also flexible when applied to specialty vehicles that lack a conventional door space. In this case the Corporate Signature should be positioned on a dominant side panel on the vehicle and placed no closer to the edge of this panel than dictated by the width of the “CIT” in the logotype (indicated by red boxes). The Corporate Signature should be centered from top to bottom.
When applied to trailers and other mobile apparatuses, the Corporate Signature appears in its horizontal two line version. Because the design of each piece of equipment is unique and varied, it is not possible to determine the exact placement of the Corporate Signature for trailers and other mobile units. However, as specified on pages 19-20, the Corporate Signature must retain a cushion equal to, or greater than the width of the “CIT” in the logotype (indicated by red boxes) on all sides. To determine the best possible placement of the Corporate Signature, consider these guidelines:

• Choose a side panel that is most dominant (largest in size) on the equipment.

• Choose an area on the selected side panel that is the least obstructed from view.

• Choose an area which is on a smooth or even plane.
For all configurations of the Corporate Signature, the logotype appears in the Palatino typeface. In the letterhead form, the type is tracked out 500 points at an 18 point font size using Adobe Illustrator (track at 465 points for Adobe Photoshop). To maintain consistency in the logotype, refer to above grid rather than measurements within a program.
For all configurations of the Corporate Signature, the logotype appears in the Palatino typeface. For the vertical one line configuration of the Corporate Signature in its business card/envelope form, the logotype is tracked out 220 points at a 10 point font size using Adobe Illustrator (track at 185 points for Adobe Photoshop). To maintain consistency in the logotype, refer to above grid rather than measurements within a program. This version of the Corporate Signature differs from the letterhead form in that the vertical space left between the mark and the logotype is slightly greater, and there is less space between the letters of the logotype.
For all configurations of the Corporate Signature, the logotype appears in the Palatino typeface. For the horizontal one line configuration of the Corporate Signature, the logotype is tracked out 76 points at an 18 point font size using Adobe Illustrator (track at 74 points using Adobe Photoshop). To maintain consistency in the logotype, refer to above grid rather than measurements within a program. This version of the Corporate Signature differs from the vertical one line form in that the logotype appears directly to the right of the mark. The letters of the logotype are also closer together and heavier in this arrangement than in the vertical one line arrangement.
For all configurations of the Corporate Signature, the logotype appears in the Palatino typeface. For the horizontal two line configuration of the Corporate Signature, the logotype is tracked out 20 points at an 18 point font size using Adobe Illustrator (track at 24 points using Adobe Photoshop). To maintain consistency in the logotype, refer to above grid rather than measurements within a program. This version of the Corporate Signature differs from previous forms in that the logotype appears directly to the right of the mark separated into two lines and left justified.
letterhead shown at 60% actual size
Specifications

No. 10 envelope/business card

envelope shown at 60% actual size

business card shown at actual size