


# Evaluation of Current City Logos and Plans for Future Uses



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# Project Goals

- Evaluate the current use of the city's logos and slogans to determine the appropriateness of each use
- Currently each department does everything differently
- Aiming for more unity
- Organization is key
- Created a new logo for all departments to use, which better identifies Harrisonburg

# Current City Logo

- The city seal is the official logo that is intended to be used to represent the city of Harrisonburg.
- Some departments have their own logo, which provides another “identity” of Harrisonburg.
- The official colors of the logo are brass, red, white, blue and black.



# Research

- Contacted each of the city departments
- Requested copies of their current letterheads, business cards, and logo templates
- Evaluated what most departments used and what was different
- Assessed what changes should take place
- Our goal was to create and maintain consistency

# Different Department Logos



(540) 217-4783  
Fax (540) 217-4789  
www.hdpt.com

**CITY OF HARRISONBURG**  
**DEPT. OF PUBLIC TRANSPORTATION**  
475 E. WASHINGTON ST.  
HARRISONBURG, VA 22802

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TRANSIT BUSES



**City of Harrisonburg, Virginia**

Water and Sewer Operations Center

2155 Beery Road

Harrisonburg, Virginia 22801

(540) 434-9959 / Fax (540) 434-9769



# New Logo

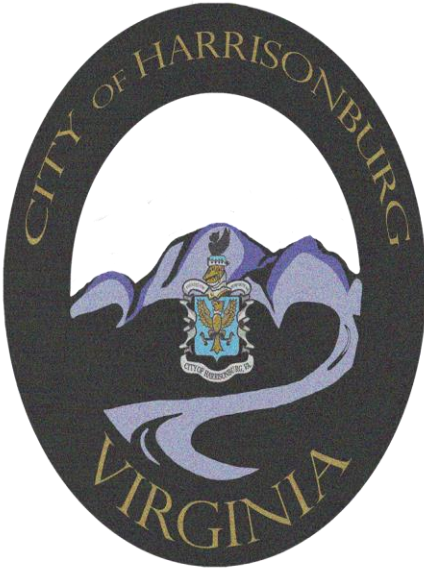


- Environmental background
- Lettering
- Color
- Maintained the use of the city's crest

# Acceptable Variations



# Unacceptable Variations





# Letterhead

*Harrisonburg*  
VIRGINIA



City of Harrisonburg  
Public Information Office  
409 South Main Street  
Harrisonburg, Virginia 22801  
540-432-8931 (office)

# Memo



## City of Harrisonburg, Virginia Office of the Mayor

409 South Main Street  
Harrisonburg, VA 22801  
(540) 432-7701 / FAX (540) 432-7778

Christopher B. Jones  
Mayor

# Business Card

Business cards would not have to be changed, they are usually personalized.


**Jessica Newman**  
Webmaster

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Jessica.Newman@HarrisonburgVA.gov

Information Technology  
409 South Main Street  
Harrisonburg, VA 22801

540-432-7706 ■ Office  
540-432-7783 ■ Fax  
540-421-6234 ■ Cell



**WWW.HARRISONBURGVA.GOV**



Example of logo being an additional piece to a business card.

# Official Fonts and Colors

## Font:

Perpetua titling MT- logo lettering:  
6pt

## Colors:

**Violet Purple** R: 158  
G: 164  
B: 210

**Gold** R: 165  
G: 134  
B: 50

**Dark Purple** R: 69  
G: 67  
B: 155

**Blue** R: 85  
G: 188  
B: 236

# Implementation of New Logo

Signs

Council Chambers

Press Release

Website

Social media



# Project Challenges

- Brainstorming ideas
- Contacting each department head
- Illustrating our ideas
- Completing the Style Guide

# Questions

