

Friendly

Personable

Casual

Authentic

Professional

Bold

Simple

Growing

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THE CENTER OF IT ALL

CITY OF ROCKY MOUNT, NC

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What is a brand?

A brand consists of a multitude of features that differentiate one organization from another and establishes an image of that organization in a customer's mind. Most often, a company's logo is identified as its brand. However, a brand is not just a tagline, logo or mark. A brand is who you are, who you want to be, and what people perceive you to be.

Branding is comprised of a company's logo, as well as consistent colors and messaging on its website, social media, press releases, brochures, signs, advertisements, presentations and e-mail signatures. Additionally, a brand involves utilizing proper and consistent out-of-office voicemail messages, e-mail messages, DYNAMIC customer service and much, much more!

Why bother?

The significance of a branding style guide

Who receives this guide?



City Manager Rochelle Small-Toney

My work as city manager of Rocky Mount started July 2017. Since that time, I have learned that Rocky Mount has a rich, multi-faceted history, numerous amenities, and is quickly burgeoning into a city being recognized by those well outside of the region. Because of this steady growth and the advent of industry and facilities like the Rocky Mount Event Center, our visual identity must be strategic and match our ideals of an organization striving for excellence in public service, performance and innovation. This branding style guide is not a document that we should take lightly or one which sits on the shelf. It is a useful tool that will aid our city in continuing what we are good at, improving

upon other facets of the organization, and striving to change any negative perceptions that surround us.

A branding style guide is just that. Use it to guide you in anything you do for the city that citizens, business owners, potential residents, media outlets, visitors and others can see, hear and/or that will leave a lasting impression. That pretty much covers everything!

This style guide will direct proper usage of photography and typography; the messaging you use to talk about the city of Rocky Mount; the business cards you order; the letterhead you utilize for correspondence; your trinkets; how you greet customers and much more. Proper use of this document will guide us in intricately weaving together all of these elements of our visual identity to craft a story for citizens, one which we hope will positively reflect what I have seen in the city of Rocky Mount—excellent public service, performance and innovation.

Every city of Rocky Mount employee should receive this style guide in an effort to protect the organization's brand and to ensure that the logo is used properly. Employees who will use the logo on trinkets, flyers, posters, signs and any other materials should pay strict attention to all guidelines.

This style guide should also be presented to all of the city's vendors who create any materials with the city's logo. Any other organization hosting an event in which the city is a sponsor, requiring the use of the city's logo, should also receive a copy of the style guide.

Simply put, in any instance in which the city's logo and/or tagline is to be used, this style guide should be reviewed.

Who we are...?

Vision, Mission, Brand Voice

Vision

To excel in municipal service, performance and innovation.

Mission

To advance community well-being, safety and quality of life by delivering excellent municipal services.

Brand Voice

An organization's brand voice is the voice or tone the company would like to convey.

This brand voice should be reflected in all communications. Interviews and survey results indicate that citizens, business owners, employees and others think Rocky Mount is:

Friendly

Personable

Casual

Authentic

Professional

Bold

Simple

Growing

Transitioning to the new brand



Phasing out the old brand

The most recent city of Rocky Mount logo, pictured above, is now retired. However, this logo will still be seen for quite some time on city vehicles, signage, business cards and more as we work to transition to the new logo and tagline. Due to the amount of materials which must be revised and due to funding, most branding transitions take **at least** two years to complete. When ordering new materials, only use the new logo and follow this document to ensure that the logo is used correctly. See pg. 40 for a brand transitioning schedule.



ROCKY MOUNT, NC
THE CENTER OF IT ALL



ROCKY MOUNT, NC



THE CENTER OF IT ALL



Primary and sub-brand logo usage

The primary logo will be used in all general advertising for the city of Rocky Mount. This advertising will be coordinated by Communications and Marketing. Sub-branded logos will be used in advertising and other materials specific to the respective department. It is to the department's discretion to use the center, right or left justified logo for their materials. Logo

usage on business cards, letterhead, memos, envelopes and in PowerPoint presentations have already been determined, and templates are located on the Intranet. If the department so chooses, they may also just use the logo with the tagline.





Logo use by external organizations

The city of Rocky Mount logo is often used on materials promoting other organizations' events. Use of the city's logo externally must be approved by Communications and Marketing.

This use will only be approved if the city is a partner in the external organization's event or initiative and/or if the city provides funding or any other type of support.

Logo variations

In order to give some flexibility to design and availability of space, every primary and sub-brand logo has been designed in three configurations: stacked, flush left and flush right. The logo type for all variations has been converted to outline and is one unit with the circle mark.



ROCKY MOUNT
PARKS AND RECREATION
THE CENTER OF IT ALL

Stacked



ROCKY MOUNT
PARKS AND RECREATION
THE CENTER OF IT ALL

Flush left

ROCKY MOUNT
PARKS AND RECREATION
THE CENTER OF IT ALL



Flush right

Logo file formats and uses

Each logo variation i.e. stacked, flush left and flush right has been saved in three digital file formats. The choice of which file format to use depends on how you plan to print or otherwise publish the logo.

EPS— (*Encapsulated PostScript*)

EPS files are created and can be edited in graphics programs like Adobe Illustrator and CorelDRAW. Logos saved in this file format can be easily scaled up and down without effecting the quality and are called vector images. The best use for logos saved in an EPS file format is for high resolution printing, signage and large graphics.

JPG or JPEG— (*Joint Photographic Experts Group*)

JPG files are formatted to compress the file size of an image to make it smaller. A logo saved as JPG cannot have a transparent background and will generally be in a square or rectangular shape with a white background. Logos saved in this format will not reproduce well if scaled up because some data will be lost when converting to JPG. The best use for these logos in a JPG file format is for websites, e-mail or digital documents at 100 percent of size or smaller.

PNG— (*Portable Network Graphic*)

Logos saved in this file format have an advantage over JPG files in that they reproduce better and have a transparent background. A logo saved in the PNG file format can be placed over another background. Although a PNG file format can be used in print they are best used on websites and digital documents at 100 percent of size or smaller.

Be sure to choose the correct logo file format for your project application. If you are sending a logo to an outside vendor, ask them what file format they prefer. If you have a question about your project and which logo is best, call Communications and Marketing.

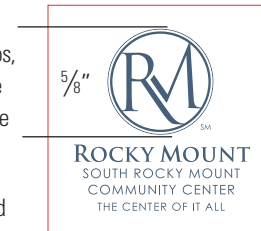
Logo size restrictions

To maintain the integrity of the city of Rocky Mount's logo and its brand identity, there are a few restrictions when using the logo. These restrictions apply to all logos, primary and sub-brand.

Minimum size

A minimum size is needed to maintain the legibility of the logo mark and type. Logos used at minimum size should not be reversed out of any backgrounds but should always be reproduced as a positive image.

For all stacked logos, the diameter of the circle must never be smaller than 5/8"



The red box indicates a proportional distance to be maintained around the logo when enlarged or reduced.

For all flush left and flush right logos, the diameter of the circle must never be smaller than 1/2"



Maximum size

There is no size restriction when enlarging any of the primary or sub-brand logos that are in the EPS file format.

Logos in the JPG and PNG formats should only be used at 100 percent of size or smaller. Enlarging these files may cause logo degradation.



ROCKY MOUNT
PUBLIC WORKS
AND WATER RESOURCES
THE CENTER OF IT ALL

Logos/police, fire and the city seal

Logos for police, fire and the city seal will remain the same. However, police and fire logos will be used in conjunction with the new city of Rocky Mount brand on most materials. Research indicates that most

municipalities do not revise police and fire logos.

The city seal will not change and will continue to be used on council

letterhead, the mayor's documents and more. The city seal is a significant standard of Rocky Mount's identity, highlighting the year Rocky Mount was incorporated as a town (1867) and as a city (1907).



Service mark/Trademark

Poyner and Spruill has completed the proper paperwork for federal trademark registration. This registration takes approximately one year to complete. In the meantime, the new city brand should include a service mark in most cases.

The SM will be used in lieu of the registered mark.



The SM will be applied to the new logo until further notice. However, the service mark is not required for outdoor signage.



ROCKY MOUNT
FIRE
THE CENTER OF IT ALL

Stacked



ROCKY MOUNT
POLICE
THE CENTER OF IT ALL

Stacked



ROCKY MOUNT
FIRE
THE CENTER OF IT ALL

Flush left



ROCKY MOUNT
POLICE
THE CENTER OF IT ALL

Flush left

ROCKY MOUNT
FIRE
THE CENTER OF IT ALL



Flush right

ROCKY MOUNT
POLICE
THE CENTER OF IT ALL



Flush right

Brand color and usage

The city of Rocky Mount's primary logo, sub-brands and tagline are in the following colors: PMS 302 Coated, PMS 302 Uncoated, Process 302, black and white.

PMS stands for Pantone Matching System. This system allows printers and any other designer to match the colors of the logo on any equipment used in its production. The PMS system prevents distorted logo colors and guarantees a consistent look for the colors of the logo.

The city also has a black logo for use in black and white publications, as well as a reverse, or white, logo.

The primary full color logo and its sub-brands should be used on light backgrounds only. Examples include light blue or light gray. The reverse, or white, logo should be used with darker backgrounds, or backgrounds having significant contrast. Examples include gold, dark red or navy blue. All business cards, envelopes and letterhead should always have a white background.

Uncoated PMS 302U
C:84 M:58 Y:37 K 15
#375D77

Use uncoated color specs when printing on uncoated paper stock or simulating uncoated paper on digital documents and web.

Use PMS 302U when printing one or two colors on uncoated paper.

Use CMYK formula when printing in four color process on uncoated papers.

Use the HEX# for color on web.

Coated PMS 302C
C:100 M:74 Y:40 K 33
#003A5D

Use coated color specs when printing on coated paper stock or simulating coated paper on digital documents and web.

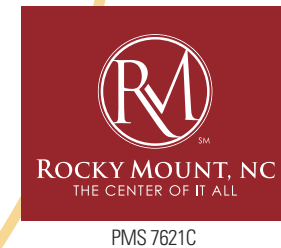
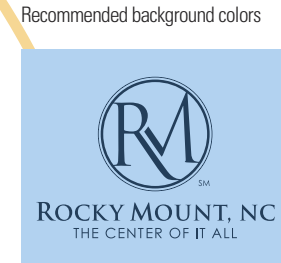
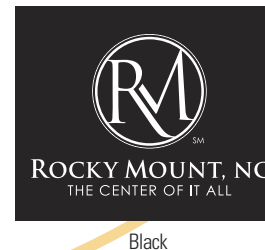
Use PMS 302C when printing one or two colors on coated paper.

Use CMYK formula when printing in four color process on coated paper.

Use the HEX# for color on web.

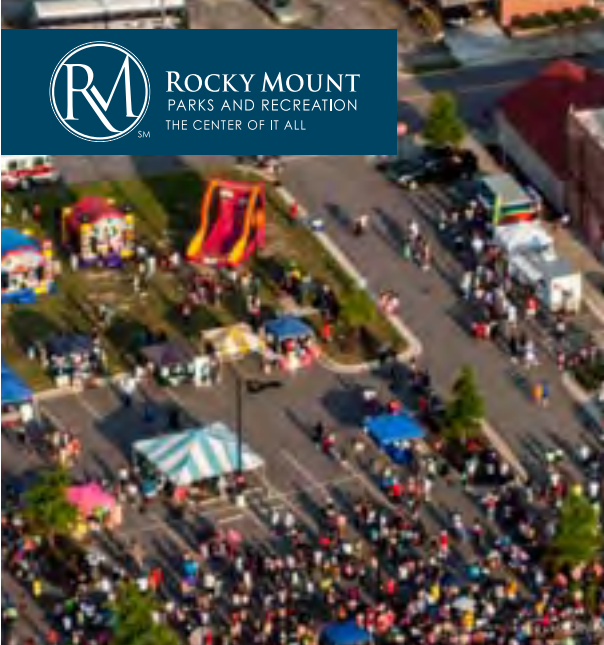


When choosing colors other than PMS 302U, PMS 302C and black to show a reverse primary or sub-brand logo, be sure there is plenty of contrast between the logo and the background. Choose warm earth tones to convey a friendly, professional message.



Logo application

The following examples demonstrate what is acceptable when applying the primary or sub-brand logos to backgrounds and photos.



The Rocky Mount Fire logo could not be added to the original photo to the left as it was. The photo needed to be cropped to minimize the fire gear on the floor, and the lower right corner of the image needed to be darkened in order for the logo to be legible.

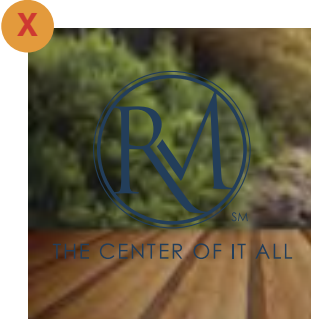
The aerial photo of a festival crowd could be used for the cover of a brochure or promotional piece, but it is too busy to place a logo directly on the image. However, a banner background could be added in a less crowded area of the photo.



X



X

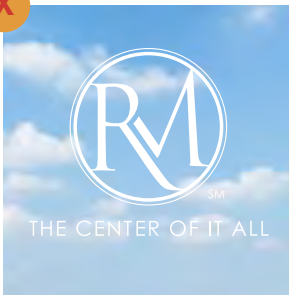


The examples to the left demonstrate what is acceptable and not acceptable when placing either a primary or sub-brand logo over a photographic or textured background.

Incorrect Logo Usage

The city of Rocky Mount logo should never be modified in any way. The logo should not be redrawn, stretched, placed at an angle or used on a background that would make the logo unreadable. The typeface, or font, should never be revised, a drop shadow should not be added, and the approved colors should not be altered.

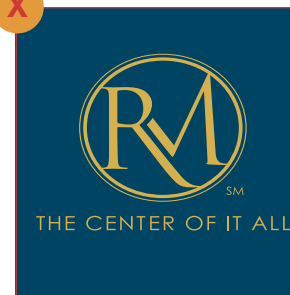
X



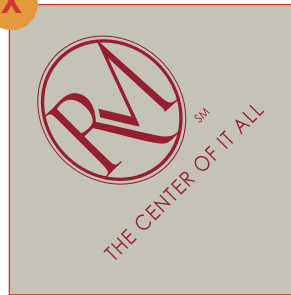
X



X



X



X



X



X



X



Tagline and messaging

What does it mean?

Message supports

A tagline is a catchphrase or a description that is identified with an organization or a product. The Rocky Mount City Council adopted “THE CENTER OF IT ALL” as the tagline for the city of Rocky Mount and the Rocky Mount Event Center. Dictionary.com defines center as “a principal point, place or object; a point, place or person upon which interest focuses.”

“THE CENTER OF IT ALL” appropriately describes the city of Rocky Mount for many reasons, such as:

1. We have become a place of interest for—the center of—sports tourism. The Rocky Mount Sports Complex was established in 2006. The 143-acre attraction hosts tournaments for approximately 32 weekends throughout the year, with 72,000 visitors annually and an economic impact close to \$10 million.

The Rocky Mount Event Center will also make the city a place of interest for indoor sporting events. The complex will be multipurpose and used not only for sports, but for conventions, meetings, graduations, local civic and special events and more. With seating for over 4,000, the center will have an expected total economic impact of \$264 million by year 10. The center has already garnered coverage on national programs like HBO’s Real Sports.

2. The city of Rocky Mount has become a place of interest for industries—the center of a conversation—regarding industry and the potential for economic growth. More than 900 jobs will soon come to Nash and Edgecombe counties thanks to the Carolinas Gateway Partnership and their recent announcements about Triangle Tire and Corning.

Additionally, while the CSX project has changed, it helped to bring positive attention to the Twin Counties and the city

THE CENTER OF IT ALL

of Rocky Mount. The partnership has also created 3,665 jobs and more than \$840 million of investment to the city of Rocky Mount. So, while we have for years had some high unemployment numbers, the tide is shifting.

3. Rocky Mount has become a principal location for events—the center of activity and fun for the entire family. The Parks and Recreation Department hosts events year-round, such as Downtown Live!, First Friday, Holiday Happenings, Paws in the Park and Lawn Chair Theatre. The city is also a proud host of regional events which draw thousands to Rocky Mount. Juneteenth, which features a different national artist annually, attracts over 3,000 to the downtown area. The BBQ Throw Down has become a staple in Eastern North

Carolina, and the Down East Viking Football Classic is an attraction for alumni and students of Elizabeth City State University and other universities in the CIAA. (Central Intercolleiate Athletic Association)

4. The area is also the center of cultural activity thanks to the Imperial Centre for the Arts and Sciences. The 135,000 square foot facility is comprised of an Arts Center, Children’s Museum and Science Center, community performing arts theatre and an Arts Education Building. The center hosts various exhibits throughout the year aimed at the STEAM (Science, Technology, Engineering, Arts and Mathematics) subjects. The Arts Center also has various exhibits, including a juried arts exhibition; the Arts Education Building hosts a number of different arts educational programming; and the community theatre, in existence for over 50 years, is home to a variety of productions like comedies, dramas, musicals and children’s theatre.

5. Rocky Mount is in a central location and is served by three major highways—I-95, U.S. 64 and U.S. 301. This is attractive to both travelers who most likely will come through Rocky Mount, as well as industries like CSX. Because of this central location, thousands travel through Rocky Mount daily. In fact, the Amtrak train station is heavily utilized with

50,000 boardings and deboardings annually. Rocky Mount is about an hour away from bigger cities like Raleigh and Greenville.

6. Rocky Mount is the center of history. Thanks to the efforts of Dr. Jason Miller, Rocky Mount was covered by major news outlets when the NC State University professor remastered the audio of Dr. King's "I Have a Dream" speech delivered in Rocky Mount's Booker T. Washington High School gymnasium on Nov. 27, 1962. In that address, King used a number of phrases which were also used at the March on Washington in 1963. Rocky Mount also showcased its history with the renovation of the Douglas Block, home to the African-American business district in the early to mid-1900's, and the renovation of the Rocky Mount Mills.
7. Rocky Mount is also the center of diversity. That diversity is highlighted at the city's International Festival of Cultures, with cultures like Malaysian, Indian, Pakistani, Mexican, Costa Rican, Palestinian and more on display.

Messaging

Information on what "THE CENTER OF IT ALL" means has helped the city to create brief messaging incorporating our most important points and the audience's most important needs. The previous section could also be used as message supports. The following statements may be used as messaging in advertisements, interviews and any other public relations and marketing efforts. Messaging is as follows:

- Rocky Mount has already become the center of sports tourism because of the success of the Rocky Mount Sports Complex. By investing in an indoor multipurpose venue in our city center, we will further advance sports tourism in the

area, create jobs, attract additional forms of entertainment and spur economic investment.

- The city and our two counties have become the center for industry recruitment. More than 900 jobs will be coming to the area soon thanks to recent investments as a result of efforts by the Carolinas Gateway Partnership.
- With year-round and regional events that bring thousands to Rocky Mount and range from movies on the lawn to live outdoor concerts, we have become the center of activity and fun for the entire family.
- Boasting a children's museum, state-of-the-art planetarium, a community theatre, arts center, arts education building and a science center, Rocky Mount's Imperial Centre for the Arts and Sciences is the center of information and culture for all ages.
- Served by three major highways—U.S. 64, U.S. 301 and I-95, Rocky Mount is a prime, central location for travelers and potential investors.
- The coining of Dr. King's "I Have a Dream" phrase was done right here in Rocky Mount and is one of the prime reasons we are the center of history. The Douglas Block, a former African-American business district during segregation, and the Rocky Mount Mills, one of the first cotton mills in the state, also show Rocky Mount's steep history.
- A number of different cultures are represented in Rocky Mount, making us the center of diversity. Malaysian, Indian, Pakistani, Mexican, Costa Rican, Palestinian and more call Rocky Mount home.



Dr. Martin Luther King Jr.

Typography

There are various typefaces, or fonts, that will be used in communications.

The following type fonts ONLY should be used and were chosen due to compatibility with the city's new logo.

Type fonts used to create the Rocky Mount primary and sub-brand logos

Trajan Pro was used to create the logo mark and the logo type Rocky Mount.



Century Gothic was used to create the department titles and the tagline for all secondary logos

ROCKY MOUNT
DEVELOPMENT SERVICES
THE CENTER OF IT ALL

Please note that Trajan Pro and Century Gothic are used exclusively for the primary and sub-brand logos. In the logos saved in EPS file format, these fonts have been outlined. There should be no need for any outside vendor to recreate any logo using this file format. Logos saved in JPG and PNG file formats will not require these fonts either. Refer to page 9 for file formats and usage.

Adobe Garamond Pro type font should be used for creating headlines, body copy in advertising, magazines, banners, brochures, signs and newsletters. Garamond is a classic typeface with a large family of fonts and is easily read.

ADOBE GARAMOND PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ADOBE GARAMOND PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ADOBE GARAMOND PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890**

ADOBE GARAMOND PRO BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Univers LT Standard type font can be used in conjunction with Adobe Garamond Pro to create subheads in body copy, used in highlighting text such as bulleted text points, photo captions, legal text, or calling attention to something of interest. Univers is another classic font with a large font family. It makes a good contrast with Garamond because of its condensed face.

UNIVERS LT STANDARD 47 LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS LT STANDARD 47 LIGHT CONDENSED OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

UNIVERS LT STANDARD 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS LT STANDARD 57 CONDENSED OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

UNIVERS LT STANDARD 67 BOLD CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

UNIVERS LT STANDARD 67 BOLD CONDENSED OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Times New Roman is to be used ONLY for creating Word documents such as letters of correspondence, press releases, interoffice memos, faxes, etc.

WINDOWS TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WINDOWS TIMES NEW ROMAN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

WINDOWS TIMES NEW ROMAN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
RTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890**

WINDOWS TIMES NEW ROMAN BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
RTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890***

Photography

Just like any other form of communication, the city's photography should also have a consistent look and feel. The photography should also mirror the city's brand voice. Some terms identifying the brand voice: friendly, personable, professional, authentic and simple.

Friendly/Personable

Images should include real, everyday people having fun in Rocky Mount and supporting the messages we want to deliver. Those smiling faces should be captured using unique angles and proper lighting. Images should always look warm and welcoming (friendly).

Professional

Pictures should always include images/people who are neatly groomed and dressed in proper attire. If photos are taken of facilities, make sure the buildings and offices are clean, the grass is neat and there is proper lighting. Most often, solid colors work better for photos, omitting stripes, small checks and heavy or busy patterns. When taking a professional shot, it is recommended that the subject wear a jacket of some kind.

Authentic

Images should look real. It is best not to stage photos but to capture people carrying on real-life interactions. Candid shots of people enjoying Rocky Mount's amenities is a plus.

Simple

Photos should be simple, not contrived. Edited photos, or photoshopped photos, should look natural.





Photos on Public Property

Pictures may be taken of individuals on any public property. However, departments who have events are encouraged to post notices throughout the venue noting that photography and videotaping are taking place. If the individual does not consent to their image or likeness being captured, they should avoid the area and advise the photographer and/or videographer.

If pictures are taken of a singer or speaker, an individual release is recommended. It is suggested that this release be placed in their contract/agreement and signed.

Model/Talent Release Forms

While the city of Rocky Mount owns all photos taken on its property or during its event, using the photo to promote a business or product would require a model/talent release. If a model/talent release is not signed by the subject, a crowd shot should be used.

A sample of a model/talent release form is pictured. This is the ONLY form which should be signed by the subject and should replace all other forms used for summer camps and any other city affiliated programs.

Use of Copyrighted Images

At the city of Rocky Mount, we value and abide by the laws of local, federal and state agencies.

In recent years, internet search engines such as Google and Bing have made it easy to find images that work with almost any subject. However, many of those images are copyrighted by authors or websites like istockphoto.com, depositphotos.com, 123rf.com and many others. Sites like these require a person or company to pay for use of the image and in

doing so, they will remove the watermark on the image so it can be seen unobstructed.

According to the U.S. Copyright Office, “copyright is a form of protection provided by the laws of the United States (title 17,



I consent and agree that my talent/picture/image may be used by the city of Rocky Mount. This picture(s) may be published or reproduced in newspapers, magazines or on billboards. It may also be used in print media, social media or broadcast on television in promotion of the city's activities. I waive any claim, demand or cause of action of any kind whatsoever against the said city of Rocky Mount or any other media outlet promoting Rocky Mount events, arising out of such recording or such using of my talent and/or pictures.

Name Date:

Address

Signature: *(parental signature needed for someone under the age of 18)*

Phone:

U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic and certain other intellectual works. This protection is available to both published

and unpublished works.” This includes public displays of images and graphic works without the approval of the author/originator/owner.

The penalties associated with violating copyright laws can include a fine of up to \$250,000 and up to five years in prison for a first-time copyright infringement case. If the infringement continues, additional fines of up to \$250,000 and up to 10 years in prison can be levied.

For most people or companies who feel they have been infringed upon, the first step is sending a strongly worded cease and desist letter. Continued infringement may lead to legal action.

In the case of using images found online, there are several resources that do not require payment for use of an image. Please note, however, some of the images may require attribution. Simply stated, read what is required before using any image from any site. Below is a list of sites with free stock images.

- Imcreator.com/free
- Mmtstock.com
- Negativespace.com
- Pexels.com
- Picjumbo.com
- Pixabay.com
- Pictography.com
- Unsplash.com

If the free sites do not have an image that will work, there are also paid sites, like those mentioned before. Or, contact Communications and Marketing for assistance.

Use of a photo or image with a watermark is considered copyright infringement, as the photo has not been paid for by

the user. Several paid stock photo sites are listed below. Please read these sites carefully, as some may require a monthly or annual subscription, while others may give the option of paying per image.

- Shutterstock.com
- Bigstock.com
- Graphicstock.com
- Istockphoto.com
- Depositphotos.com
- 123rf.com
- Dreamstime.com
- Stock.adobe.com

Many, though not all, of the pictures and graphics used by the city are created or taken by city employees. If you have any questions regarding those images or any image used by the city of Rocky Mount, please contact Communications and Marketing. The office will also assist you if there is a specific image you need.

Creativity is always welcome at the city of Rocky Mount. We only ask that as you seek to make things more visually appealing, you do so within the confines of the law.



Videography

C.I.T.Y. (Connecting Information to You) TV19 is Rocky Mount's government access channel. The channel, aired on Suddenlink, is available in 21,000 households throughout the city. While "City Beat" is produced in-house and is the predominant show that airs on TV19, there are also slides, special city programming such as a recording of the mayor's State of the City address, and programming from Nash County airing on TV19. Because it is a government access channel, the school system and Edgecombe and Nash counties are allowed to air programming on TV19. Other city departments may also ask to air edited material to promote a specific event or initiative or ask to be recorded or interviewed by TV19 staff.

Any finished product to be aired on the channel must first be reviewed by Communications and Marketing. It is to the discretion of the office whether or not the material will be aired on TV19. Any finished product for air must be in the mpeg4 format. Any finished product to be aired on any of the city's social media channels must also first be reviewed by Communications and Marketing. Any individual asking for their initiative/program to be aired by TV19 will need to schedule a meeting with Videographer Mark Adcox to discuss details.

If you are asked to appear on C.I.T.Y. TV19, please remember the following regarding television attire: Refrain from wearing attire with stripes/small checks because the video camera has a harder time "reading" those elements and can create a 'strobe' effect. Also, refrain from wearing red, considered to be a harsh color. Solid colors are preferred. Pastels are also recommended. Unless in a uniform, a color is preferred over black or white. Due to a lavalier microphone being placed on clothing, a jacket should also be worn. Nose rings should be removed, and please do not wear dangling jewelry or any type of jewelry which makes noise.

All C.I.T.Y. TV19 shows will include a lower third, or a graphic overlay appearing on the lower level of the screen. The lower third will often include the name and title of the interviewee and interviewer. The TV19 lower third is pictured.



A subsidiary of the city of Rocky Mount



Templates

PowerPoint

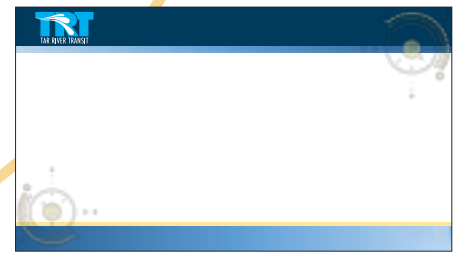
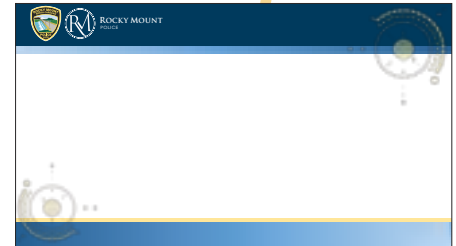
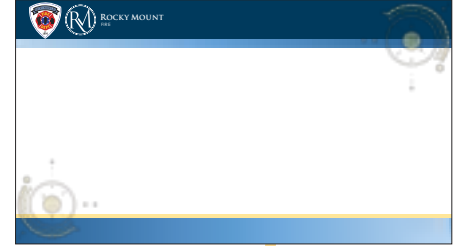
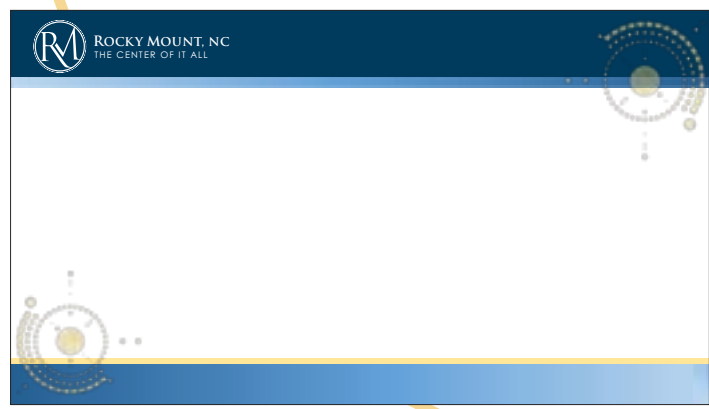
PowerPoint templates are available for download on the city's intranet or via e-mail by contacting Communications and Marketing. All city departments, with the exception of Police, Fire and Tar River Transit, should use the main PowerPoint template with the new city

logo and tagline. Police, Fire and Tar River Transit have separate templates which include their respective logos. Police and Fire templates also include the city's new logo. The font for all PowerPoint templates should be Garamond. Below are examples of each template.

Title page for city's main PowerPoint template.



Secondary page for city's main PowerPoint template.



Business cards

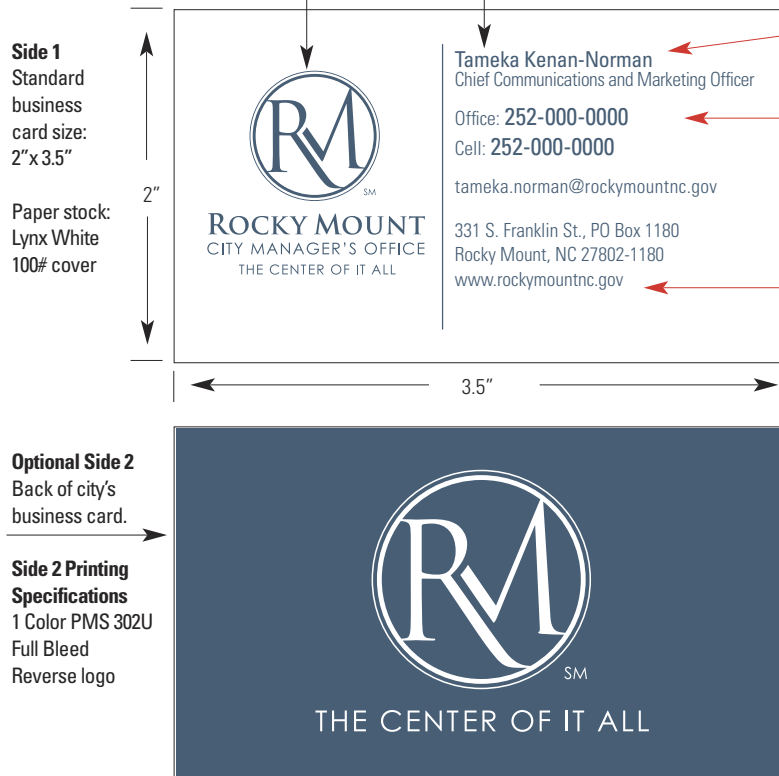
To ensure consistency and avoid clutter, all city departments should follow the business card examples located on the intranet or by contacting Communications and Marketing. Vendors are asked to use the sub-brand logos for the respective departments. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a different business card template because these logos will still be used. There is also a separate template for utilities personnel who work in

Printing Specifications for Standard Business Card

Paper Stock: Lynx White 100# cover
No Bleeds
1 Color PMS 302U

Fonts: Univers LT Std. 67 Bold Cond. Univers LT Std. 47 light Cond.

Logo and logo type supplied as .eps vector



the field. This template includes the contact information for water, sewer and natural gas emergencies.

Business cards may only be designed by the designated vendor. Employees should provide the vendor with all necessary information for the design of the card. However, keep in mind the following common rules regarding certifications, licensures, degrees, phone numbers and websites on all business cards.

Certifications

Certifications should only be included on an employee's personal business card if the certification is the capstone, or the highest, of that industry. Any other certifications should not be listed on the business card. Listed certifications should also be directly relevant to an individual's job, and the issuing agency must be considered an authority in the field.

Licensures

Employees who have obtained a PE or CPA license should list this on their business card. If an employee has multiple licenses, the highest level/most regarded is the only license that should be listed. The license, however, must be relevant to the employee's current field.

Degrees

Degrees should not be listed on a business card unless the degree is a PhD or other doctorate degree that is field relevant. If an employee has a PhD, only Dr. OR PhD should be placed on the business card.

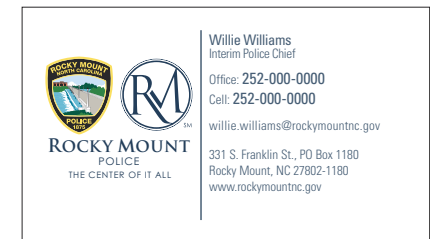
These examples show that in most situations, the highest achievement ONLY is placed on an employee's business card. Occupational Health Nurse Tempisie Richardson is the exception because she is in the medical field. The RN and OHN should both be listed because the OHN is her specialty.

Phone numbers

Only the direct office phone and cell phone (if desired) should be placed on a business card. Fax numbers should not be included.

Website

List only the city's website, not the homepage of the department/division.



Letterhead

Letterhead templates are available for download on the city's intranet or via e-mail by contacting Communications and Marketing. Employees are asked to use the letterhead consisting of the sub-brand logos for their respective departments. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a different letterhead template because these department logos will still be used. Employees may add copy to the letterhead from the downloadable template.

All logos measure the same distance from the top and are the same diameter.

Downloadable templates have a pre-formatted letter set in Times New Roman.

Use only Times New Roman when composing letters and documents

Letterhead printing specifications:

Paper Stock:
Lynx White 70# Text
No Bleeds
1 Color PMS 302U
Size 8.5" x 11"

Logo Centered / All logos are vector art / Color PMS 302U



Rule .5pt / Type is 9.26 pt Univers LT Std.47 Light Cond. / Color PMS 302U

Fax sheets

Fax sheet templates are available for download on the city's intranet or via e-mail by contacting Communications and Marketing. Employees are asked to use the fax sheets consisting of the sub-brand logos for their respective departments. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a different fax sheet template because these department logos will still be used. Employees may add copy to the fax sheets from the downloadable template.

Downloadable templates are pre-formatted in Times New Roman.

Use only Times New Roman when composing fax documents.

Logo Centered / All logos are vector art / Color Black





Date: 00/00/0000
From: Your name
Phone: Sender phone number
Fax: Sender fax number

To: Recipient Name
Phone: Recipient phone number
Fax: Recipient fax number

Subject:

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

CONFIDENTIALITY NOTICE:
 This facsimile message is covered by the Electronic Communications Privacy Act, is confidential and may include legally protected information. If you are not the intended recipient or you have received this facsimile by mistake, printing, copying, storing or disseminating in any way is strictly prohibited and doing so could subject you to civil and/or criminal action. Please notify the sender by telephone if you have received this facsimile by mistake and delete all information you received.



Date: 00/00/0000
From: Your name
Phone: Sender phone number
Fax: Sender fax number

To: Recipient Name
Phone: Recipient phone number
Fax: Recipient fax number

Subject:

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

CONFIDENTIALITY NOTICE:
 This facsimile message is covered by the Electronic Communications Privacy Act, is confidential and may include legally protected information. If you are not the intended recipient or you have received this facsimile by mistake, printing, copying, storing or disseminating in any way is strictly prohibited and doing so could subject you to civil and/or criminal action. Please notify the sender by telephone if you have received this facsimile by mistake and delete all information you received.





Memos

Templates for memos are available for download on the city's intranet or via e-mail by contacting Communications and Marketing. Employees are asked to use memos consisting of the sub-brand logos for their respective departments. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a different memo template because these department logos will still be used. Employees may add copy to their department memos from the downloadable template.

Downloadable templates are pre-formatted in Times New Roman.

Use only Times New Roman when composing memorandums.

Logo Centered / All logos are vector art / color PMS 302U


MEMORANDUM  **ROCKY MOUNT**
BOOZER T. WASHINGTON COMMUNITY CENTER
THE CENTER EX 4111

To: Name
Cc: Name/department/group
From: Your name
Date: 00/00/0000
Re: Subject

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Closing: autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.


MEMORANDUM  **ROCKY MOUNT**
BOOZER T. WASHINGTON COMMUNITY CENTER
THE CENTER EX 4111

To: Name
Cc: Name/department/group
From: Your name
Date: 00/00/0000
Re: Subject

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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MEMORANDUM  **ROCKY MOUNT**
BOOZER T. WASHINGTON COMMUNITY CENTER
THE CENTER EX 4111

To: Name
Cc: Name/department/group
From: Your name
Date: 00/00/0000
Re: Subject

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Closing: autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.


MEMORANDUM  **TRT**
TAR RIVER TRANSIT

To: Name
Cc: Name/department/group
From: Your name
Date: 00/00/0000
Re: Subject

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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MEMORANDUM  **19**

To: Name
Cc: Name/department/group
From: Your name
Date: 00/00/0000
Re: Subject

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Closing: autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Press release

Press releases are only disseminated by Communications and Marketing, Rocky Mount Public Utilities, Police and Fire and have been e-mailed to the appropriate staff. Press release templates have been designed with contact information for the Chief Communications and Marketing Officer and for each of the designated department's public information officers. Press releases include an area for a picture, if applicable. If no picture is needed, that space may be deleted.

Substitute press release photo for placeholder. Be sure to delete placeholder copy. If no photo accompanies the press release, delete placeholder photo and copy and extend headline and body copy up.

Pre-formatted text block set in Times New Roman. Use only Times New Roman when replacing template text.

Headers have been pre-formatted with the name and information of each communication or public information officer's contact information. All information is editable, and care must be taken to follow the exact format if changes or corrections are made.



ROCKY MOUNT, NC
THE CENTER OF IT ALL

Media Contact:
Tameka Kenan-Norman
Chief Communications and Marketing Officer
(252) 972-1333
tameka.norman@rockymountnc.gov

FOR IMMEDIATE RELEASE
July 31, 2018



Insert Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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ROCKY MOUNT FIRE
THE CENTER OF IT ALL


Media Contact:
Kim Wrigg
Administrative Captain
(252) 972-1384
kimwrigg@rockymountnc.gov

FOR IMMEDIATE RELEASE
July 31, 2018



Insert Headline

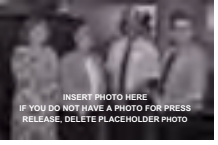
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



ROCKY MOUNT POLICE
THE CENTER OF IT ALL


Media Contact:
Cpl. Brad Sumner
Public Information Officer
(252) 972-1466
brad.sumner@rockymountnc.gov

FOR IMMEDIATE RELEASE
July 31, 2018



Insert Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



ROCKY MOUNT PUBLIC UTILITIES
THE CENTER OF IT ALL

Media Contact:
Amy Blanton
Energy Resources Communication Coordinator
(252) 972-1269
amy.blanton@rockymountnc.gov

FOR IMMEDIATE RELEASE
July 31, 2018



Insert Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

nisl ut aliquip ex ea commodo consequat.


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Crime bulletin

The crime bulletin is only disseminated by the appropriate staff in the Rocky Mount Police Department. A crime bulletin template has been designed and sent to the Public Information Officer for police.

Header banner, logo, vertical and horizontal rule are fixed in background and cannot be changed

CRIME BULLETIN

ROCKY MOUNT
POLICE
THE CENTER OF IT ALL

Crime:

Location:

Date: 00/00/0000

Time: 0000 hrs.

Intro: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod



Placeholder for Photograph.

If there is no photo for crime bulletin, please delete placeholder.

Photos should be sized and placed in background behind type and positioned as shown.

**Please forward all tips to Det. S. Clifton 252-972-1454
or Twin County Crime Stoppers 252-977-1111**

Pre-formatted text block is set in Times New Roman. Use only Times New Roman when replacing template text.

Substitute crime photo for placeholder. Be sure to delete placeholder copy. If no photo accompanies the crime bulletin, delete placeholder photo and copy.

E-mail signatures

E-mail signatures for all employees will be set up by the Technology Services Department. Most employees are asked to use the general e-mail signature with the main city logo and tagline. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a separate e-mail signature because these department logos will still be used.

The same rules for business card certifications, licensures, degrees, phone numbers and websites apply to e-mail signatures. For departments with social media profiles, names of each social media channel may be added to the e-mail signature. **Link to your department's social media page ONLY. Links to personal social media pages are not allowed.**

E-mail signatures should always include the following line: *Please note that e-mail sent to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.*

Univers Font only should be used for all e-mail signatures. Once Technology Services includes your e-mail signature, name, contact information, title and address may be added/ revised. However, the signature should not be altered in any other way.

John Doe
Senior Quality Assurance Engineer
Information Technology
Office: 252-000-0000
Cell: 252-000-0000
www.rockymountnc.gov
331 S. Franklin St., PO Box 1180,
Rocky Mount, NC 27802-1180



ROCKY MOUNT, NC
THE CENTER OF IT ALL

Please note that e-mail sent to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.

Facebook Twitter Instagram YouTube

John Doe
Senior Quality Assurance Engineer
Information Technology
Office: 252-000-0000
Cell: 252-000-0000
www.rockymountnc.gov
331 S. Franklin St., PO Box 1180
Rocky Mount, NC 27802-1180



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Facebook Twitter Instagram YouTube

John Doe
Senior Quality Assurance Engineer
Information Technology
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Cell: 252-000-0000
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Facebook Twitter Instagram YouTube

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Information Technology
Office: 252-000-0000
Cell: 252-000-0000
www.rockymountnc.gov
331 S. Franklin St., PO Box 1180
Rocky Mount, NC 27802-1180



ROCKY MOUNT
FIRE
THE CENTER OF IT ALL

Please note that e-mail sent to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.

Facebook Twitter Instagram YouTube

John Doe
Senior Quality Assurance Engineer
Information Technology
Office: 252-000-0000
Cell: 252-000-0000
www.rockymountnc.gov
331 S. Franklin St., PO Box 1180
Rocky Mount, NC 27802-1180



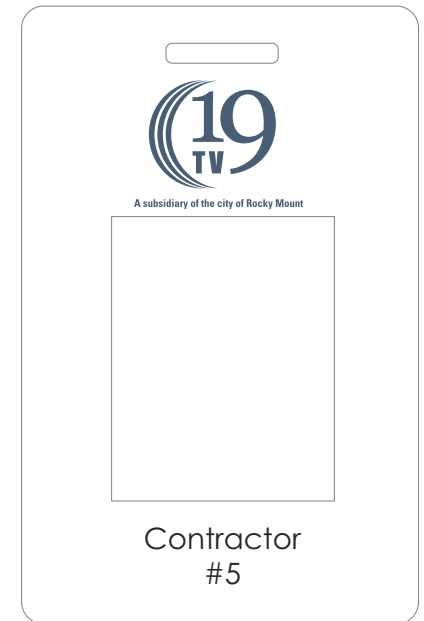
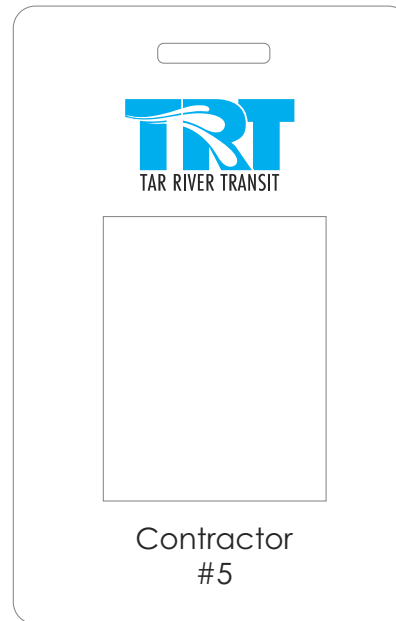
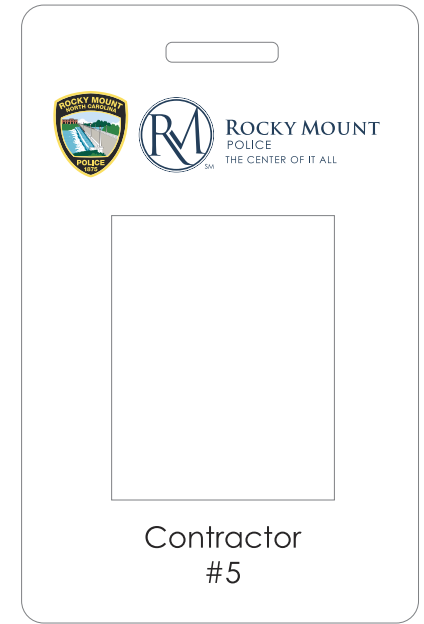
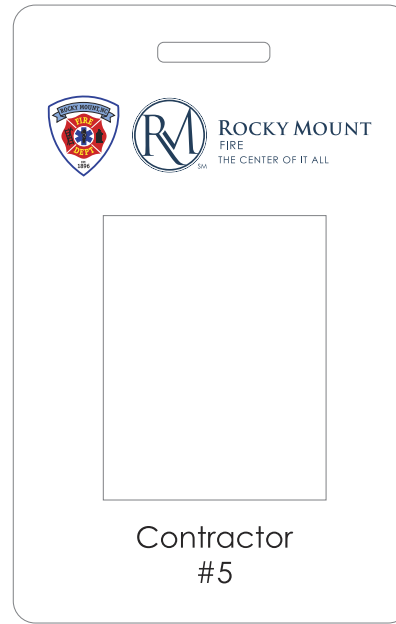
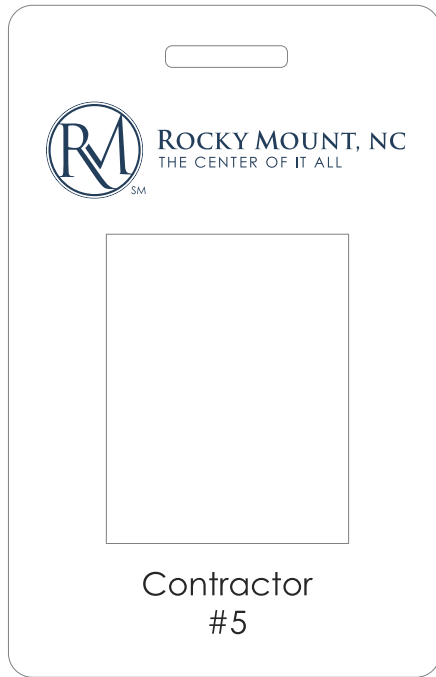
ROCKY MOUNT
POLICE
THE CENTER OF IT ALL

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Facebook Twitter Instagram YouTube

Proximity / Identification cards

Proximity cards used throughout the city of Rocky Mount are available through the Police Department ONLY. The Police Department typically handles photography for all cards. Most departments will have the city's main logo and tagline on their respective cards. Police, Fire, Tar River Transit and C.I.T.Y. TV19 have a different proximity card template because these department logos will still be used.

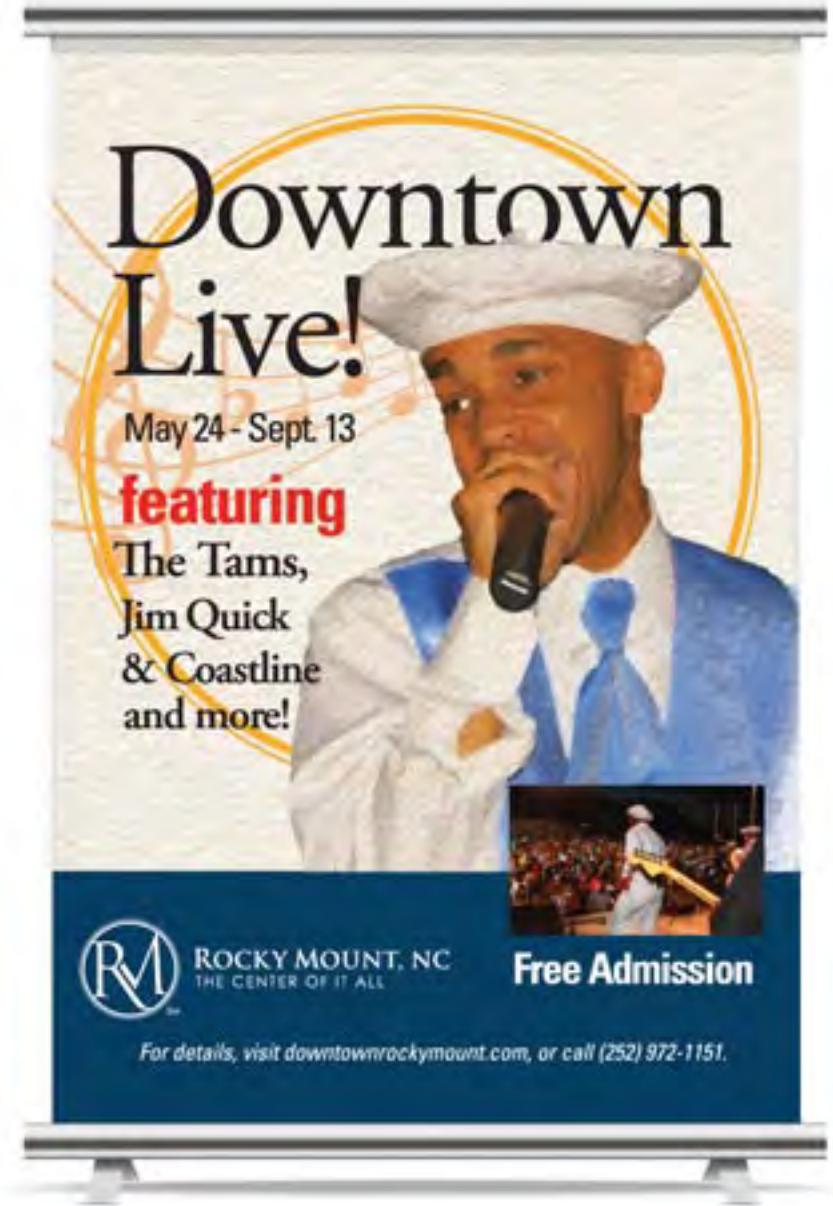


Large banners, signs, posters, flyers, etc.

These are examples of how posters, flyers, large formatted banners and signs should look. While you may deviate from these examples and add your own creativity, you may want to follow how information is arranged on these examples. Also, don't forget that the font should be Garamond and the photography used should follow the rules noted in this guide. Additionally, the service mark and trademark designations are not necessary for outdoor signage.



16" x 22" Poster



4' x 6' Vinyl Banner



Outdoor Billboard

Displays, trinkets and large format logo uses

The type of logo lockup to use for trinkets, displays and large format applications will vary depending upon the space. For smaller trinkets, there may only be enough space for the RM mark. This also may be the case on some larger display items, such as a podium with a slim stand. Display backdrops, however, may allow room for the logo, tagline and sub-brand. On these items, Police, Fire, Tar River Transit and TV19 logos must be solely used and not in conjunction with the RM mark.



Vinyl Media Backdrop

Logo signage for podium



Promotional coffee mugs



Promotional pen



Promotional keychains

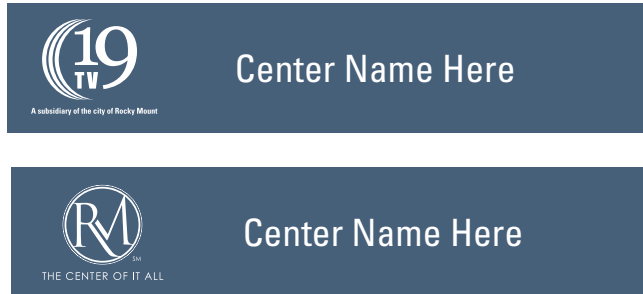
Logo usage on other items

These are examples of how the logo may be displayed on uniforms, shirts, city vehicles and other items. Note that on police and fire vehicles, the police and fire logos will **not** be used in conjunction with the new city logo. However, at a later date, a decal with the new city logo and tagline will be added to the back of all police and fire vehicles.

NOTE: A specially modified logo was created specifically for embroidery on clothing and hats.



Desk Name Plates



Greetings

A major part of proper branding is having consistent messaging. The following voicemail greetings, out-of-office voicemail messages and out-of-office e-mail messages are suggested:

Voicemail (away from the desk):

"You've reached (name), (title) for the city of Rocky Mount. I'm away from my desk at the moment. Please leave your name and number, and your call will be returned as soon as possible. Thank you."

Out of office voicemail:

"You've reached (name), (title) for the city of Rocky Mount. I will be out of the office (Starting Date) through (End Date). If you need immediate assistance during my absence, please contact (Contact's Name & Title) at (Contact's phone number). Otherwise, I will respond to your message upon my return. Thank you."

Out of office e-mails:

"I will be out of the office (Starting Date) through (End Date). If you need immediate assistance during my absence, please contact (Contact's Name & Title) at (Contact's e-mail). Otherwise, I will respond to your message upon my return. Thank you."



For utility employees

Voicemail (away from the desk):

"You've reached (name), (title) for the city of Rocky Mount. I'm away from my desk at the moment. Please leave your name and number, and your call will be returned as soon as possible. *If this is an electric, natural gas, water or sewer emergency, please call 252-467-4800. Otherwise, I will respond to your message upon my return.* Thank you."

Out of office voicemail:

"You've reached (name), (title) for the city of Rocky Mount. I will be out of the office (Starting Date) through (End Date). If you need immediate assistance during my absence, please contact (Contact's Name & Title) at (Contact's phone number). *If this is an electric, natural gas, water or sewer emergency, please call 252-467-4800. Otherwise, I will respond to your message upon my return.* Thank you."

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Departments and divisions

Facilities and parks

City Clerk's Office

City Manager's Office

- Communications and Marketing
- Internal Audit
- Office of Budget Evaluation and Development

Department of Community and Business Development

- Business Development
- Community Development
- Downtown Development

Department of Development Services

- Inspections Division
- Planning Administration Division

Department of Energy Resources

- Administration Division
- Communications Division
- Electric Division
- Engineering Division
- Gas Division

Department of Public Works and Water Resources

- Environmental Services Division
- Community Code Division
- Fleet Maintenance Division
- Streets & Stormwater Division
- Water Treatment Division
- Water & Sewer Division

- Wastewater Treatment Division
- Technical Services Division

Engineering Department

- Transit Division
- Transportation Division
- Water Resources Division

Tar River Transit

Finance Department

- Accounting Division
- Business Services Division
- Finance Administration Division
- Property and Risk Management Division
- Purchasing Division
- Technology Services Division

Human Relations Department

Human Resources Department

Parks and Recreation Department

- Administration Division
- Athletics Division
- Special Events Division
- Recreation Services Division
- Senior Programs Division
- Cemetery Division
- Outdoor Programs Division
- Parks Maintenance Division
- Museum Division
- Arts Division

- Sports Complex Division
- Imperial Centre Division

Rocky Mount Fire Department

- Administration Division
- Operations Division
- Life Safety and Training Division

Rocky Mount Police Department

- Administration Division
- Patrol Services Division
- Criminal Investigations Division
- Support Services Division
- Special Operations Division

City Hall

- Fredrick E. Turnage Municipal Building
- George W. Dudley City Council Chamber

Department of Energy Resources

- Energy Resources Operations Center

Finance Department

- Business Services Center
- Weaver Building

Parks and Recreation Department

- Arts Education Building
- Battleboro Cemetery
- Battleboro Community Center
- Booker T. Theater
- Booker T. Washington Community Center
- Children's Museum and Science Center
- Denton Street Pool
- Imperial Centre for the Arts and Sciences
- Maria V. Howard Arts Center
- Northeastern Cemetery
- Pineview Cemetery
- RM Wilson Gymnasium
- Rocky Mount Athletic Stadium
- Rocky Mount Senior Center
- Rocky Mount Sports Complex
- South Rocky Mount Community Center
- Sunset Park
- Aycok Street Park
- Barbecue Park
- Battle Park
- Bea Holman Park
- Bend of the River Road Boat Ramp
- Best Friends Dog Park
- Branch Street Park
- Braswell Park
- Buck Leonard Park
- Bunn Farm Park
- Charter Oaks Park
- City Lake Park
- Cloverdale Park
- Daughtridge Park
- Denton Street Pool
- Eastern Avenue Park
- Englewood Park
- Farmington Park
- Grover Lucas Park
- Holly Street Park
- Home Street Park
- Hornbeam Park
- Jack Laughery Park
- Kite Park
- Lancaster Park
- Marigold Park
- Martin Luther King Jr. Park
- Meadowbrook Park
- Melton Road Soccer Fields
- Nashville Road Property
- Oakwood Drive Mini Park
- Old Carriage Road Boat Ramp
- Patterson Drive Park
- Reservoir Park
- South Rocky Mount Community Center Park
- Southside Park
- Stith-Talbert Park

Parks, etc.

- Aycok Street Park
- Barbecue Park
- Battle Park
- Bea Holman Park
- Bend of the River Road Boat Ramp
- Best Friends Dog Park
- Branch Street Park
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- Patterson Drive Park
- Reservoir Park
- South Rocky Mount Community Center Park
- Southside Park
- Stith-Talbert Park

- Sunset Park
- Sycamore Street Park
- Thelonious Monk Park
- Taylor Park
- Three Sisters Park
- Vietnam Memorial Park
- Western Avenue Park
- Westridge Park
- Wildwood Park

Department of Public Works and Water Resources

- Environmental Services
- Fleet Maintenance
- Sunset Avenue Water Treatment Plant
- Tar River Regional Wastewater Treatment Facility
- Tar River Reservoir Water Treatment Plant
- Streets/Stormwater
- Water & Sewer

Rocky Mount Fire Department

- Fire Station #1 – 375 E. Raleigh Blvd.
- Fire Logistics – 180 Cokey Rd. (behind Fire Station #1)
- Fire Station #2 – 824 S. Grace St.
- Fire Station #3 – 900 S. Winstead Ave.
- Fire Station #4 – 2054 Fenner Rd.
- Fire Station #5 – 900 Springfield Rd.
- Fire Station #6 – 105 Rowe Dr.
- Fire Station #7 – 9941 N.C. Highway 4
- Life Safety & Training Complex (fire museum) – 404 S. Church St.
- Fire Training Center – 997 Atlantic Ave.

Media tips

- 1. Never say "no comment."** Interviewees should comment without commenting. In other words, tell the reporter why you cannot make a comment on a particular topic. Saying "no comment" will automatically make you look guilty or suspicious.
- 2. Never speak "off the record."** Off the record often means the information you share with a reporter cannot be used on air. However, another source may confirm the information from a reporter, allowing it to be used without naming the sources. Additionally, in some cases, judges may threaten a reporter with jail time if "off the record" information and its sources are not revealed.
- 3. Construct key messages in advance.** A message is what you want your audience to remember. Include simple words in your message, never using technical jargon; your message should be consistent; it should be brief (one-two sentences); and it should focus on what your audience needs/values. Take a deep breath before you state one of your key messages. Video editors have to work fast, and they often look for these breaths as their edit points.
- 4. Use message supports to emphasize your key messages.** Message supports are often stories, statistics and soundbites.
- 5. Speak in soundbites.** Soundbites are clips taken from your response. Soundbites are catchy, short phrases. Good soundbites use analogies, rhetorical questions, and are often in threes because the mind remembers in threes. Example—life, liberty and the pursuit of happiness.
- 6. Keep your answers short and to the point.** Don't talk too much and over answer.
- 7. Reporters will sometimes use the "silence" trick.** This means reporters will be quiet between questions. Silence is uncomfortable, so interviewees will fill that silence with chatter, or begin to talk about the subject again, sometimes stating points they didn't mean to state. So, after you answer the question with a brief response, STOP TALKING.
- 8. Never repeat a reporter's negative question in your answer.** Rather, state the answer in the positive.
- 9. Speak in complete sentences.** In many interviews, the audience will only hear your answer and not the reporter's question.
- 10. Never ask to see the reporter's story in advance.** This is often offensive to a reporter. A better way to deal with this is to offer to fact check the article if a reporter should need that assistance.
 - *For on-air interviews, no all white or all black unless in uniform, and reds are too harsh; pastels are good; wear a jacket because the collar offers a great place to add a lav microphone; no dangling jewelry or jewelry that makes noise; no bold patterns, checks or stripes.*
 - *KISS (Keep It Simple Silly), remain honest, get across your key messages no matter the reporter's objective, REPEAT your main messages if possible, and maintain eye contact with the reporter, NOT the camera.*

IMPORTANT PROCEDURE:

IF YOU RECEIVE A MESSAGE FROM ANY MEDIA OUTLET, CONTACT COMMUNICATIONS AND MARKETING. ALL MEDIA INQUIRIES SHOULD BE DIRECTED TO COMMUNICATIONS AND MARKETING.

Media inquiries should be directed to Jessie Nunery, media relations specialist, at 252-972-1268 or Jessie.Nunery@rockymountnc.gov.

Media inquiries may also be sent to Tameka Kenan-Norman, chief communications and marketing officer, at 252-972-1333 or Tameka.Norman@rockymountnc.gov.

10 Common AP format rules

The city of Rocky Mount utilizes the AP, or Associated Press, style of writing for magazines, press releases and newsletters. The AP style is utilized by journalists. The following is an Associated Press Quick Reference Guide. Information was retrieved from “The Associated Press Stylebook and Briefing on Media Law” (2017).

Capitalization

- Confine capitalization to formal titles used directly before an individual’s name. *City Manager Rochelle Small-Toney*. Lowercase titles when used after an individual’s name. *Rochelle Small-Toney, city manager*.
- Use lowercase except for words that are proper nouns. *The department of history, the department of English*. Capitalize when department is a part of the formal name: *Fayetteville State University Department of Economics*.

Abbreviations

- Abbreviate titles when used before a full name. *Gov. Roy Cooper*.
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct.,

Nov. and Dec. Spell out the month when using alone or with a year.

- Use the abbreviations Ave., Blvd. and St. only with a numbered address, *1600 Pennsylvania Ave*. Spell out and capitalize when part of a formal street without a number. *Pennsylvania Avenue*.
- Spell out the names of the U.S. states when they stand alone in textual material. *Alabama*. Otherwise, abbreviate the names of the states when they appear with cities. *Birmingham, Ala. or Atlanta, Ga.* Eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Following are state abbreviations:

Alabama—	Ala.
Alaska—	Alaska
Arizona—	Ariz.
Arkansas—	Ark.
California—	Calif.
Colorado—	Colo.
Connecticut—	Conn.
Delaware—	Del.
Dist. of Columbia—	D.C.
Florida—	Fla.
Georgia—	Ga.
Guam—	Guam
Hawaii—	Hawaii
Idaho—	Idaho
Illinois—	Ill.
Indiana—	Ind.

Iowa—
Kansas—
Kentucky—
Louisiana—
Maine—
Maryland—
Massachusetts—
Michigan—
Minnesota—
Mississippi—
Missouri—
Montana—
Nebraska—
Nevada—
New Hampshire—
New Jersey—
New Mexico—
New York—
North Carolina—
North Dakota—
Ohio—
Oklahoma—
Oregon—
Pennsylvania—
Puerto Rico—
Rhode Island—
South Carolina—
South Dakota—
Tennessee—
Texas—
Utah—
Vermont—
Virginia—

Iowa
Kan.
Ky.
La.
Maine
Md.
Mass.
Mich.
Minn.
Miss.
Mo.
Mont.
Neb.
Nev.
N.H.
N.J.
N.M.
N.Y.
N.C.
N.D.
Ohio
Okla.
Ore.
Pa.
P.R.
R.I.
S.C.
S.D.
Tenn.
Texas
Utah
Vt.
Va.

Virgin Islands—
Washington—
West Virginia—
Wisconsin—
Wyoming—

V.I.
Wash.
W.Va.
Wis.
Wyo.

computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles and titles of lectures, speeches and works of art.

- For plural nouns ending in s, add only an apostrophe. *The students’ grades*.

Numbers

- Always use figures for an address number. *9 Morningside Circle*.
- Spell out whole numbers up to and including nine. Use figures for numbers 10 and higher.
- Spell out all numbers that start a sentence.
- Use hyphens for phone numbers. *1-252-972-1333*.

Punctuation


- Use a.m. with periods, lowercase.
- Use hyphens for ages expressed as adjectives before a noun. *A 5-year-old boy. The boy is 5 years old.*
- Do not place a comma before the conjunction in a simple series. *The flag is red, white and blue.*
- For direct quotation marks, add quotes around the exact words of the speaker. *“I have no intention of staying,” he said.*
- Periods are always placed inside quotation marks.
- Place a period outside a closing parenthesis if the material inside is not a sentence. Otherwise, the period is placed inside the parenthesis.
- Add quotation marks around book titles,

Names/Degrees

- Use a person’s first and last name the first time he or she is mentioned. On second reference, use only the last name with no title.
- Use an apostrophe in bachelor’s degree, master’s degree, etc. There is no possessive in Bachelor of Arts or Master of Science.

Service request form

If your department needs a service completed by Communications and Marketing, such as a video recorded, marketing, a press release written, the design of a flyer, etc., please complete a service request form at least one month prior to the event/initiative.



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Communications and Marketing Service Request Form

Please complete a service request form at least one month prior to the event/initiative.

Date of Request:
Name:
Department/Division:
Phone:
Event name:
Brief description of event:
Date:
Time:
Location:

Type of Service Requested:
(Check all that apply)

- Photography
- Website
- Coordination of ads
- Social media
- Atrium display
- TV19 slides
- TV19 public service announcements
- TV19 shows
- Collateral materials
- Placement in "City Beat"
- Placement in "City Worker"
- Placement in "Talk of the Town"
- Flyer

Contact Info.

- If you have questions regarding training or the use of this branding style guide, please contact Tameka Kenan-Norman, chief communications and marketing officer, at 252-972-1333 or Tameka.Norman@rockymountnc.gov.
- If you have questions regarding the proper use of the city's logo, and/or would like to know if the logo is being used correctly on a document or any other item, contact Robin Cox, communications specialist, at 252-972-1366 or Robin.Cox@rockymountnc.gov.

The office would be more than happy to proof your items and would highly suggest this, especially during the early stages of the branding transition.

- If you have questions regarding media tips or the Associated Press style of writing, please contact Jessie Nunery, media relations specialist, at 252-972-1268 or Jessie.Nunery@rockymountnc.gov.
- If you have questions regarding videography or the scheduling of an interview or video program on C.I.T.Y. TV19, please contact Mark Adcox, videographer, at 252-972-1144 or Mark.Adcox@rockymountnc.gov.

Brand Transition Schedule

Adding a new logo/brand to any organization is a process. This process may take anywhere from one to three years. To ensure a smooth process, Communications and Marketing has devised a tentative schedule to follow.

Until the new brand is fully implemented, there will be a mix of the old and the new, which is acceptable. This schedule is tentative primarily due to the budget for the various departments.

Please note that if you are about to order new items and you are ordering them before the designated time period in the scheduled listed below, it is still suggested that you order these items with the city's new logo.

Staff for Communications and Marketing will continuously monitor all materials, making sure transitions are made within the indicated time periods.

While it is acceptable for you to use the remainder of your materials with the old logo, we do ask that your department

strive to make all transitions by the end of the respective months for each category. For example, all city employees should have new business cards by the end of January 2019. However, please advise Communications and Marketing should you have any questions or concerns.

September 2018–Usability period with department heads only.

- What works and what doesn't; is information easy to find in the style guide and on the intranet?

September 2018–November 2018

- Update the city's website, intranet, all social media channels and PowerPoint templates with the new logo.

Starting in September 2018

- Begin use of the logo on all of the city's advertising materials. Examples include billboards, newspaper advertisements, television advertisements, magazines and newsletters, brochures, etc. If advertising materials are already in use, for example, the Downtown Live! vinyl billboards, this information will continue to run with the old logo until the end of the program.

January 2019

- Training on the use of the style guide begins.
- Full implementation of the logo on all stationary—business cards, memos, letterhead, envelopes, folders, guide books, bills, utility bill inserts, etc.
- Implementation of the logo on all proximity cards.
- Start use of the logo on any trinkets or T-shirts ordered, as well as city flags.

February 2019

Logo added to all e-mail signatures.

January 2019–September 2019

Addition of the city logo to all signage.

February 2019–August 2019

Addition of the logo decals to all city vehicles.

May 2019–November 2019

Addition of the logo to all city uniforms and facilities.

November 2019–January 2020

Addition of the logo to any miscellaneous items and any items missed.

Get Connected

Visit the city of Rocky Mount's website at

www.rockymountnc.gov and sign-up for the city's e-newsletter, *City Beat*, by clicking on the icon located in the footer of the page.

Other city microsities include:

www.downtownrockymount.com
www.imperialcentre.org
www.rockymountsportscomplex.com

Text:

CITY BEAT to 55469 and be the *first* to hear about city events.

Tune in to:

C.I.T.Y. (*Connecting Information to You*)/TV 19

Broadcast only on 

 www.youtube.com/user/CITYTV19.

Find us on:

 www.facebook.com/citybeat/

 [twitter@cityofrockymtnc](https://twitter.com/cityofrockymtnc).

 [instagram@cityofrockymount](https://www.instagram.com/cityofrockymount).

Look for your copy of *MY Rocky Mount* magazine, an annual publication sent to all city of Rocky Mount Public Utilities customers.



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