



City of Falls Church
75
Years

Style Guide

September 2023



Logo Suite

Main Logos

Use for informal occasions

(This version of the logo is good for marketing or "give away" items.)



Full Color logo on a light/white background.



Full Color logo on a dark background.



One Color logo on a dark/black background.



One Color logo on a light/white background.

Alternative Logo (with City of Falls Church Brand Mark)

Use sparingly for official occasions

(This version of the logo is good for websites, social media, flyers, proclamations, and City Council documents.)



CITY OF FALLS CHURCH

75 Years

Divider Line is height of the seal



CITY OF FALLS CHURCH

75 Years

Height of "75" lines up with the "F"

Baseline of "Years" lines up with "Church"

Color Palette

City of Falls Church Palette

(These colors can be used for accent elements and backgrounds.)



PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB
C - 100	R - 23	C - 74	R - 72	C - 11	R - 229	C - 60	R - 98	C - 0	R - 0
M - 87	G - 47	M - 32	G - 120	M - 13	G - 209	M - 10	G - 184	M - 0	G - 0
Y - 38	B - 86	Y - 95	B - 61	Y - 65	B - 118	Y - 0	B - 224	Y - 0	B - 0
K - 33		K - 18		K - 0		K - 0		K - 100	

75 Years Additional Colors

(These colors can be used for accent elements.)



PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB
C - 0	R - 240	C - 0	R - 244	C - 70	R - 69	C - 0	R - 252
M - 80	G - 91	M - 60	G - 129	M - 80	G - 172	M - 2	G - 246
Y - 55	B - 97	Y - 100	B - 32	Y - 45	B - 156	Y - 7	B - 235
K - 0		K - 0		K - 0		K - 0	

Accessibility Colors

(When not using the color black, these colors should be used for text to pass 508 Compliance.)



PRINT	WEB	PRINT	WEB	PRINT	WEB	PRINT	WEB
C - 11	R - 212	C - 12	R - 211	C - 85	R - 10	C - 79	R - 54
M - 91	G - 61	M - 85	G - 71	M - 43	G - 125	M - 33	G - 125
Y - 81	B - 61	Y - 100	B - 0	Y - 9	B - 180	Y - 56	B - 115
K - 2		K - 3		K - 0		K - 11	

Typography

Standard **Fonts**

(These fonts should be used for Microsoft-produced products such as PowerPoint presentations, Word documentation, and flyers.)

Arial:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

PT Sans:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

75 Years Design Fonts

(These fonts should be used for products created using Adobe Creative Suite. These fonts are Typekit fonts.)

Europa-Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Europa-Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Operetta 18 Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&

Brand Examples

Street Pole Banner Examples:



Permissions and Usage Guidelines

Approvals

The City of Falls Church Office of Communications will approve all uses of the 75th logo to maintain branding consistency and appropriateness. Please email publicinfo@fallschurchva.gov with at least two weeks notice. Describe the usage and send any mock-ups.

Usage: Community Groups and Businesses

Community groups and businesses should use the standalone version of the logo; (see below) that is, the logo without the City's brandmark and seal. (The brandmark and seal version are for official government events only.)

The logo may not be used on a product that is to be sold.



Guidance on Usage of Photos and Graphics

Make sure you have permissions for any usage of images or graphics (if created by another artist) that you use.

When you send to the Office of Communications for approval, we will assume you have full permissions for your use of images and graphics.

Contact Us with Questions

The Office of Communications is happy to answer your questions. Contact us at publicinfo@fallschurchva.gov.