

# CITY LOGO GUIDELINES

## THE SEAL

There should be 0.125 inch (1/8 inch) space around the seal.



1"

Full Color, Pantone blue, and black seal shown. Seals must always be larger than 1 inch. Word mark to be used if seal cannot be 1 inch. The only exception to the size rule is on business cards, envelope and letterheads.

The City seal can be printed in full color, PMS 300 (blue), black or reversed. It should not be smaller than 1 inch tall. When resizing the logo, the original proportions (the height-to-width ratio) must be retained. It should not be altered in any way, including the typography of the seal. There should be 0.125 inch (1/8 inch) space around the seal to insure that is not crowded. If the seal has to be put on a dark background a 'reversed or white' seal should be used.

## EXAMPLES OF MISUSE OF CITY SEAL

do not place a seal into any other logo design



do not scale too small



do not scale out of proportion



do not place seal on busy background



For more information, clarification or questions contact Trinity Tesler, Graphics Supervisor at 407.246.3465 or [Trinity.Tesler@cityoforlando.net](mailto:Trinity.Tesler@cityoforlando.net).

# THE WORD MARK

CITY OF ORLANDO

word mark with line

CITY OF ORLANDO

word mark without line

When used alone, the City word mark can be used as text only or with the line. It can be black or blue. When used with a department name, it must include the line.

## CORRECT USE OF WORD MARK:

The order should be:

City of Orlando

Department

Division

CITY OF ORLANDO

EXECUTIVE OFFICES

OFFICE OF COMMUNICATIONS  
& NEIGHBORHOOD RELATIONS

Department  
and Division  
should be  
in all caps



The City word mark is a stylized text – do not type it. Notice the end of the R below the L in “Orlando”.

## WHICH ONE DO I USE?\*

\*The seal or word mark should only be used on other organizations' printed or promotional material when the City is a partner in the activity.