

POLICY/ADMINISTRATIVE PROCEDURE/ADMINISTRATIVE DIRECTIVE

SECTION: PUBLIC INFORMATION	REFERENCE NUMBER: 505.02
SUBJECT: PUBLICATION STANDARDS AND USAGE	
TITLE: PUBLICATION STANDARDS AND USAGE	LAST REVISION DATE: 11-16-21

POLICY STATEMENT

The Publication Standards and Usage Policy has been developed to establish guidelines and standards for City of Denton communications and publications. The goal is to institute a uniform and cost-effective design for City communications and to enhance the identity and professional image of local government while allowing departments flexibility and creativity within the guidelines of this policy. Use of this policy strengthens the City’s mission and helps raise the profile of the City by ensuring its name is clearly recognizable.

The basic requirement of this policy is that **all** electronic and print publications, which describe official City of Denton programs and functions, are consistently and clearly identified as City of Denton communications. The City’s image is enhanced when the official logo is incorporated into all operations. This also assists citizens in identifying City publications, properties, and services, and promotes a sense of unity and community pride.

This policy ensures unity, consistency, and clarity of message in the City of Denton’s internal and external communications. The programs and actions described herein enhance awareness of the City of Denton internally and externally and preserve and protect the City of Denton’s rights to use and to control use of its logos department markers. All logos, markers, and images described herein are the sole property of the City of Denton.

This policy is to be used and upheld by all departments and individuals working to communicate on behalf of the City. All design, composition, and printing/copying service departments/divisions and all City staff will follow the design requirements established by this policy in creating publications. External agencies and any other services employed by any department or division are required to observe this policy as well. External vendors will be provided with design and style specifications through contact with the department originating the purchase order. Copies of this policy can be made available to external vendors.

Employees who fail to comply with the standards and procedures outlined in this policy may be subject to corrective action, up to and including dismissal.

PUBLIC AFFAIRS DEPARTMENT

In general, the role of the Public Affairs Department (or any successor department) is to oversee compliance with the Communication Standards Policy, coordinate outgoing mass communications, and consult with City departments on media-related issues and communication strategies and activities. Public Affairs coordinates, clarifies, and ensures continuity in messaging and communications issued by the City.

I. MEDIA COMMUNICATIONS

The news media plays a critical role in providing City-related information to the community. The City’s goal is to foster cooperation between the City of Denton and the news media to ensure that information is accurate and timely. Representatives of the City of Denton shall adhere to the following requirements with respect to the media:

1. All media inquiries shall be reported to the Public Affairs Department/City Public Information Officer as quickly as possible. Public Safety-related media requests will be reported to the Police Department and/or Fire Department Public Information Officers, as applicable;

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2. No City employee under the supervision of the City Manager shall provide information to any member of the media without authorization from Public Affairs, the Police Department PIO, or the Fire Department PIO, as applicable;
3. Designated spokespersons must participate in a briefing with a designated PIO prior to conducting an interview with any member of the media;
4. When speaking with a member of the media, all employees must remember that they represent the City of Denton. All conversations should be respectful in tone, clear, concise, professional, and free from any speculation, personal opinions, or derogatory comments;
5. All media requests for public records shall be filed with the City Secretary's Office per the established policies for obtaining public information; and
6. The applicable PIO shall be notified of any public records requests made by the media.
7. All PIOs shall notify the City Attorney prior to responding to any media inquiries involving pending or potential litigation, pending or potential legal matters, or any similar issues of a legal nature.

II. PRESS RELEASES/PRESS STATEMENTS

The City of Denton will utilize press releases, including media alerts, to distribute important or critical information to local, regional, and national media outlets. Press releases shall have a standard form and include the contact information for a City representative. All releases will be reviewed by the Public Affairs Department prior to distribution. All press releases will be archived by the Public Affairs Department and made available to the public through the official City of Denton website.

The City of Denton will utilize press statements to clarify specific issues, topics, or media stories. Press statements will be issued by the Public Affairs Department under the guidance of the City Manager's Office. The Public Affairs Department will provide a template and guidelines for all press releases and press statements.

III. SOCIAL MEDIA

The City of Denton Social Media Policy governs social media and digital communications. A copy of the Social Media Policy may be obtained from the Public Affairs Department.

IV. COMMUNICATION APPROVALS

The Public Affairs Department shall assist departments, as needed, with the development of communication messages, strategies, and materials.

Unless otherwise authorized, all communications intended for broad internal or external distribution should be reviewed by the Public Affairs Department prior to print reproduction or publication of any type. Please allow sufficient time for review of any materials.

V. STYLE GUIDE/WRITTEN COMMUNICATION STANDARDS

Clear and consistent language and formatting enhances the reader's ability to understand the intended message or communication from the City. The City of Denton Style Guide offers guidelines to ensure that written communication is clear, and any miscommunications are avoided. The Style Guide shall be adhered to in all written communications

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intended for broad internal or external distribution. The Style Guide can be found as an appendix to this policy.

VI. PUBLICATIONS REQUIREMENTS

A City of Denton publication is any form of communication material that can reach the public or be physically carried out of a City of Denton facility. The following standards will assist City departments with producing professional documents that communicate the City's official brand identity, ensure quality control, and include required content.

The following are required components in any external publication:

1. A City of Denton logo;
2. A statement regarding non-discrimination and ADA accessibility;
3. The month and year the content was produced;
4. Contact information (address, phone number, email address, and/or web address);
5. All publications intended for mailed distribution are required to carry a return address; and
6. The Relay Texas TTY phone number for the deaf and hard of hearing.

Specific language for non-discrimination, ADA and Relay Texas statements is available in the Visual Communication Standards provided in the appendix to this policy.

VII. USE OF IMAGES

Any reproduction of copyrighted material and images must have the owner's authorization. Photographs or images containing confidential information must not be used in any City of Denton publication. Photographs of individuals under 18 years of age should not be used without permission from a parent or legal guardian.

Photographs and images should be of a high resolution, not blurred or out of focus, not distorted or stretched, and appropriate for the topic or content that is being communicated.

VIII. ACCURACY IN COMMUNICATIONS

It is the responsibility of all individuals originating publications on behalf of the City of Denton and departments to communicate responsibly. Information distributed by City representatives must hold to the highest level of accuracy in content and reflect the City's Official Style Guide and Visual Communications Standards in format, style, and design as a means of strengthening the City's identity as a municipality.

Departments/divisions that originate publications and other media of all kinds retain the primary responsibility for accuracy of the information presented. Each time publications are revised, information must be proofread and rechecked for accuracy. Proofreading services are available through the Public Affairs Department.

IX. ARCHIVAL RESPONSIBILITY

Departments and divisions are required to maintain a copy (copies) of every official City of Denton publication in accordance with the City's records retention schedule.

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1) Specialty Uses

- a) Uniform Patches - Official logos must appear on upper left front of the shirt. Civil Service uniforms will be designed according to department policies.
- b) Banners - All banners should be clearly marked with the City's official logo.
- c) Promotional Items - The City's official logo and department or program logos can be used on promotional items with the approval of the department director.
- d) Specialty Advertising Items - From time to time, the City of Denton uses specialty advertising such as movie theater ads and outdoor advertising methods such as truck signs, vehicle wraps, and billboards to communicate to citizens. While space and usage can restrict what can appear on these items, they clearly need to be identified as City of Denton communications and include the City logo and, if appropriate, the City website (www.cityofdenton.com).
- e) City of Denton Vehicles - All City vehicles will be clearly marked with the City's official logo. Department logos may also be placed on the vehicle as approved by the department director. Vehicle decals will be printed in the logo colors on materials that are best suited for the application and that meet state and federal regulations. Public safety vehicles are exempt from this section of the policy.

X. VISUAL COMMUNICATION STANDARDS

Visual communication standards, including those for the City logo and brand elements, ensure trustworthy, consistent, and easily recognizable visual communications. The visual communication standards shall include, at minimum, criteria for:

- The City of Denton Seal;
- The City of Denton Logo;
- Department and program logos;
- Business cards;
- Letterheads;
- Memos; and
- Emails and Signature Blocks.

The Visual Communication Standards shall be adhered to in all communications intended for broad internal or external distribution. The Visual Communication Standards are found as an appendix of this policy. Templates within the Visual Communication Standards are available from the Public Affairs Department.

Any modifications to the Visual Communication Standards will be determined by the Public Affairs Department. All requests for modifications must include justification of a unique communication or competitive need.

XI. FONTS

For general communication purposes (emails, memos, agenda information sheets, and other non-marketing communication materials) the following fonts and sizes are recommended for use:

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- Calibri
- Times New Roman
- Arial

To optimize readability, general communications should utilize an 11-point or 12-point font.