



BRENTWOOD, TENNESSEE

Official Graphic Standards Guide

LOGOS, FONTS, COLOR GUIDE, STYLE EXAMPLES



Brentwood Logos



City Seal Logo



BRENTWOOD

Community Logo



City Seal Logo

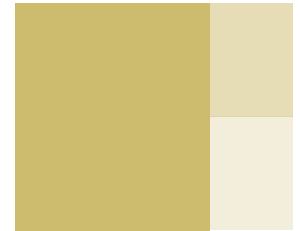


The Brentwood
City Seal Logo
is to be used for
official city business.

Color Options



Dark Blue:
CMYK: C 97 / M 84 / Y 33 / K 21
RGB: R 39 / G 59 / B 103
WEB: #213b67
PMS: 289



Gold:
CMYK: C 21 / M 21 / Y 68 / K 1
RGB: R 206 / G 188 / B 111
WEB: #cebcbf
PMS: 458

Fonts

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REQUIEM SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Univers 49 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

47 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

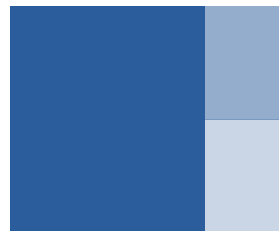
1234567890

Gotham (or Gills Sans)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

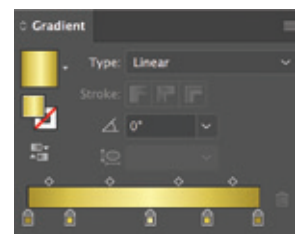
1234567890



Bright Blue:
CMYK: C 90 / M 70 / Y 12 / K 1
RGB: R 47 / G 92 / B 156
WEB: #2f5c9c
PMS: 2945



Light Gray:
CMYK: C 30 / M 24 / Y 24 / K 0
RGB: R 180 / G 180 / B 181
WEB: #b4b4b5
PMS: 420



Gradient Gold:

Far left and far right: C 35 / M 38 / Y 100 / K 8

Second and fourth from left: C 16 / M 16 / Y 82 / K 0

Middle: C 1 / M 2 / Y 44 / K 0



City Seal Logo

Logo Variations and File Names



BrentwoodCrestLogo-CMYK



BrentwoodCrestLogo-BW



BrentwoodCrestLogo-Blue



BrentwoodCrestLogo-White



BRENTWOOD
TENNESSEE

BrentwoodCrestLogoHor-CMYK



BRENTWOOD
TENNESSEE

BrentwoodCrestLogoHor-Blue



BRENTWOOD
TENNESSEE

BrentwoodCrestLogoHor-BW



BRENTWOOD
TENNESSEE

BrentwoodCrestLogoHor-White



City Seal Logo

Logo Usage

Clearspace Use

Use a three character height of space around logo when wrapping copy or placing logo next to a graphic.



Do not alter the logo unless approved by the Community Relations Director.



Do not stretch



Do not remove or add elements



Do not place on distorting background



Do not screen



City Seal Logo

Official Stationery

Rhea Little
MAYOR

Ken Travis
VICE MAYOR

Kirk Bednar
CITY MANAGER



BRENTWOOD
TENNESSEE

COMMISSIONERS

Nelson Andrews

Anne Dunn

Mark Gorman

Susannah Macmillan

Regina Smithson

FONT: Univers 47 Light Condensed

Use for Names, Titles, Contact Info, Etc:



Firstname Lastname
Title Will Go Here

City of Brentwood
5211 Maryland Way
Brentwood, TN 37027

615-371-0060
firstname.lastname@brentwoodtn.gov
www.brentwoodtn.gov



CITY OF BRENTWOOD
5211 Maryland Way | Brentwood, Tennessee 37027



City Seal Logo

Department Stationary Examples

Brian Goss
FIRE CHIEF

David Windrow
DEPUTY FIRE CHIEF

Robin Forte
ADMINISTRATIVE SECRETARY



BRENTWOOD
FIRE AND RESCUE DEPARTMENT

Jeff Pender
FIRE MARSHAL

Nicholas Adams
TRAINING & SAFETY

A.B. Foster
SUPPORT SERVICES



Firstname Lastname
Title Will Go Here

City of Brentwood
5211 Maryland Way
Brentwood, TN 37027

615-371-0060
firstname.lastname@brentwoodtn.gov
www.brentwoodtn.gov

Jeff Hughes
CHIEF OF POLICE

Tommy Walsh
ASSISTANT CHIEF OF POLICE

Lisa McDowell
ADMINISTRATIVE ASSISTANT



BRENTWOOD
POLICE DEPARTMENT

Captain Jimmy Campbell
PATROL DIVISION

Captain Alan Hardcastle
TRAINING DIVISION

Captain David O'Neil
CRIMINAL INVESTIGATIONS

Captain Richard Hickey
TECHNICAL SUPPORT SERVICES



Firstname Lastname
Title Will Go Here

City of Brentwood
5211 Maryland Way
Brentwood, TN 37027

615-371-0060
firstname.lastname@brentwoodtn.gov
www.brentwoodtn.gov

Susan Earl
LIBRARY DIRECTOR



BRENTWOOD
TENNESSEE

615-371-0090
susan.earl@brentwoodtn.gov



Firstname Lastname
Title Will Go Here

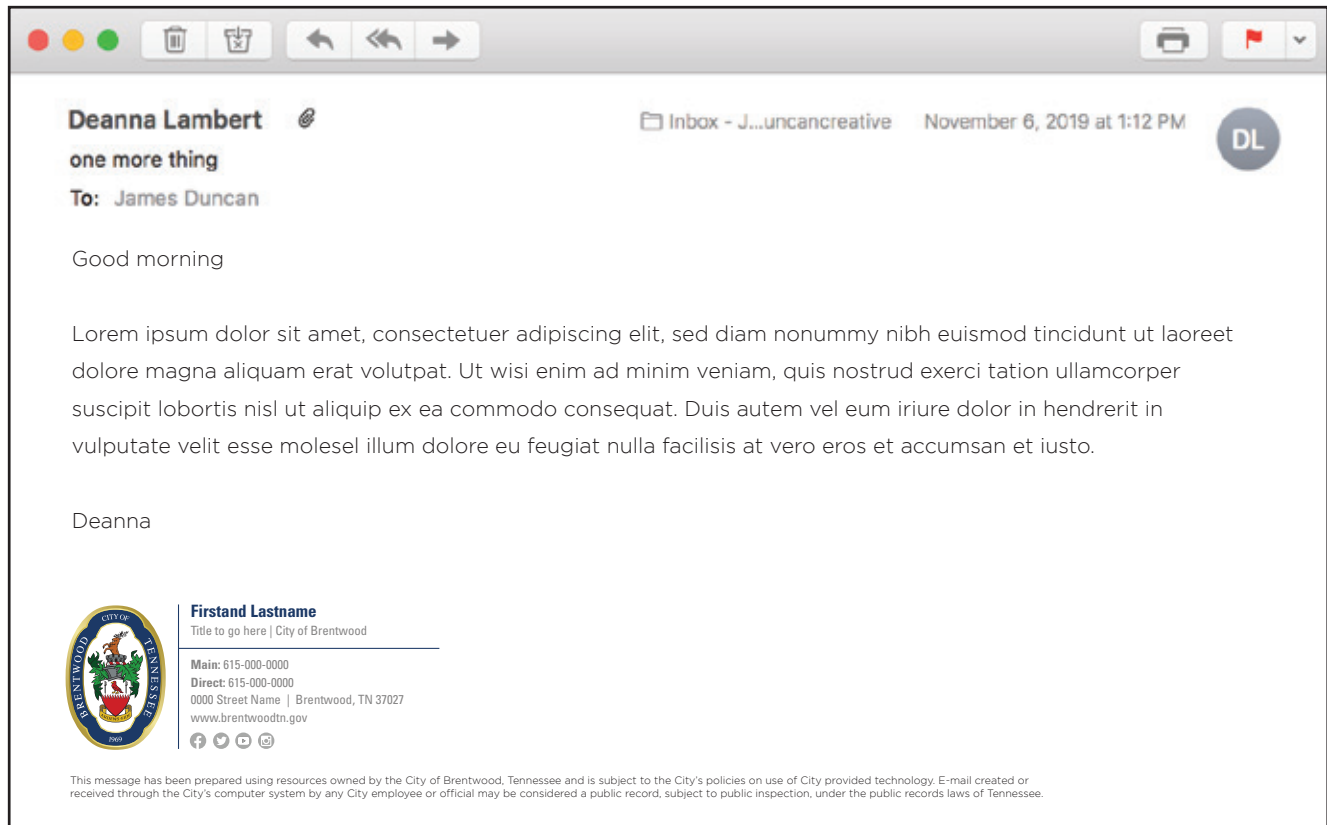
City of Brentwood
5211 Maryland Way
Brentwood, TN 37027

615-371-0060
firstname.lastname@brentwoodtn.gov
www.brentwoodtn.gov



City Seal Logo

Official Email Signature & Department Examples



Firstand Lastname

Title to go here | City of Brentwood

Main: 615-000-0000
Direct: 615-000-0000
0000 Street Name | Brentwood, TN 37027
www.brentwoodtn.gov



Firstand Lastname

Title to go here | City of Brentwood

Main: 615-000-0000
Direct: 615-000-0000
0000 Street Name | Brentwood, TN 37027
www.brentwoodtn.gov



Firstand Lastname

Title to go here | City of Brentwood

Main: 615-000-0000
Direct: 615-000-0000
0000 Street Name | Brentwood, TN 37027
www.brentwoodtn.gov





City Seal Logo

Logo Use & Style Examples





Community Logo



The Brentwood Community Logo
is to be used for community events such as
summer concerts and park events.

Fonts

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers 49 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

47 Light Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

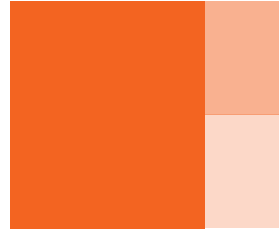
Gotham (or Gills Sans)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Options



Historic Orange:
CMYK: C 0 / M 75 / Y 100 / K 0
RGB: R 242 / G 101 / B 34
WEB: #f26522
PMS: 1665



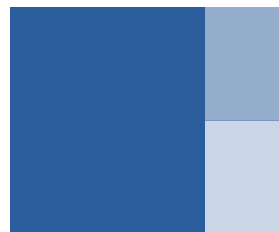
Sky Blue:
CMYK: C 53 / M 0 / Y 3 / K 0
RGB: R 206 / G 206 / B 238
WEB: #6aceee
PMS: 2905



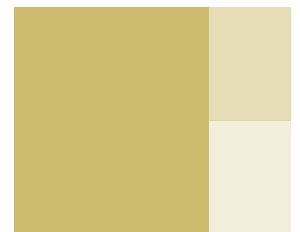
Parks Green:
CMYK: C 70 / M 0 / Y 100 / K 0
RGB: R 80 / G 184 / B 72
WEB: 50b848
PMS: 368



Gray:
CMYK: C 57 / M 48 / Y 46 / K 13
RGB: R 115 / G 116 / B 118
WEB: #737476
PMS: Cool Gray 10



Blue:
CMYK: C 90 / M 70 / Y 12 / K 0
RGB: R 47 / G 92 / B 156
WEB: #2f5c9c
PMS: 2945



Gold:
CMYK: C 21 / M 21 / Y 68 / K 0
RGB: R 206 / G 188 / B 111
WEB: #cebc6f
PMS: 458



Community Logo

Logo Variations and File Names



BrentwoodCommunityLogo-CMYK



BrentwoodCommunityLogo-BW



BrentwoodCommunityLogo-Color-WhiteType



BrentwoodCommunityLogo-Grey



BrentwoodCommunityLogoHor-CMYK



BrentwoodCommunityLogoHor-BW



BrentwoodCommunityLogoHor-Color-WhiteType



BrentwoodCommunityLogoHor-Grey



Community Logo

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Community Logo

Logo Use & Style Examples

