



## GRAPHIC STANDARDS GUIDE

DECEMBER, 2016



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# INTRODUCTION

## A NEW IDENTITY

The goal of the City's new logo and visual identity is to present a comprehensive design scheme that rebrands the City, enhances its image within the community and region, and defines its unique position in relation to other world class cities.

## CONSISTENCY

How we communicate is as important as what we communicate. Consistent application of the logo, its colours, typography, and supporting layout are vital to strengthening the City's brand identity.

This manual outlines the graphic standards that must be followed in order to achieve a unified and consistent visual identity program. Maintaining quality control and design consistency is critical to ensuring a strong brand and positive image for the City.

THE CITY OF SURREY LOGO



## LOGO AND BRAND POSITIONING

The City of Surrey's logo provokes a friendly and inviting feel using contemporary colour schemes and modern design elements. The symbol portrays Surrey as a city of vibrant communities and a city of the future. The logo conveys an energetic, dynamic, progressive and forward thinking city balanced in harmony with green spaces, parks, and open areas characterized by the City's rural landscape.

### Surrey's brand identity also reflects:

- Priority community values such as: family life, diversity, a welcoming atmosphere, central location, affordability, balance of rural life within a major urban centre, and civic pride
- Surrey is a complete community with something for everyone and in many ways is a City of distinct communities – altogether offering a diversity of lifestyle choices
- Surrey's strength and vitality as a world class city, as well as the opportunities that emerge within a progressive, innovative and forward thinking community
- Surrey is growing sustainably and in natural harmony

# the future lives here.

## CITY OF SURREY TAGLINE

The supporting tagline — **the future lives here.** — was developed to accompany the logo and capture the energy, vibrancy and excitement of a forward thinking and progressive community.

The tagline was developed with extensive input from stakeholders and community consultation. Overwhelmingly, Surrey is seen by residents as a great place to live and work. The word “future” represents growing families and sustainable living as well as opportunity for economic and social growth.

The tagline should not be modified and must appear in lower case letters with a “.” at the end of the statement. The tagline is not to be altered for various departmental or service area messaging such as: business lives here, volunteers live here, jobs live here, etc.

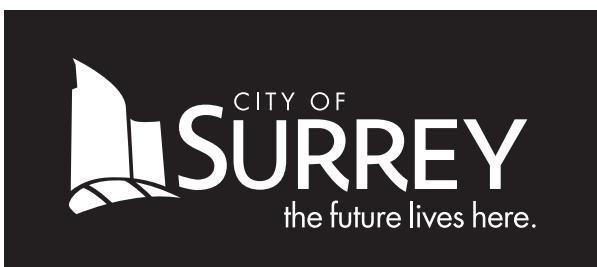
The tagline may stand alone as a statement on communications and advertising materials separated from the logo in some cases.

### When to use the supporting tagline

The tagline version of the logo is the preferred logo standard and is to be used most often.

The tagline is generally removed in two instances:

- when the logo size is reduced beyond the minimum standard.
- when the logo is positioned on busy or complex documents where limited whitespace is available.



## HORIZONTAL LOGO

There are five basic variations of the horizontal logo. These include:

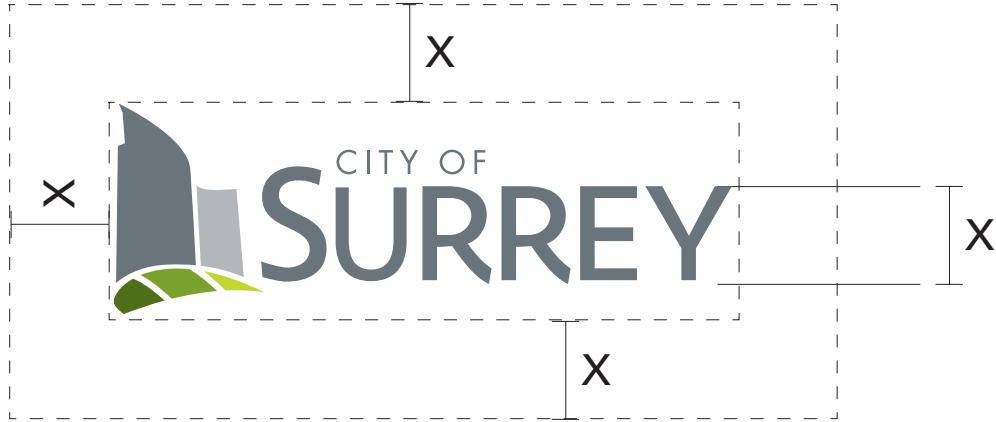
- 1-colour solid version of the logo in black. This is the most commonly used logo format as it is the default standard for internal City staff usage.
- 1-colour “knocked-out” version in white (shown here surrounded by solid black)
- Solid, 1-colour versions of the logo are either Pantone 431 grey for more corporate applications, or Pantone 377 green for parks and environment related marketing products.
- Full colour version or Pantone PMS 5-colour version (as per colour standards shown on page 13).

Any deviations from these formats should be approved the Marketing & Communications Section.

### Which Logo Do I Use?

When applying and sharing the logo within the organization and with various partners, it is important to note that there is not ONE logo that works in all instances. There are many variations of the logo, addressing colour scheme considerations, orientation (vertical or horizontal scale), sizing, alternate media formats (web, reversed formats, print, large print, internal), as well as tagline and non tagline versions.

Unless it is a standard black and white internal template document in Word, it is important to contact the Marketing and Communications Section before starting a marketing project to ensure the standards are met and the proper logo is being utilized.



## AREA OF ISOLATION

The City of Surrey logo should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (type, folds, other graphics not including background colour) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the City of Surrey logo. The area of isolation is measured by the full height of the letter "Y" in "Surrey".



## MINIMUM SIZE

The horizontal logo may not be smaller than 1 cm in height from top to bottom of graphic when used without the tagline.

When used with the tagline, the logo may not be smaller than 1.25 cm in height from top to bottom of graphic.



Never apply an effect to the logo



Never skew or stretch the logo



Never change the logo colours



Never use different fonts in the logotype



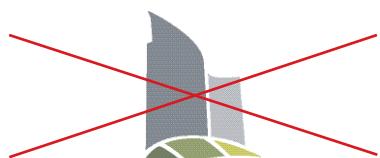
Never change the proportion of elements in the logo



Never change the arrangement of the logo



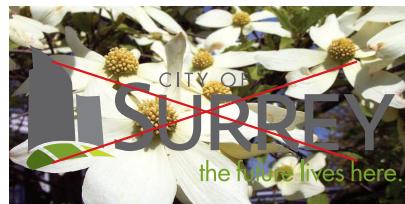
Never use a greyscale version of the logo.



Never dismantle the logo icon by separating the elements.



Never use the logo without the title "City of"



Never place the logo on a dark or busy background



Never use the logo as a watermark or transparency



Never tilt the logo



Never add elements to the logo



Do not produce the logo smaller than minimum size  
(SEE PAGE 8).

## UNACCEPTABLE LOGO USAGE

In order to maintain consistency and brand integrity, we provide the acceptable versions of the logo on page 7. In contrast, on this page are examples of logo usage which are not acceptable.

These are examples only and do not necessarily represent all of the unacceptable uses of the logo.

End Use	File Format
If file will be viewed on-screen or online only	jpg & gif
If file will be laser printed internally	jpg and eps*
If file will be offset printed	vector eps*

Application Example	File Format
MS Word Document	jpg
PowerPoint Presentations	transparent gif & png
Website	transparent gif
Advertising	vector eps*
Point of Purchase Displays	vector eps*

\* NOTE: eps files cannot be double clicked to open and must be imported into software applications.

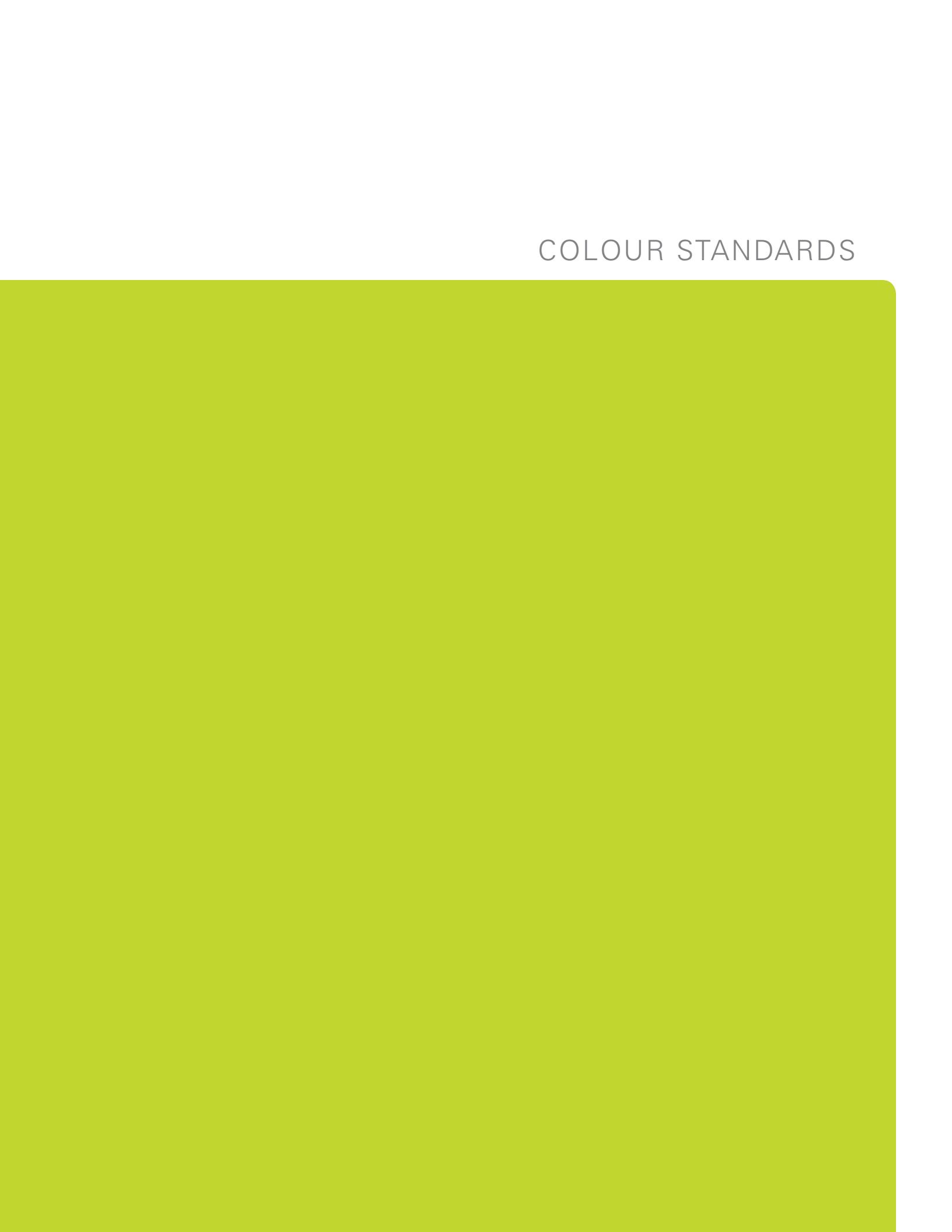
## CHOOSING THE RIGHT FILE FORMAT

All City of Surrey logos are available for use in EPS and JPG formats. The charts shown here provide a guideline for choosing file formats best suited to specific uses and applications.

The JPG format is the standard for on-screen viewing or online publishing. A JPG file is a compressed file that contains some but not all of the original information. JPG files do vary in size and can be high-resolution but when used for web, they are only 72 DPI and the quality is unacceptable for printing.

The EPS format is the industry standard for high resolution offset printing and is used primarily by professional designers and printers.

## COLOUR STANDARDS





C 43 R 79

M 0 G 115

Y 100 B 24

K 56

C 45 R 120

M 0 G 162

Y 100 B 47

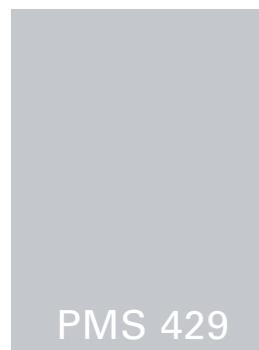
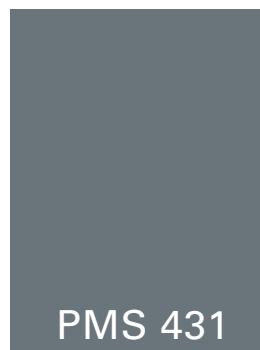
K 24

C 29 R 193

M 0 G 215

Y 100 B 47

K 0



C 11 R 106

M 1 G 115

Y 0 B 123

K 64

C 3 R 176

M 0 G 182

Y 0 B 187

K 32

## COLOUR STANDARDS

The logo may be used in two colour formats for print: CMYK and 5-colour pantone. The colour values are stated on this page.

For use online and electronic media, RGB and HEX values are also provided.

GUNOLD SILKY THREAD COLOURS (EMBROIDERY)

PMS 371 = #1176

PMS 377 = #1177

PMS 382 = #1282

PMS 431 = #1330

PMS 429 = #1011

HEX COLOURS (WEB)

PMS 371 = #4F6E18

PMS 377 = #77A22F

PMS 382 = #C2D82E

PMS 431 = #6A737B

PMS 429 = #B0B6BB

# TYPOGRAPHIC STANDARDS

## EXTERNAL DOCUMENT TYPEFACES

There are two primary typefaces for the City of Surrey: Univers and Frutiger Serif. For larger documents, Frutiger Serif can be used.

Examples of the use for each typeface are included with this document.

---

UNIVERS 45 LIGHT

Header

UNIVERS 45 LIGHT  
ALL CAPS

SUBHEADER

UNIVERS ROMAN

Body Copy for ads and shorter documents.  
Umsan eu feu feugait lut eugait vent wis alit,  
conulla mcommyn nisl ing estrud tet wis dolum  
eum accum enim zzrit lut am venit wis adipit  
ute vel dit, quis accum dunt dolor susci tie  
volorem quat amet wis adit adionse con.

UNIVERS 55 ROMAN

Header

UNIVERS 45 LIGHT  
ALL CAPS

SUBHEADER

FRUTIGER SERIF  
LT PRO MEDIUM

Body Copy for larger documents.  
Umsan eu feu feugait lut eugait vent wis alit,  
conulla mcommyn nisl ing estrud tet wis dolum  
eum accum enim zzrit lut am venit wis adipit  
ute vel dit, quis accum dunt dolor susci tie  
volorem quat amet wis adit adionse con.

Univers Roman:

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers Light:

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

**City of Surrey  
Secondary Typeface**

Frutiger Serif LT Pro Medium:

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

## INTERNAL DOCUMENT TYPEFACES

---

CALIBRI REGULAR

# Header

CALIBRI REGULAR  
ALL CAPS

## SUBHEADER

CALIBRI

Body Copy for ads and shorter documents.  
Umsan eu feu feugait lut eugait vent wis alit,  
conulla mcommynisl ing estrud tet wis dolum  
eum accum enim zzrit lut am venit wis adipit  
ute vel dit, quis accum dunt dolor susci tie  
volorem quat amet wis adit adionse con.

Calibri Regular:

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Calibri Bold:**

**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**City of Surrey  
Secondary Typeface**

Constantia:

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

CALIBRI BOLD

# Header

CALIBRI REGULAR  
ALL CAPS

## SUBHEADER

CONSTANTIA

Body Copy for larger documents.  
Umsan eu feu feugait lut eugait vent wis alit,  
conulla mcommynisl ing estrud tet wis dolum  
eum accum enim zzrit lut am venit wis adipit  
ute vel dit, quis accum dunt dolor susci tie  
volorem quat amet wis adit adionse con.

## STATIONERY STANDARDS



MARY WALLACE  
Manager,  
Development Services

City Manager's Office  
14245–56 Ave Surrey BC  
Canada V3X 3A2  
T 604.599.2222  
F 604.599.5555  
C 604.776.4444  
E [mwallace@surrey.ca](mailto:mwallace@surrey.ca)  
[www.surrey.ca](http://www.surrey.ca)

the future lives here.



JOHN GREER  
Coordinator, Community & Leisure Services

Parks, Recreation & Culture  
14245–56 Ave Surrey BC Canada V3X 3A2  
T 604.598.8888 F 604.598.7777  
E [jgreer@surrey.ca](mailto:jgreer@surrey.ca) [www.surrey.ca](http://www.surrey.ca)

## BUSINESS CARDS

Business cards have a vertical and horizontal version.  
Both are double sided and must be printed on:

**Mohawk Options 100% PC White Smooth 100lb cover**

This paper is FSC (Forest Stewardship Council) and Green Seal certified, made using 100% process chlorine-free 100% post-consumer (PC) waste fibre and is manufactured using non-polluting, wind-generated energy.

the future lives here.



the future lives here.

## LETTERHEAD: FULL-COLOUR

The City of Surrey letterhead includes a full-colour logo in the upper left corner and is balanced with the “the future lives here.” in the upper right corner. Address information is produced in grey type in the lower left corner. Blank second sheets available upon request. All City of Surrey letterhead is printed on:

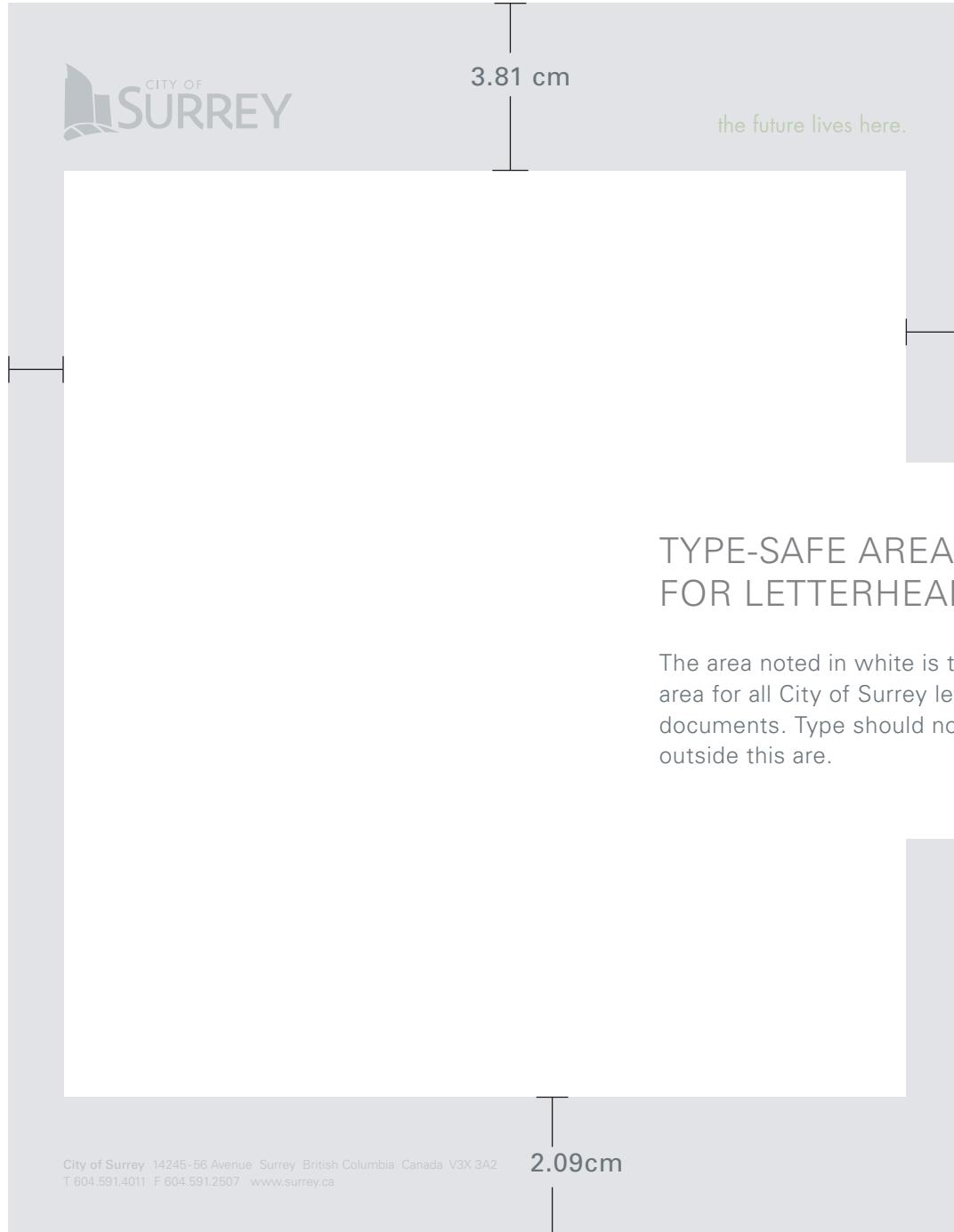
Mohawk Options 100% PC White Smooth 70lb text



the future lives here.

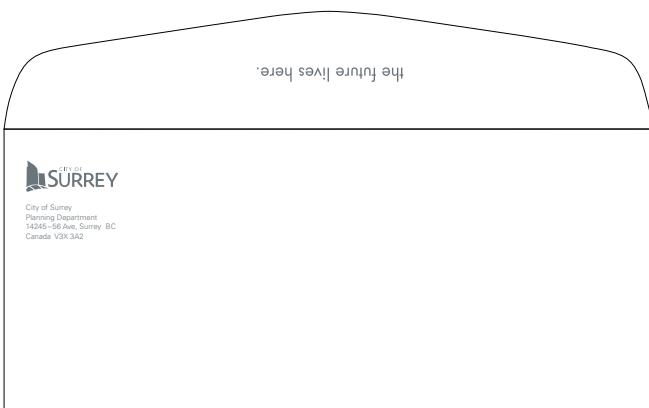
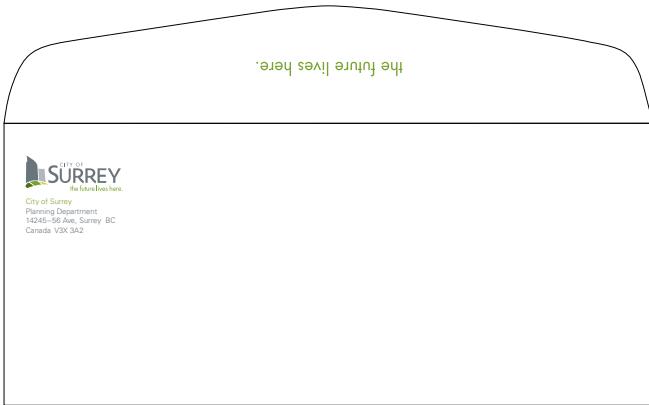
## LETTERHEAD: TWO-COLOUR

The City of Surrey one-colour Pantone 431 version logo in the upper left corner is balanced with the “the future lives here.” printed in Pantone 377 in the upper right corner. Address information is produced in grey type in the lower left corner. There is no second sheet letterhead.



## TYPE-SAFE AREA FOR LETTERHEAD

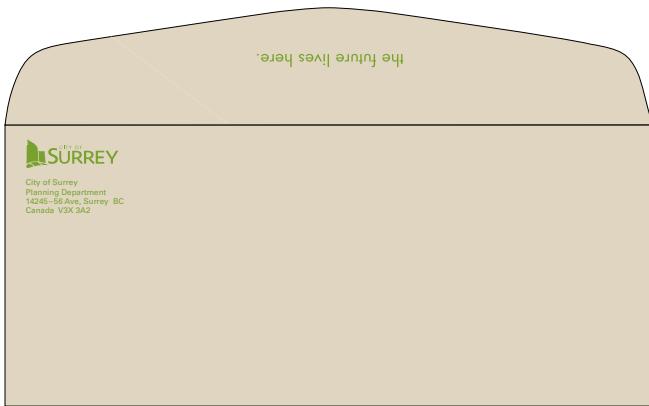
The area noted in white is the type safe area for all City of Surrey letterhead documents. Type should not venture outside this area.



## ENVELOPES

There are two versions of a #10 envelope with and without a window. Both envelopes feature the logo in the upper left corner with the tagline printed on the back flap of the envelope.

A wide range of specialized envelopes are available on request.



# INTERNAL TEMPLATE STANDARDS



## INTER-OFFICE MEMO

---

TO

FROM

DATE

FILE

---

RE

## INTERNAL MEMO

The inter-office memo form is produced in black and white and features the logo in the upper left corner. The tagline is located in the lower right. This form is available to City staff within Microsoft Word "corporate templates".

**CITY OF SURREY**

## FACSIMILE TRANSMITTAL FORM

**TO** ..... **FROM** .....

NAME ..... NAME .....

TITLE ..... TITLE .....

COMPANY ..... FILE .....

PHONE ..... DATE .....

FAX .....

Total Number of pages:      Original to Follow:      Yes       By Mail       By Courier   
                                        No

COMMENTS

## FAX SHEET

The fax sheet is produced in black and white and is designed to be a covering page for a hard-copy fax. This form is available to City staff within Microsoft Word "corporate templates".

This message is intended only for the use of the addressee and may contain information that is privileged and confidential. If you are not the intended recipient, you are hereby notified that any dissemination of this communication is strictly prohibited. If you have received this communication error, please notify us immediately by telephone. Thank you.

[www.surrey.ca](http://www.surrey.ca) 14245 - 56TH AVENUE SURREY V3X 3A2





## CORPORATE REPORT

COUNCIL DATE

NO.

---

TO

DATE

FROM

FILE

SUBJECT

---

## CORPORATE REPORT

This document is similar to the memo and fax document and is provided as a Microsoft Word template available to City staff.

**FOR IMMEDIATE RELEASE** CITY OF SURREY

# MEDIA ADVISORY

## MEDIA ADVISORY

This document is a corporate template available to  
City staff within Microsoft Word.

[www.surrey.ca](http://www.surrey.ca) 13450 - 104 AVENUE SURREY V3T 1V8



**FOR IMMEDIATE RELEASE** CITY OF SURREY

# NEWS RELEASE

## NEWS RELEASE

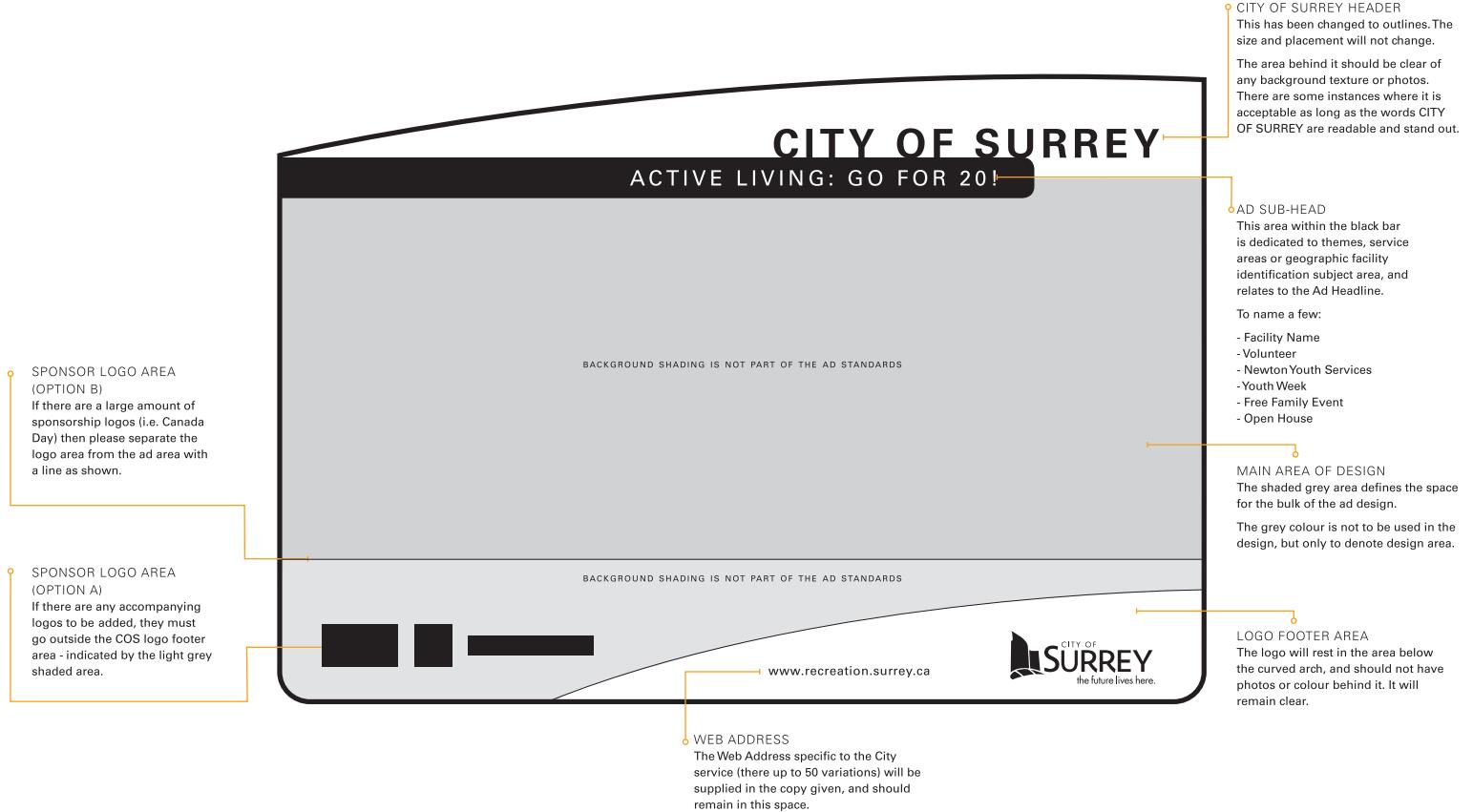
This document is a corporate template available to  
City staff within Microsoft Word.

[www.surrey.ca](http://www.surrey.ca)

13450 104 AVENUE SURREY V3T 1V8

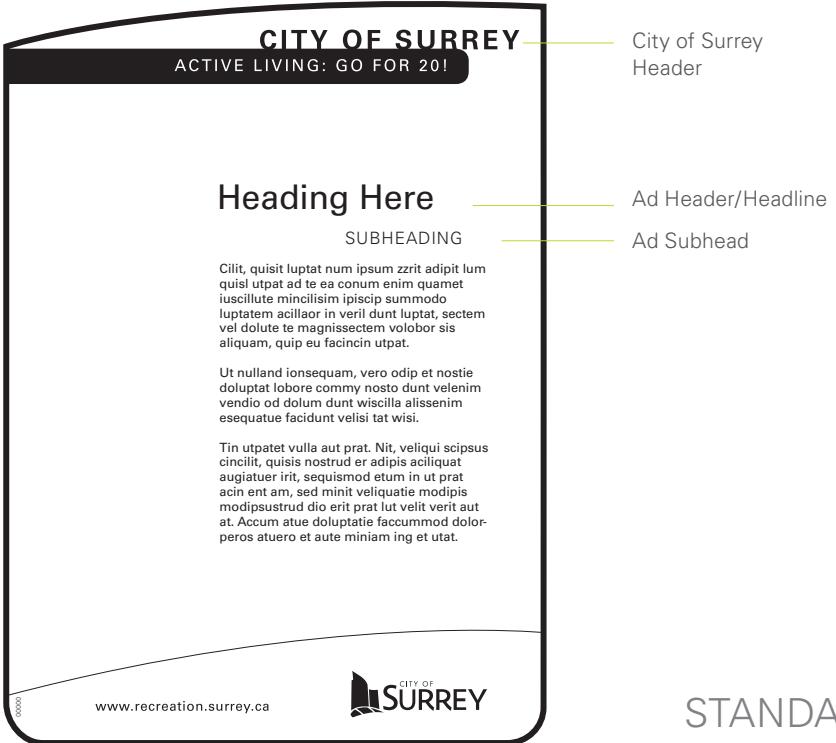


## ADVERTISING STANDARDS



## ADVERTISING GUIDELINES: NEWSPRINT

There are four standard ad template types used by local newspapers. Within these, there are a variety of variations for different departments and advertising messages. All ad templates feature square upper corners and rounded lower corners. All ad templates are available in full colour, black plus one green spot colour, and black & white.



City of Surrey  
Header

Ad Header/Headline  
Ad Subhead

## STANDARD AD TEMPLATE

These templates are used primarily for Parks Recreation & Culture advertising, as well as general public information. There is a half circle in the upper left corner of the ad featuring the department or heading of the ad. The words "City of Surrey" are always in the upper right corner of the ad to clearly identify the ad quickly for readers. Photos are placed on the left side of the ads. There are two styles: one with a sweeping curve only and the second with a sweeping curve and of two circular images. The logo and the tagline are placed together in the lower left of the ad balanced with the website in the lower right corner. A thin curved line rule is placed in the lower portion of the ad to separate the logo and website from the rest of the ad copy.

## CITY OF SURREY

### PUBLIC NOTICE

#### COMMUNITY CHARTER S.B.C. 2003 CHAPTER 26 NOTICE OF INTENTION TO SELL CITY LANDS

Cilit, quisit luptat num ipsum zzrit adipit lum quisl utpat ad te ea conum enim Ut nulland ionsequam, vero odip et nostie doluptat lobore commy nostro dunt velenim vendio od dolum dunt wiscilla alissenim esequeutae facidunt. quamat uscillute mincilisim ipiscip summodo luptatem acillaor in veril dunt:

##### Legal Description

Ut nulland ionsequam, vero odip et nostie doluptat lobore commy nostro dunt velenim vendio od dolum dunt wiscilla alissenim esequeutae facidunt. Ut nulland ionsequam, vero odip et nostie doluptat lobore commy nostro dunt velenim vendio od dolum dunt wiscilla alissenim esequeutae facidunt.

##### Civic Address

Tin utpat vulla aut prat. Nit, veliqui scipsus cincilit, quisit nostrud er adipis aciliquat augiatuer irit. Ut nulland ionsequam, vero odip et nostie doluptat lobore commy nostro dunt velenim vendio od dolum dunt wiscilla alissenim esequeutae facidunt.

##### Property Description

Modipsustrud dio erit prat lut velit verit aut at. Accum atue doluptatie faccummod dolorperos atuero et aute miniam ing et utat. Ut nulland ionsequam, vero odip et nostie doluptat lobore commy nostro dunt velenim vendio od dolum dunt wiscilla alissenim esequeutae facidunt.

**Purchaser:** Surrey Campus Residences Corp.

**Nature of Disposition:** Fee Simple.

**Selling Price:** Two Hundred Seventy Thousand One Hundred Twelve Dollars and Fifty Cents (\$270,112.50).

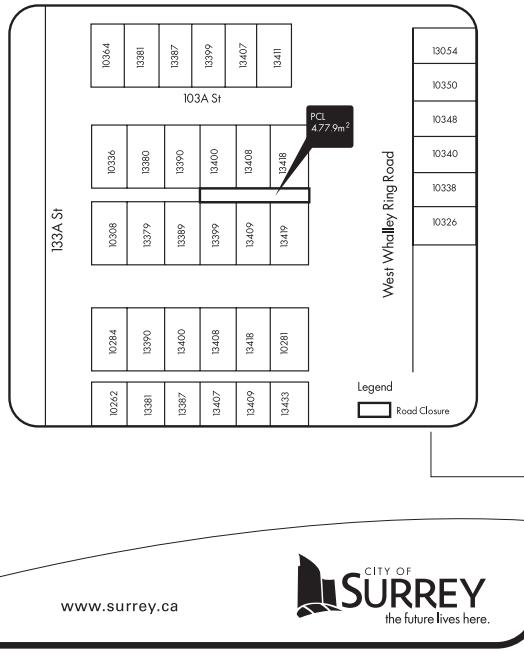
City of Surrey  
Header

Ad Header/Headline

Ad Body Copy

## STATUTORY AD TEMPLATE

This ad template can be produced in both black & white and colour. They are specifically for public notices. In most cases they will contain a map of subject areas or properties as provided by the Engineering Department.



Map area

Area for logo  
and website

SURREY'S

# City Page

JANUARY 14 – FEBRUARY 11

events & info  
in your city

## COUNCIL MEETINGS

Mon, February 1 Regular Council, Public Hearing  
 Mon, February 22 Regular Council, Public Hearing

For current career opportunities please visit [www.surrey.ca/careers](http://www.surrey.ca/careers)

### e-connect WITH • YOUR • CITY

- E-news
- CitySpeaks
- Social Media
- E-comments

[www.surrey.ca/econnect](http://www.surrey.ca/econnect)

We've got your Family Day covered!

Monday, February 8

Various times and locations

Stay active and have fun at our FREE Family Day activities taking place at City of Surrey recreation centres. Join us for music, crafts, a family obstacle race and more. Visit [www.surrey.ca/events](http://www.surrey.ca/events) for more info.

### Story Time in the Treehouse at Redwood Park

Friday, February 19, 10 am, 11 am, or 1 pm  
 Redwood Park (17900 20 Ave)

Join us with your little one for FREE story time! Make a craft and enjoy a walk through the park before you go. Register: 604-501-5100 (course: 10 am #4459641, 11 am #4459642, 1 pm #4459643). Info: [www.surrey.ca/parks](http://www.surrey.ca/parks).

## CITY NEWS

### Community Forum: Learn How to Assist Refugees Arriving in Surrey

Wednesday, January 20, 6:30 pm–8 pm  
 Fleetwood Secondary School (7940 156 St)

Learn what local agencies and governments are doing to assist with refugee settlement and how you can help welcome newcomers to the City of Surrey.

Volunteer applications and non-perishable food items will be accepted at the event (no clothing donations, please). For more information, please visit [www.surreyip.ca](http://www.surreyip.ca) or contact Olga Shcherbyna, Surrey Local Immigration Partnership Coordinator, at 604-592-7059 or [oshcherbyna@surrey.ca](mailto:oshcherbyna@surrey.ca).

### 2016 Waste Collection Schedules

To download a copy of the 2016 Waste Diversion Guide & Collection Calendars, visit [www.surrey.ca/city-services](http://www.surrey.ca/city-services) today. Printed copies are available for pick up at most City of Surrey recreation facilities.

Join E-News today at [www.surrey.ca/enews](http://www.surrey.ca/enews) and get all the latest City news, updates and event info delivered directly to your inbox!

City Page Banner: this does not change.

Events Header and copy area

City News box

Council Meeting area

Area for logo

## CITY PAGE TEMPLATE [SUBJECT TO CHANGE JAN 2017]

The City Page ad features a lot of content designed to inform the public of a variety of public events and new policy directions for the City.

The ads are full page, and are three columns in width. The City Page banner is placed at the top of the ad with and remains a constant. A feature box in the third column is the "City News" and a feature box in the lower right column can be added to highlight other key events.

The logo, tagline and website are featured in the lower left corner of the page. The ads can be produced in full colour, B&W and one green spot colour, which will be the most common version of the ads.

## VEHICLE STANDARDS



## VEHICLE STANDARDS

The new vehicle design will be incorporated as new vehicles are purchased or leased by the City. Large format graphics will be produced that are custom fit for each vehicle type.



For new vehicles and to introduce the new look for the City of Surrey, colourful graphics are placed along the side of vehicles as well as the new colour logo.

Reflective area is placed at the bottom area of the vehicle door with Department identifier text in PMS 431 grey text on top.

Colour logo on the back of the vehicle.



## OTHER APPLICATIONS



## MUNICIPAL FLAG

The municipal flag will feature the logo in the centre and will be double sided. The “Green elements” will be used at the base of the flag to provide a solid foundation for the logo and to emphasize the green, open spaces of Surrey.

The flag may be produced in four colour CMYK or in 5 colour Pantone as referenced in the Colour Standards section of this guide.



Large Scale Gateway Signage  
Material: nominal cedar, painted metal, and sand blasted concrete base

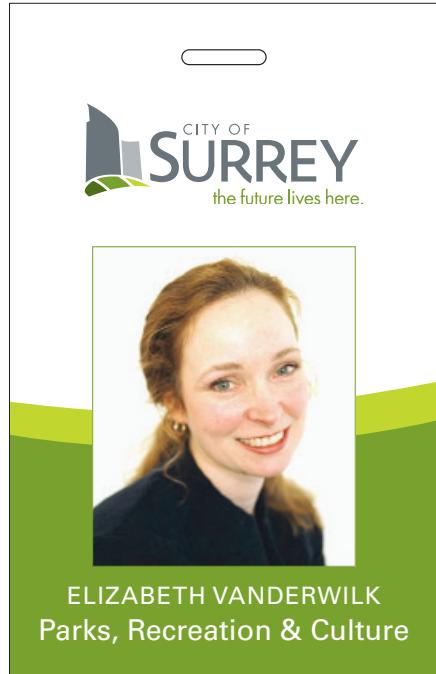


Small Scale Gateway Signage placed at  
road-side: 29.5" x 29.5"  
Material: metal backing and reflective vinyl

## GATEWAY SIGNAGE

Large scale three-dimensional gateway signage will be implemented in strategic areas throughout Surrey. Incorporated in the look is professional landscaping as well as lighting to enhance depth and visibility.

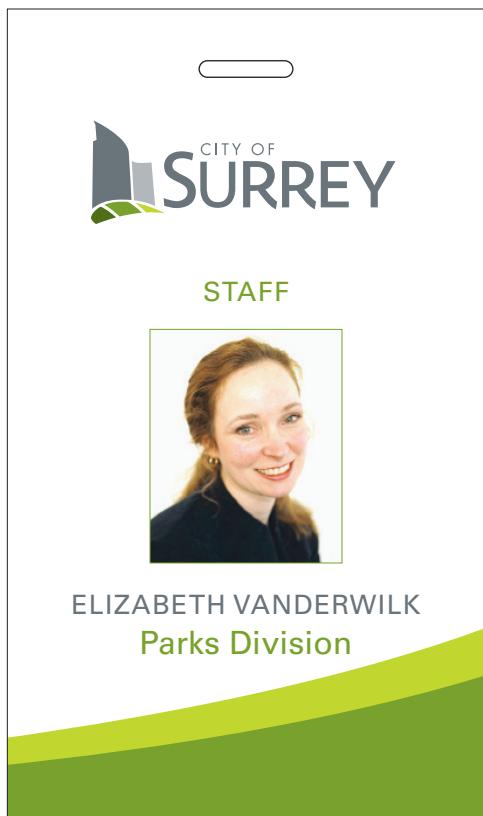
Smaller scale road signage, emulating the same look and feel as the larger scale signage, will be placed road-side at major entrances to the City.



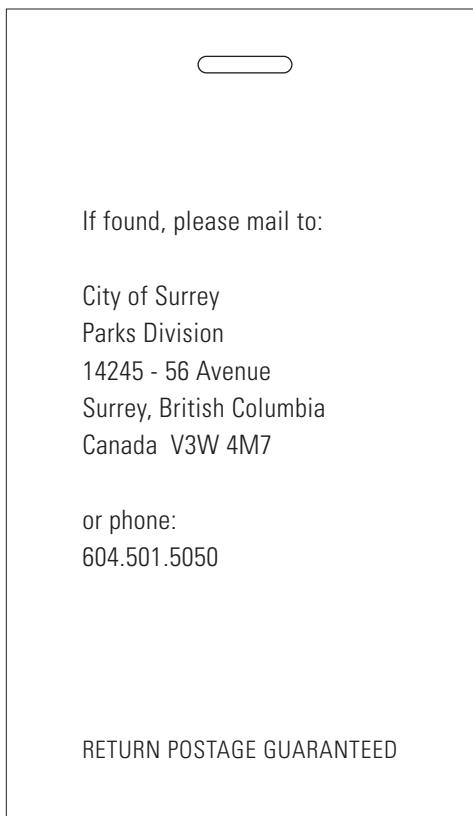
## SECURITY IDENTIFICATION CARDS

These laminated ID cards feature a full-colour photo of the employee with their name and department below the photo. The three green bars of the logo are reproduced on the lower part of the ID to add a graphical element.

FRONT

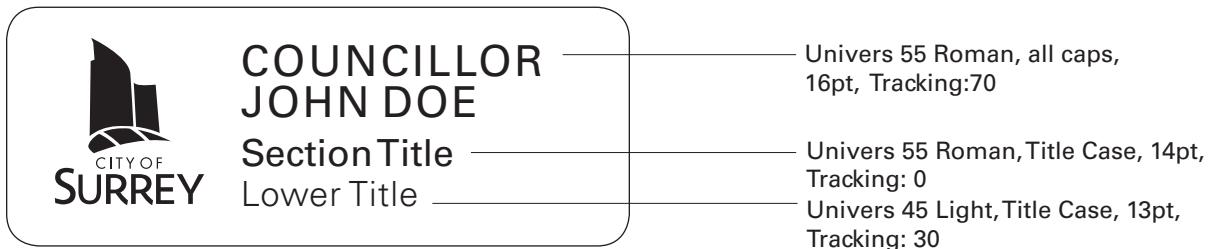


BACK



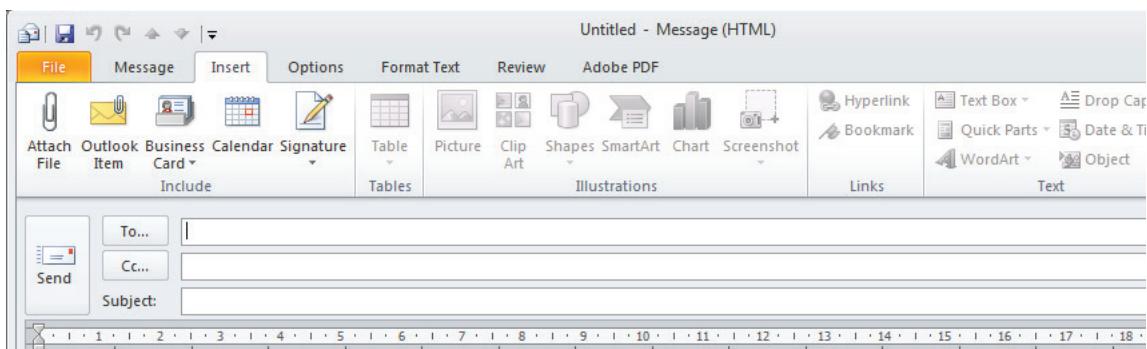
## NON-SECURITY IDENTIFICATION CARDS

These laminated ID cards feature a full-colour photo of the employee with their name and department below the photo. The colours of the logo are reproduced on the lower part of the ID to add a graphical element.



## NAME TAGS

Name tags are produced in one colour and are etched in either plastic or stainless steel.



FULL NAME | EMPLOYEE TITLE

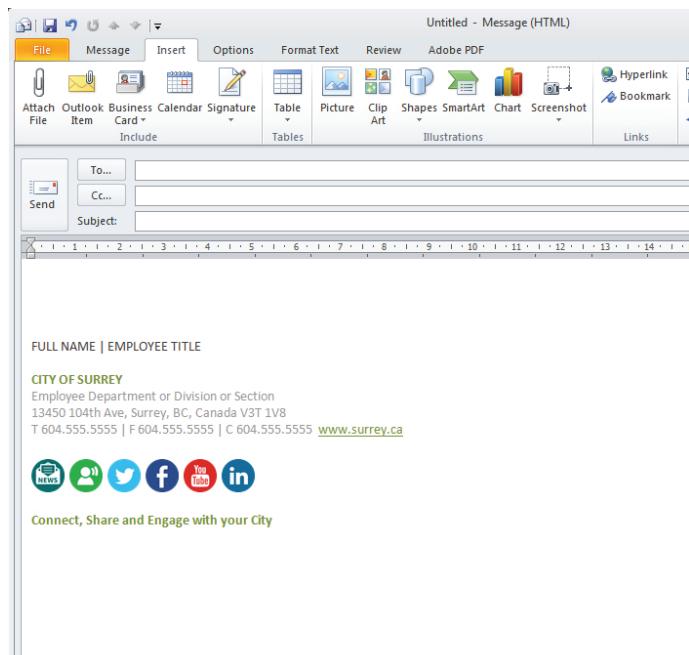


#### CITY OF SURREY

Employee Department or Division or Section  
13450 104th Ave, Surrey, BC, Canada V3T 1V8  
T 604.555.5555 | F 604.555.5555 | C 604.555.5555 [www.surrey.ca](http://www.surrey.ca)



Connect, Share and Engage with your City



FULL NAME | EMPLOYEE TITLE

**CITY OF SURREY**  
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## EMAIL SIGNATURE

Email signatures feature all information in the designated internal web font, Calibri regular, in 9pt. There are two options: one with the City of Surrey logo and one without. The version with the logo has the employee's name and section title above the City of Surrey logo. Below the logo is the contact information including phone, fax and City of Surrey web address.

### General Guidelines

- do not alter the City of Surrey colour scheme
- do not add background textures or themes from within Outlook
- do not use program logos, "quotes of the day", or supplementary information.

Title Goes Here Expect Two  
Lines of Text 36 to 38 pt

Subtitle Here 24pt to 28pt



Title Goes Here Expect Two  
Lines of Text 36 to 38 pt

Subtitle Here 24pt to 28pt

October 14, 2008



## POWERPOINT TEMPLATES

These multi-paged templates are available through IT. They will be able to load them into your PPT templates so that they will be available when needed. Or you can access them by following this path:

J:\PARK-REC\Marketing\Shared Folders - City Wide\Design Templates\Powerpoint Templates

## CONTACT

For further information on the City's graphic standards and help interpreting or adapting the logo and supporting graphic elements, please contact:

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