



# Style Guide

## City of San Angelo

Rules and standards to improve and streamline visual communication through the City of San Angelo.

## Style Guide

---

This is a style guide specifically designed as a set of standards for the writing and design of documents, either for general use or for a specific publication, for the City of San Angelo.

A style guide establishes and enforces style to improve communication. To do that, it ensures consistency within a document and across multiple documents and enforces best practices in usage and in language composition, visual composition and typography.

Following these guidelines creates effective communication, ensures consistency and presents professionalism.

All of these elements are available by visiting:  
[cosatx.us/extranet](http://cosatx.us/extranet) > Department pages > Communications

OR email:

[brian.groves@cosatx.us](mailto:brian.groves@cosatx.us)

or

[lorelei.day@cosatx.us](mailto:lorelei.day@cosatx.us)








# The City of San Angelo Style Guide

## Logo usage

### Color logo



The logo should always be presented in the correct colors.

	#FFFFFF		#25408F
	#000000		#0072BC
	#008A4B		#F7941D
	#FFDD00		

### Grayscale logo



The logo is acceptable in grayscale.

### Watermark logo



The logo is also acceptable as a watermark.

## Common logo usage mistakes



Do not stretch or distort the logo.



Do not enlarge JPEG or GIF files to achieve desired size. Always reproduce logo in highest possible quality.



Do not use unapproved colors in the logo.



Logo legibility is the highest priority. Do not place the logo on a background that is too dark or patterned. When possible, the logo should be placed on a solid, light-colored background.

## Typography

---

The City of San Angelo’s primary typeface is Arial in the styles regular, bold, italic and bold italic. Your type should be primarily black. Blue is also acceptable.

Arial regular      abcdefghijklmnopqrstuvwxyz  
   ABCDEFGHIJKLMNOPQRST  
   UVWXYZ 0123456789  
   !@#\$%^&\*()\_+=<>?1””;

**Arial bold**            **abcdefghijklmnopqrstuvwxyz**  
   **ABCDEFGHIJKLMNPQRST**  
   **UVWXYZ 0123456789**  
   **!@#\$%^&\*()\_+=<>?1””;**

*Arial italic*            *abcdefghijklmnopqrstuvwxyz*  
   *ABCDEFGHIJKLMNPQRST*  
   *UVWXYZ 0123456789*  
   *!@#\$%^&\*()\_+=<>?1””;*

***Arial bold italic***      ***abcdefghijklmnopqrstuvwxyz***  
   ***ABCDEFGHIJKLMNPQRST***  
   ***UVWXYZ 0123456789***  
   ***!@#\$%^&\*()\_+=<>?1””;***

All CAPS, **boldface**, *italics* and underscore should be used judiciously – one or two words versus whole sentences, paragraphs or passages. Liberal usage of any of these decreases legibility. Sparse usage also serves to better highlight a point by causing it to stand out.

## Emails

---

Email backgrounds should not be customized. Backgrounds should remain plain and white to increase legibility.

Email signatures for City of San Angelo employees should begin with your name and title. Include “City of San Angelo, Texas” as well as a work and cell phone number (optional). Link to the City’s official website, [cosatx.us](http://cosatx.us), and San Angelo’s official social media accounts. Do not include a favorite quote, photo, graphic, gif or other accoutrement as part of your email signature.

Example:

**Anthony Wilson**  
***Public Information Officer***  
City of San Angelo, Texas  
(O) 325-481-2727  
(C) 325-234-0041  
[cosatx.us](http://cosatx.us)



## **Photos & video**

---

The Communications Department, if available, is happy to assist with photos and video. If the Communications Department is unavailable to shoot your photos and video, and you wish to shoot them yourself using your iPhone, please adhere to these tips:

- Hold your camera horizontally. Do not hold your camera vertically.
- Ensure that all photos are sharply in focus. We will not use fuzzy photos on the City's website or social media.
- Do not allow for too much distance between your camera and the subject you are shooting.

## **Graphics & flyers**

---

The Communications Department, with ample advance notice, is happy to assist with creating simple graphics and posters. Effective graphic design is a skill that requires education, experience and training. The Communications Department does not have a graphic designer on staff. The help of McLaughlin Advertising, the City's contracted advertising agency should be sought for more involved projects. The Communications Department can and will act as a facilitator between your department and McLaughlin Advertising.

## **Website**

---

All pages at [cosatx.us](http://cosatx.us) should maintain corporate consistency. Extraneous use of colors, bold-face or italics type, all caps, point sizes, etc. are to be avoided. Adhere to the page template established for each page on the site. All changes to the site must be approved and published by one of five super-users on the site. Deviations from the website's style will not be approved or published.

## **Social media**

---

The Communications Department manages the City's social media pages on the approved platforms: Facebook, Twitter, YouTube. Any City pages must be pre-approved by the Communications Department, in keeping with the City's strategic communication plan. If you wish to have something posted on the City's social media, send it to the Communications Department.

# PowerPoint presentations

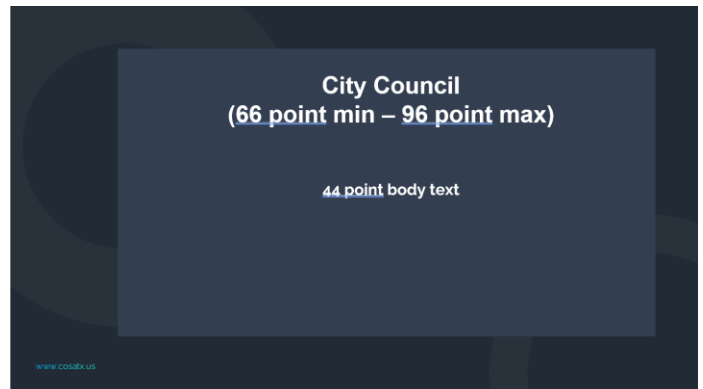
---

## The audience

How well does this communicate to the thousands of people who are looking at a TV screen from across the living room?

## Cover and final slide

Do not change the cover slide or add any extra verbiage.



Use the cover slide as the first and last slide of your presentation. Using this slide last signals the end without advancing to a black screen. A “Questions?” slide is unnecessary. Typically, second-to-last slide will be staff and/or board recommendation(s).

## No introductory slide

The agenda item has been read. No need for a slide with the caption, topic or presenter.

## Non-negotiable

- This is the template to be used, even by vendors
- Slide titles must be at least 66 pts to be consistent
- Body copy **MUST** be at least 44 pts to be legible
- Arial is the only font to be used
- No ALLCAPS
- No type colors other than black
- Numbers and lettering in charts must also be in 32-point Arial font to ensure readability

## Negotiable

- Use boldface and italics judiciously
- Slide titles may be flush left or centered, depending upon the need of the presentation
- Size/placement of text boxes and photos may be increased/moved to improve legibility
- Keep at least a slight margin along the sides

# PowerPoint presentations

---

## Type size

If all of the type won't fit on a slide at 44 points, continue to another slide. But don't use (cont.) in the subsequent slide title. It will be self-evident.

## Images

High-quality images only. The Communications Department is willing to help.

- Bigger = better. Fewer = better.
- No more than 2 images per slide. Use only 1 if possible.

## Image format

- Line color = solid black with 0% transparency
- Line style = 0.75 width
- No shadows



## Capitalization

Only proper nouns: particular people, places and things.

Example:

- Fire Chief Brian Dunn / firefighters
- Civic League Park / San Angelo parks
- Community Development Block Grant / state grants
- City Manager Daniel Valenzuela / the city manager

This holds true for slide titles, as well. Capitalize only the first word of common nouns.

## Bullet points

- Preferable to blocks of text
- PowerPoints are meant to provide talking points for the presenters as opposed to a script.
- Have more info after your final slide in case it's needed.

Never use semicolons at the end of bulleted lists. Use a period only if completing a sentence.

## Acronyms

- OK to use if generally recognized by citizens. Ex. SAPD, SAFD
- Otherwise, use in second reference. Ex. Single-member District 5 (first reference), SMD5 (second reference)