



**CITY OF DUBLIN
ADMINISTRATIVE ORDERS
OF THE CITY MANAGER**

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| ADMINISTRATIVE ORDER 1.25 |
| TO: All Department/Division Heads & Assistants |
| FROM: Timothy C. Hansley, City Manager |
| SUBJECT: Adoption of Graphic Standards Program for Citywide Stationary, Print Pieces and Promotional Materials |
| DATE: October 2, 1996 |
| New Administrative Order |

I. PURPOSE

The purpose of this Administrative Order is to adopt for implementation an updated and expanded Graphics Standards Program for the City of Dublin. The intent is for the standardization of all City materials including letterhead, memorandums, fax sheets, brochures and other print pieces so that every department/division conforms to a high standard of visual uniformity and consistency.

II. POLICY

Attached hereto is a draft copy of the Graphic Standards Policy. Copies of completed manuals, with samples, will be distributed to department/division heads in the month of October 1996. Included in the manual is the following information:

- Levels of graphic standards - examples where guidelines are rigid and where a broader interpretation is applicable.
- City of Dublin logo specifications - rigid guidelines regarding use of the logo, colors and inclusion of logo slick pages for use by divisions.
- Typography - fonts to be used in all office communications including letters, memorandums and reports. Expanded list of font options for special print pieces such as brochures and marketing materials.

- Color applications for print pieces such as brochures and other marketing materials.
- Preferred Paper Stocks - from administrative materials such as letterhead to special print pieces such as brochures and marketing materials.
- Administrative Materials - guidelines for any office communications such as letterhead, fax sheets etc. The manual will include a "resources" guide with samples of City stationery, envelopes, business cards and other resources available through the Division of Personnel and Purchasing. WordPerfect computer templates will be distributed to divisions pertaining to City fax sheets, memorandums and other pieces to be used by administrative staff. Any administrative materials that are needed in addition to the examples supplied should be produced in coordination with the Division of Public Information and Special Events.
- Stationery - guidelines of how to use the City stationery pertaining to margins are included.
- City Services Brochures - a selection of pre-printed shells will be available through the Division of Public Information and Special Events and the coordination of any City services brochures should be coordinated through this division following the guidelines given by the graphic standards.
- Special Programs and Communications - special print pieces are to be coordinated through the Division of Public Information and Special Events.

The Graphic Standards Policy manuals are to be maintained by one assigned staff member in each division. As minor adjustments to broader guideline elements are made and examples of work come available, they will be forwarded to the appropriate individual to update the manual.

Many elements of the Graphic Standards Policy, such as letterhead and business cards, will be implemented as old supplies are used up.

This Administrative Order shall take effect immediately.