



CITY OF ASHEVILLE
Style Guide





FONTS

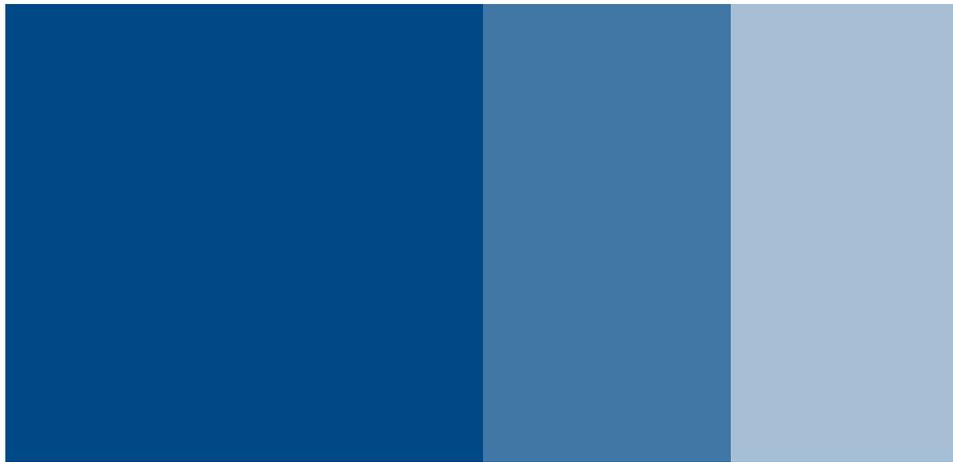
HEADLINES, HEADERS,
AND TITLES use early times thin
or early times **BOLD**

Paragraph titles and short messages use
Helvetica Neue LT Std in thin condensed, light condensed,
**medium condensed, bold condensed or
black condensed.**

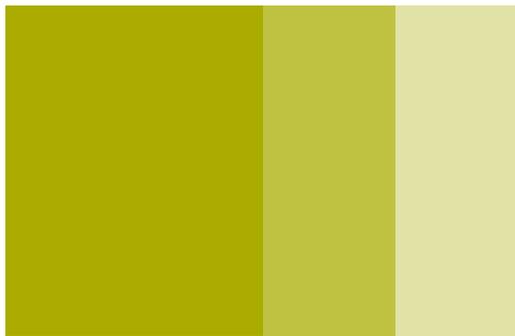
Body text uses Calibri in light or **bold.**



COLORS



COA Blue
RGB: 0, 73, 135
CMYK: 100, 79, 20, 5
TINT: 100%, 75%, 35%



COA Green
RGB: 170, 173, 0
CMYK: 38, 20, 100, 1
TINT: 100%, 75%, 35%



COA Black
CMYK: 0, 0, 0, 93
93%



LOGO USAGE

FULL LOGO

Minimum size:
No less than 1 inch to ensure readability.

Color: COA Blue
Use: On official City documents, partnerships and sponsorships.



LONG LOGO

Minimum size:
No less than 2 inches wide to ensure readability.

Color: COA Blue
Use: On official City documents, partnerships and sponsorships, particularly when space constraints make the full logo illegible.



CITY HALL ICON

Minimum size:
No less than 1/2 inch to ensure readability.

Color: COA Blue
Use: When full logo is unnecessary, or when using as a real or abstract representation of the City in design.



All logos can be used in white or black as needed.



STYLE

General Guidelines

The City of Asheville uses the **AP Style**. You can see the most common rules of AP Style at the Purdue Online Writing Lab.

<https://owl.english.purdue.edu/owl/resource/735/02/>

Exceptions

“City” should be capitalized when talking about our local government entity. City of Asheville is the name of the entity, so when shortening it to “City” it is still treated as a proper noun.

If you are talking about the geographic location or the wider population of the city of Asheville, “city” is not capitalized.

Dates: should not include a “th,” “rd,” “st” or “nd.” Example: Aug. 22

Times: should not include a “:00” for times on the hour. Example: 1 p.m.

Reminders

Comma placed after “and” in a list: NO

✓ *I met with Jeff, Amber and Polly today.*

Quotes: Periods and commas are placed inside the quote mark.

✓ *“I commute to work on the ART bus.”*

Spaces between sentences: 1

✓ *Only one space is needed. Computers adjust that space properly!*

Capitalize: Proper nouns and the first word of a sentence **only**.

✓ *The City of Asheville is John’s employer.*

Alignment

Please align all body text to the left. **Body text should not be justified.**



QUESTIONS?

Please contact any member of your CAPE Team

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