

Updated June 11, 2018

LOGOS



Option 2: Horizontal



- Wrong light blue color
- Do not center text



**Option 1: Stacked
With or without
department name**



Option 3: Vertical



- Do not center "S"
over centered text

FONTS

Preferred Sans-serif Font

Futura
Futura Bold

Preferred Serif Font

Times New Roman
Times New Roman Bold

COLORS

Official PMS Colors:



Reflex
Blue

PMS
279

4-Color Process Colors:



C	100	C	70
M	72	M	35
Y	0	Y	0
K	6	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.**