CHIEF ADMINISTRATIVE OFFICE Policy Memorandum	DATE OF ISSUE: 04/06/2018	EXPIRATION DATE: N/A	NO. 57
TO: All Divisions and Departments		SUBJECT:	
SIGNATURE:		Branding, Graphic and Logo Standards	

I.   PURPOSE

Lexington-Fayette Urban County Government works hard every day to ensure that Lexington is a safe, healthy, vibrant and productive place to work and live.

To effectively communicate the many programs and services Lexington provides, the LFUCG has adopted a unifying brand and graphic identity.

The reputation of this identity rests on the clear and consistent use of logos, colors, typography and other imagery used by Lexington's many departments and divisions.

Every form of written and visual communication is a reflection of this brand, which includes printed materials, signage, email, websites, videos and digital media.

The Public Information Office is charged with developing and supporting Lexington's brand and graphic standards. Its role is to also help departments and individuals in the preparation and implementation of any internal or external communication so that Lexington's brand standard remains consistent and at a high quality.

II.   APPLICABILITY

With limited exceptions, this policy applies to all LFUCG divisions and users, including employees, contractors, consultants, temporaries, interns, volunteers and other workers within local government. This policy applies to the use of branding and logos in the course of conducting official LFUCG business. The use of official Lexington branding and logos is not to be used outside of conducting LFUCG business and is explicitly prohibited without formal consent from the Public Information Office.

III.   DEFINITIONS

A. **Brand** – A brand is the identity of a product, service or entity. It is the combination of many elements (such as logos, design, wording, tone, color) under a single theme that people use to identify and differentiate what they're about to use, purchase or interact with. A good brand should be simple, instantly recognizable and remain consistent. The goal of a brand, over time, is to become associated with a level of credibility, quality and satisfaction.

B. Logo – A logo is the central part of any brand identity system. It is a mark, symbol, word or any image that is instantly recognizable as a representation of a company or other entity.

IV. **POLICY**

A. Lexington Logos

1. The consistent and proper use of the LFUCG's logos not only strengthens the reputation of LFUCG, but also projects Lexington's established reputation onto all of its many departments, divisions, organizations, etc.

2. A trademark license agreement between the Lexington Convention and Visitors Bureau (VisitLex) for use of the "Big Lex" logo was adopted for LFUCG promotional and branding purposes by the Urban County Council on July 7, 2015.

   i. The "Big Lex" logo is based on an oil painting by renowned equine artist Edward Troye that depicts the great racehorse and sire Lexington.

   Lexington will predominantly use the following variations of the Big Lex logo:

      a. Big Lex silhouette lockup – a silhouette of Lexington, the horse (typically in blue) paired with the word Lexington (typically in black). All white or all black versions may also be used.

      b. Big Lex stand-alone silhouette – a silhouette of Lexington, the horse (typically in blue). All white or all black versions may also be used.

      c. Big Lex framed painting – an adaptation of the framed Edward Troye painting that depicts Lexington the horse in the color blue.

   ii. Refer to the *LFUCG Branding Guide* (APPENDIX A) for all approved fonts, colors and more detailed logo usage standards

3. LFUCG uses three types of identifying marks/logos to establish Lexington's graphic identity: primary, complementary and secondary.

   i. Primary Identifying Mark – The Big Lex silhouette lockup is the primary identifying mark of LFUCG and should be used on most official LFUCG documents or materials. (see *Logo Use* for more details)

   ii. Complementary Mark – Official complementary marks are to be used in conjunction with or, in rare cases, in place of Lexington's primary mark.

Examples of approved official complementary marks include the LFUCG seal, the Lexington Police Department badge and the Lexington Fire Department badge.

Adoption and use of official complementary marks must be approved by the Public Information Office.

    iii.   Secondary Mark – The Big Lex stand-alone silhouette and the Big Lex framed logo will be used sparingly, as secondary marks. Any use of a secondary mark must be approved by the Public Information Office.

B. Logo Use

1. The Big Lex silhouette lockup logo should be used as the primary identifying mark in any official Lexington documents or materials.

   This includes, but is not limited to, printed materials, signage, email, websites, video, vehicles, advertisements, apparel and digital and social media. See *LFUCG Branding Guide* for examples. (APPENDIX A)

2. Most LFUCG departments and divisions have personalized Big Lex lockup logos that include the name of their specific department or division with Big Lex. These department and division lockups may be used in place of the Big Lex lockup as a primary identifying mark.

3. Some departments and divisions will be permitted to use the LFUCG seal or other approved complementary marks instead of or in conjunction with the Big Lex logo.

   Use of the seal or other complementary marks must be approved by the Public Information Office.

   Examples of departments or divisions that will use complementary marks include Code Enforcement, Building Inspection and Public Safety.

4. The Public Information Office has created templates and standards for official LFUCG documents and materials, including stationery, business cards and power point presentations.

   Once a template or standard is developed, all employees must adhere to that standard except for attorney communications which are regulated by the Kentucky Bar Association. Exceptions for other employees to deviate from official templates and standards will be granted on a case-by-case basis by the Public Information Office.

   Requests to create new templates and standards should be directed to the Public Information Office.

C. Approval for Logo Use

1. LFUCG departments, organizations or programs that wish to use any official LFUCG logo or seal must receive approval from the Public Information Office. This is designed to help maintain the quality and consistency of Lexington's brand and help the Public Information Office keep accurate records of the Big Lex logo use.

2. The Public Information Office may give permission and expanded access to use an official Lexington logo or seal without explicit approval to departments and individuals that show consistent and accurate utilization of the mark.

3. All third-party use of any official Lexington logo or seal must be approved by the Public Information Office.

D. Prohibited Logo Use

1. Use of any official Lexington logo or seal on any printed or digital document or material that is not expressly for official LFUCG purposes is prohibited.

2. The LFUCG shall not offer for sale or sell, or permit any third party to offer for sale or sell, any merchandise or other items that incorporate the Big Lex logo.

CITY LOGO & BRANDING GUIDELINES

APRIL 2018

Version 1

LEXINGTON

OVERVIEW

Lexington-Fayette Urban County Government works hard every day to ensure that Lexington is a safe, healthy, vibrant and productive place to work and live.

To effectively communicate the many programs and services the city provides, LFUCG has adopted a unifying brand and graphic identity.

The reputation of this identity rests on the clear and consistent use of logos, colors, typography and other imagery used by the City's many departments and divisions.

Every form of written and visual communication is a reflection of the City's brand, which includes printed materials, signage, email, websites, videos and digital media.

The Public Information Office is charged with developing and supporting the City's brand, logo and graphic standards. Its role is to also help departments and individuals in the preparation and implementation of any internal or external communication so that the City's brand standard remains consistent and at a high quality.

This guide is designed to help users easily and effectively adhere to LFUCG brand standards. For any questions, please contact the Public Information Office, pio@lexingtonky.gov.

LFUCG's LOGO

The consistent and proper use of the City's primary identifying mark—the Big Lex logo— not only strengthens the reputation of the LFUCG, but also projects the city's established reputation onto all of its many departments, divisions and other entities.

The City's logo should be implemented on an opportunistic basis to help minimize waste of government resources and ensure effective adherence to brand standards. This means to implement the City's logo on materials as it becomes necessary and/or feasible as determined by the Public Information Office and department or division supervisors.

In turn, the City's logo should be used in the development of any new written or visual, internal or external communication. This includes, but is not limited to, printed materials, signage, email, websites, video, vehicles, advertisements, apparel and digital and social media.

For approval, questions or assistance in using the City's logo, contact the Public Information Office.

To review the Chief Administrative Office Policy regarding City brand and logo standards, see policy 57.

About the "Big Lex" logo aka "the blue horse"

The City's logo is a horse silhouette paired with the word Lexington. This combination is known as a lockup.

The horse silhouette is of the great racehorse and sire Lexington, as he is depicted in an adaptation of an oil painting by the renowned equine artist Edward Troye.

Why Lexington (the horse)?

"Lexington was the greatest thoroughbred America had ever seen," the "Champion racehorse of his day." – Kent Hollingsworth, author and thoroughbred historian

Lexington is not only known as an exemplary racehorse, he is one of the world's all-time greatest sires. During his brief racing career, Lexington won six out of seven races and earned $56,600, which is equivalent to $1.7 million in today's monetary standards.

He retired as a three-year-old and went on to live on two stud farms— both located only a short distance outside of the city of Lexington in Midway, Ky. In his lifetime, Lexington sired more than 200 top winners and earned the highest stud fee in the nation. At the time of his death in 1875, the New York Times published an obituary on Lexington's death, referring to him as "The King of Sires," and he is today still considered the greatest sire of the 19th century.

Lexington's skeleton was preserved, studied and exhibited at the Smithsonian Institution in Washington D.C. for more than 125 years before returning "home" to the city of Lexington in 2010. It still stands today in the International Museum of the Horse at the Kentucky Horse Park, where it is on display in front of Troye's original Lexington oil painting.

LOGO USAGE

The correct use of the City's primary identifying mark, the Big Lex logo, is as follows:
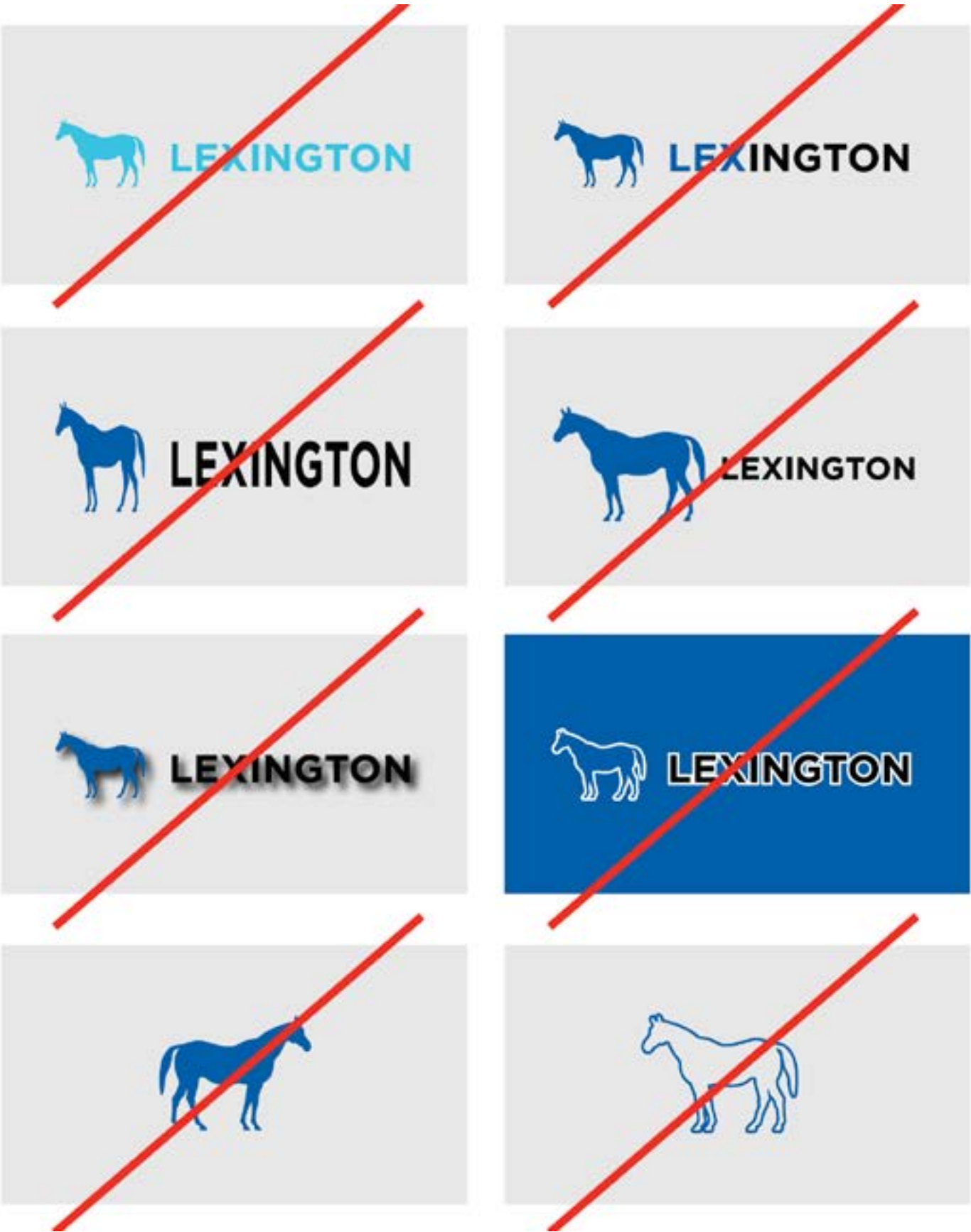
Blue horse, black letters (preferred use)

White horse, white letters

Black horse, black letters

INCORRECT USES

PAIRING LOGOS

The City's logo may be used in conjunction with approved complementary marks or with other outside marks, but they must always be clearly separated. For example, the City's logo is used with the LFUCG seal (an approved complementary mark) on the City's official letterhead. Or, the City's logo may be used with other outside brand logos as part of a sponsorship sign.

DEPARTMENT AND DIVISION LOCK-UPS

All LFUCG departments and divisions have personalized logos that include the Big Lex lockup logo with the name of their department or division. Personalized department/ division logos may be used in place of the stand-alone City logo for any City document or material.

An example of a personalized City division logo is below.

If you need assistance in accessing or creating a personalized department of division logo, contact the Public Information Office.

COMPLEMENTARY MARKS

Complementary marks are used in conjunction with or, in some cases, in place of the City's primary mark. Examples of approved official complementary marks are the LFUCG seal, the Lexington Police Department badge and the Lexington Fire Department badge.

Official LFUCG seal:

Adoption and use of official complementary marks must be approved by the Public Information Office.

SECONDARY MARKS

The Big Lex framed logo will be used sparingly, as a secondary mark. Generally, this will only be used for large, text-free displays.

Official Big Lex framed logo:

Any use of this secondary mark must be approved by the Public Information Office.

IMAGERY AND PHOTOGRAPHY

Photography is one of the best tools to communicate a sense of place and personality, and to show the City's diverse range of services, activities, employees and citizens. When posting photography, it should vary in place and subject matter and reinforce the City's mission and brand.

Guidelines for photography:

- Photographs of people should most often be candid. Captured moments help viewers get an inside glimpse of Lexington and invites them to be part of the community.

- Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.

- Social media profile photographs should be friendly and approachable.

- Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.

- Represent racial, gender, age and professional diversity.

- Use photographs that are clear and of high quality. Avoid poor quality, low resolution photographs that, for example, are blurry, poorly lit or improperly stretched or sized.

Resources:

- The city utilizes PhotoShelter as A tool for uploading and sharing photography and images. Login accounts are necessary to access the full catalog of photos, but there are also galleries available for anyone to access at http://lexington.photoshelter.com/.

- None of the images on PhotoShelter may be used for commercial or advertising purposes without the written permission of the Public Information Office.

- To request access to the city's Photoshelter account, contact the Public Information Office.

TYPOGRAPHY

Below are examples of approved typography standards to use with the City's logo for signage, documents, etc.

COLOR STANDARDS

Color has an enduring emotional appeal. Adhering to the following color reproduction guidelines will help in creating a consistent image and visual identity for the City. Whenever possible, the logo should appear with a blue horse (pantone: 286, hex: 0057a8) and black letters. It may also be used in all black or in all white, but never any other color or hue.

Blue (pantone: 286) is the main identifying color of the city of Lexington. Other approved, coordinated colors to use with LFUCG materials and documents include:

Pantone: 286
CMYK: 100/72/00/00
HEX: 0057A8
RGB: 0/87/168

Pantone: 289
CMYK: 100/76/10/65
HEX: 001A49
RGB: 0/26/73

Pantone: 2925
CMYK: 77/38/9/00
HEX: 3787BA
RGB: 55/135/186

Pantone: 137
CMYK: 14/29/100/00
HEX: E0B111
RGB: 224/177/17

50% Gray
CMYK: 00/00/00/50
HEX: BFBFBF
RGB: 191/191/191

LFUCG materials and documents are not limited to only having to use these colors.

Restrictions regarding color and logos:

- Do not change any colors of the signature.
- Do not print in black over a dark background.
- Do not print in white over a light background.
- Do not place logo over heavily patterned background.

SIGNAGE

See the city's Signage Guide addendum for all approved internal and external sign standards.

STATIONERY

Letterhead templates for each department and division are available for download on the R drive. Envelope templates are also available upon request. If a department/division needs a letterhead or envelope created or changed, please contact the Public Information Office.

Letterhead example/template:

BUSINESS CARDS

The approved business card template for all city employees is on the R drive. Please contact the Public Information Office for ordering information or questions.

Business card example/template:

EMAIL SIGNATURES

The approved email signature and guidelines to implement it are located in the R drive.

Email example/template:

John Appleseed ← **Arial 10pt bold**
Job title or position ← *Arial 9 pt italic*
Department ← Arial 9 pt
← space
859.123.4567 office ← Arial 9 pt
123.456.7890 cell ← Arial 9 pt
lexingtonky.gov ← Arial 9 pt hyperlinked
LEXINGTON ← Blue Horse logo

PRESENTATIONS & POWERPOINTS

The approved Powerpoint template is available on the R drive.

Powerpoint example/templates:

Meeting Name & Date

LEXINGTON

Click to edit presentation title

LEXINGTON

VEHICLES

Fleet Services manages all city vehicles and will thus manage adding and maintaining the City logos on City vehicles.

City logos will be added to City vehicles on an opportunistic basis, meaning that they will be added when vehicles go in for maintenance or when new vehicles are added to the City's fleet.

For any questions regarding City logos on City vehicles, contact the Fleet Services at (859) 258-3900.

Dimensions:

- Dump truck - 31 in.
- Escape & Prius – 36 in.
- Front & rear loaders - 28 in.
- Pick-up truck – 41 in.

CITY OF LEXINGTON
SIGNAGE STANDARDS

2017

LEXINGTON

INTERIOR SIGNS

Where required, all interior signs designed to be read by touch shall have raised letters and other characters and shall be duplicated in braille (703.2). The 2010 ADA Design Standards for signs is included in this standard.

SCOPE

The provisions of this standard shall comply with standards set forth by persons assigned to the following departments/divisions:

- Mayor's Office
- Government Communications
- General Services
- US Department of Justice – 2010 ADA Design Standards, Section 703

Both visual and tactile characters are required.

Raised characters should not have sharp or abrasive edges and shall be duplicated in braille. Raised characters shall be installed in accordance with 2010 ADA Design Standards, Section 703.4.

COLORS

Color has an enduring emotional appeal.

Lexington's colors are simple but bold. Always be sure to use the specific blues and grey when necessary. By using these colors in a consistent way, you can harness Lexington's uniqueness without saying a word.

The two colors below should be used on interior signage through out government buildings.
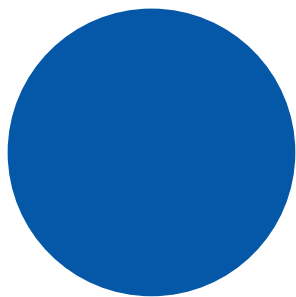
Pantone: 286
CMYK: 100/72/00/00
HEX: 0057A8
RGB 0/87/168
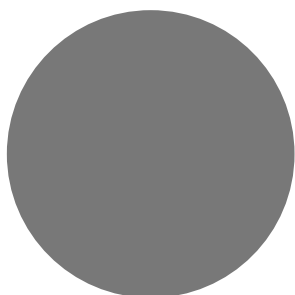
50% Gray
CMYK: 00/00/00/50
HEX: BFBFBF
RGB 191/191/191

FONTS

Fonts express as much as words. They convey feeling and help to establish a consistent and ownable visual language for Lexington. These fonts are clean, modern and easy to read.

Helvetica or Arial will be the primary display face on signage. Bold and light are preffered faces.

Letters and characters shall be sans serif only, unless provided in a logo lock-up. Characters shall not be italic, oblique, script, highly decorative or of other unusual forms.

CASE

Characters shall be uppercase.

HELVETICA OR ARIAL

SIZE

Numbers and letters will be:
- the same font and size between 5/8 inches and 2 inches
- proportional to size of sign
- follow design standards set forth by 2010 ADA Design Standards

ALIGNMENT

Room numbers will be:
- located in the upper, left portion of the sign
- have corresponding braille center aligned below the number

Room identification letters will be:
- located in middle portion of the sign
- multiple lines of text shall be centrally aligned, but left justified
- with corresponding braille centered directly below lowest line of text

ENGRAVED SIGNS

Engraved signs include the following and need not comply with 2010 ADA Design Standards:
1. personal identification placed on walls, doors or desks
2. room numbers placed on door frame
3. directories

Engraved sign fonts should be Helvetica or Arial.

FINISH AND CONTRAST FOR ADA COMPLIANT SIGNS

Characters and background shall have a non-glare finish. Characters shall contrast with their background with either light characters on a dark background or dark characters on a light background.

All sign features will have a matte, non glossy finish for letters, icons and backgrounds. Contrast of colors will meet ADA 2010 Standards.

BRAILLE

Braille shall be contracted (Grade 2) and shall comply with 2010 ADA Design Standards 703.3 and 703.4.

BRAILLE DOTS

Braille dots shall have a domed shape to be ADA compliant. Raster dots shall be clear or painted to match sign background only.

The indication of an uppercase letter or letters shall only be used before the first word of sentences, proper nouns and names, individual letters of the alphabet, initials and acronyms.

BRAILLE POSTION

Braille shall be centered directly below the corresponding text. Braille shall be below both the text and the room number.

REQUIRED BRAILLE LOCATIONS

Signs required to include braille are as follows:
1. Office with room number and office identification accessed from public corridor
2. Signs requiring pictograms i.e. restrooms and elevators

NON-REQUIRED BRAILLE LOCATIONS

Signs not required to include braille are as follows:
1. Corridor directory
2. Main building directory
3. Exterior wayfinding signs
4. Monument signs
5. Vinyl signs

HANDICAPPED PARKING STANDARDS

All handicapped parking signs must follow federal and state mandates.

Additional signage for denoting a "$250 fine" and "No Parking Anytime" sign above vertical striping for accessible access are required.

Additional information can be found in "Sec. 18-113.4. - Accessible parking space sign" of the Lexington-Fayette Urban County Governmetn code of ordinances.

VINYL WINDOW DECALS

Vinyl window decals can be produced in four options:
1. Full color (blue horse, black Lexington)
2. Black (black horse, black Lexington)
3. White (white horse, white Lexington)
4. Etched/Frosted (etched horse, etched Lexington)

All vinyl window decals should not be larger than 80% of the window width.

INSTALLATION

Tactile characters on signs shall be located 48 inches (1220 mm) minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches (1525 mm) maximum above the finish floor or ground surface, measured from the baseline of the highest tactile character.

Where a tactile sign is a provided at the door, the sign shall be located alongside the door at the latch side.

If there are double doors with just one active door, a tactile sign will be placed next to the active door.

If there are double doors with both doors being active, a tactile sign will be placed to the right of the right hand door.

EXTERIOR SIGN APPROVAL

All exterior signs must be approved by General Services and the Public Information Office.

INTERIOR SIGN EXAMPLES

🐎 LEXINGTON

→ **BREAKROOM**

(Directional signage, single room/area)

201

HUMAN RESOURCES

🐎 LEXINGTON

(Room number and title)

INTERIOR SIGNAGE EXAMPLES

ELECTRICAL

(Door sign)

RESTROOMS

LEXINGTON

INTERIOR SIGNAGE EXAMPLES

201

JOHN SMITH
DIRECTOR, GENERAL SERVICES

🐎 LEXINGTON

(Office number and sign, permanantly etched)

🐎 LEXINGTON

JOHN SMITH
DIRECTOR, GENERAL SERVICES
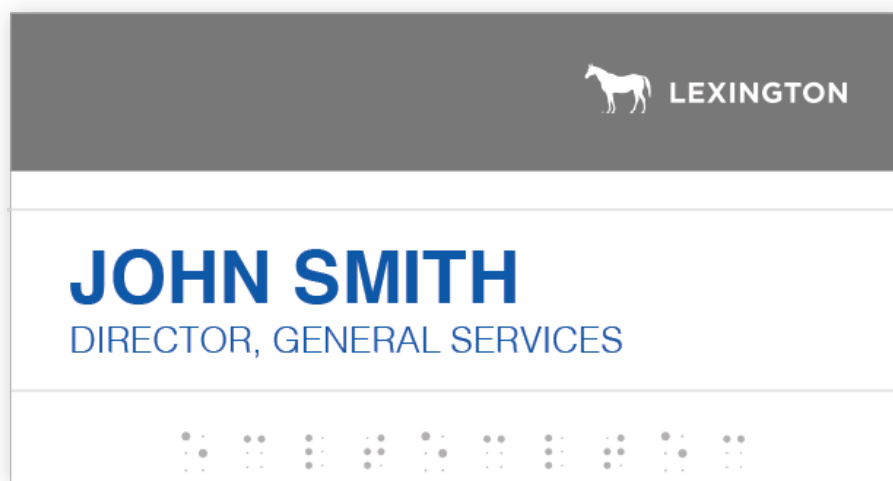
(Office sign, sliding plate)

DIRECTIONAL SIGN EXAMPLE

LEVEL 2

Elevators

← **Suites 201 – 210**

Conference Room 2

Purchasing

Social Services

→ **Suites 220 – 230**

Accounting

Finance

LEXINGTON

VINYL WINDOW DECAL EXAMPLES

EXTERIOR SIGN EXAMPLES

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LEXINGTON