



CITY OF FALLS CHURCH

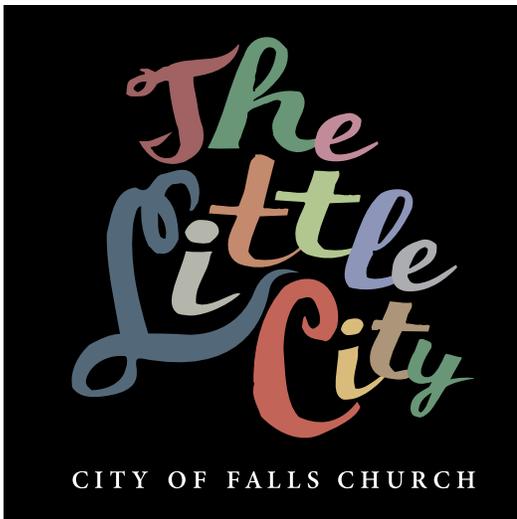
BRAND GUIDELINES

A “Little” City

The City of Falls Church is a small place, on purpose. We are enthusiastically small! We are a small town oasis in the midst of a big city, and we are happy to be that way. We're a mere 2.2 square miles, but we are not trivial. We have the mindset of a big city – the thinking, culture, food, schools – without the crowding. It's all the benefits of a big city without the drawbacks. We have a metro, a performance venue, our own police department and government, access to major highways, malls, and are only a few minutes to downtown DC, but we have minimal crime, noise, congestion and most of the other drawbacks that come with being a city. We're an impressive 2.2 square miles!

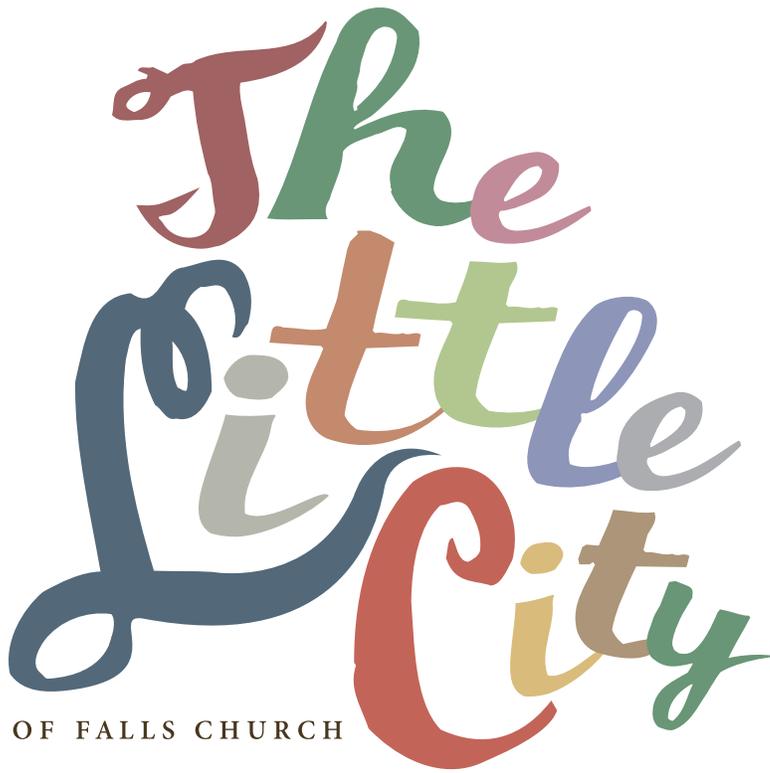


CITY OF FALLS CHURCH



The Logo

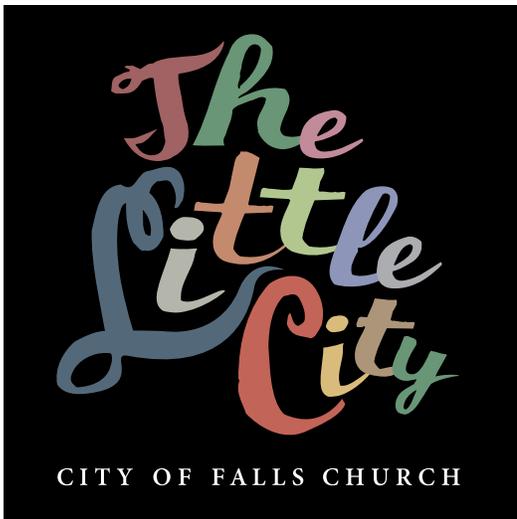
The combination of the corporate mark and logotype is the foundation of the City of Falls Church identification system. The distinct and consistent visibility of these elements throughout the city will allow all affiliated activities to draw from a common source of visual equity. This look will allow us to maintain a consistent and recognizable image throughout all areas of identification viewed by our various audiences. The official identity consists of two elements: the mark and the logotype. The specific letter spacing, proportions and spatial relationships establish the appropriate character of the identity. None of the elements may be changed. Therefore, the identity must always be reproduced from authorized artwork.



Large Version

Pictured here is a logo alternative which is useful in situations where the city logo will be the featured graphic. Examples would include posters or event backdrops.

This logo should only be used at large sizes to ensure the readability of the “of Falls Church” line.



The
Little
City

CITY OF FALLS CHURCH



Limited Color Versions

Pictured here are the acceptable logo uses in situation where four color printing is not possible of when the logo will appear against a darker background.



C=13 M=57 Y=39 K=31
R=160 G=98 B=98



C=0 M=37 Y=45 K=25
R=195 G=138 B=109



C=11 M=23 Y=41 K=28
R=172 G=149 B=120



C=59 M=20 Y=59 K=11
R=105 G=150 B=118



C=24 M=1 Y=48 K=11
R=178 G=200 B=143



C=59 M=20 Y=59 K=11
R=105 G=150 B=118



C=6 M=41 Y=13 K=19
R=194 G=139 B=154



C=38 M=30 Y=2 K=13
R=141 G=149 B=185



C=25 M=41 Y=66 K=76
R=72 G=55 B=31



C=67 M=46 Y=34 K=22
R=83 G=105 B=122



C=3 M=65 Y=55 K=20
R=195 G=100 B=88



C=15 M=10 Y=20 K=19
R=180 G=182 B=171



C=4 M=16 Y=54 K=12
R=217 G=188 B=123

Color Palette

Correct color reproduction is important for maintaining the City of Falls Church brand. Pictured at the left are CMYK and RGB color values for all of the logo colors. Pantone colors have not been specified since all printing will be either full color or black and white.



CITY OF FALLS CHURCH



Logos have been placed on the opposite side of layout so that they balance and the repetition of the city name is not as readily apparent.

Logo Use With City Seal

The Little City logo and the official city seal logo in general should not be used on the same document. One is the official city government seal and the other is a marketing logo. If the use of both logos is necessary they should be separated as much as possible to avoid the repetition of the city name. See diagram above for clarification.



Do not stretch or skew logo in any way



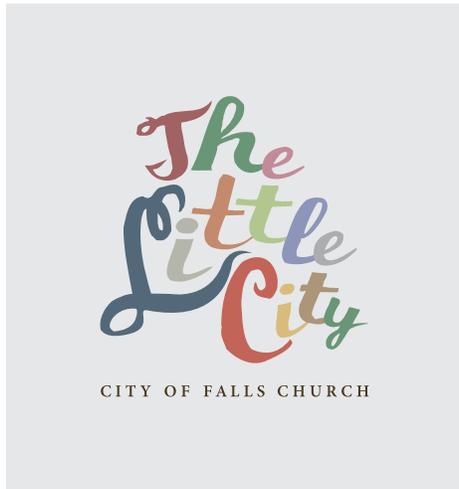
Do not place logo over any busy backgrounds, like a photograph.



Do not place any other graphics over or right next to logo artwork. (See clear space diagram below)

Logo Clearspace Diagram

Place no graphics within the gray box area around logo



CHURCH



Clearspace defined as the width of the word "CHURCH" in logo graphic

Logo Misuse

The illustrations on this page indicate many of the common misuses of color and signature formatting. While not a complete list, this page does provide a basic understanding of the level of quality and adherence to standards expected. The City of Falls Church logo should not be stretched or warped in any way. In addition the logo should be given plenty of "clear space" around it to ensure it is properly readable.