



City of Dayton Branding Logo

Logo, Logo Standards, Usage

The new City of Dayton branding logo (“Dayton Patented. Originals Wanted.”) is available for your use. You are invited to incorporate this graphic into your letterhead, print materials, website and other communication products to show that you, your company or your organization is located in or supportive of the City of Dayton. It further illustrates that you are supportive of the City of Dayton’s efforts to bridge our rich heritage of inventiveness with the numerous innovations and unique people shaping Dayton today.

Examples of how the logo might be utilized include sales and marketing materials, employee or customer recognition programs, community and charitable projects, anniversary or special events, annual or special reports, etc.

The “Dayton Patented” logo is the visual representation of our city as a place of imagination and innovation. While we encourage the logo to be used in the prescribed colors and design as shown below, minor variations and modifications will be permitted.

The following logo guidelines are suggested to help maintain the consistency and integrity of the image throughout its various applications.

Usage

- The logo should retain its horizontal and tilted “stamp” design. The angle of the tilt can alternate between an upward right edge or a downward right edge. (See examples on reverse side.)
- The “Originals Wanted” tagline may be amended slightly to fit your specific project or initiative. (See sample taglines on reverse side as examples of how the phrasing can be amended.)
- Typeface: the actual typeface of the original logo must remain unchanged. If an amended tagline phrase is inserted, the typeface should be in “Sister Europe” typeface. (Please note: this typeface adds extra space between words which should be removed prior to final application.)
- The preferred color applications for the logo are PMS1945 (red), black, or reversed-out white. (See examples on reverse side.) Alternate colors will be permitted to allow consistency with the overall design or graphic appearance of the product in which the logo will be applied. (For example, if a print brochure is designed using only the color blue, then blue would be an acceptable color use.)



Color logo: PMS 1945



Black & White logo



Logo reversed out of dark background



Logo tilting upward



Logo tilting downward

The following are examples of how alternate tag lines could be applied for your specific purposes. Further alternate wording is permitted as long as it supports the primary notion of "originality":

