The new colors chosen for the City's Corporate Identity are a combination of a light blue and a darker blue. To ensure consistency between applications, color matching is carried out according to the Pantone Matching System. The light blue color is PMS 279, and the darker blue is Reflex Blue. It is also acceptable to match these colors using a four-color process. For one-color applications, the logo and logotype may appear in black or reversed out to white.

**Preferred Sans-serif Font**
- Futura
- Futura Bold

**Preferred Serif Font**
- Times New Roman
- Times New Roman Bold

**Official PMS Colors:**
- Reflex Blue: PMS 279

**4-Color Process Colors:**
- C 100
- M 72
- Y 0
- K 6
- C 70
- M 35
- Y 0
- K 0

Full City logo guidelines provided in MAN – 28 and Manual of Graphic Standards.

Logo files on G: drive as EPS and JPEG formats.

**NOTE:** EPS files not visible by double-clicking. To view, import into graphics program.

- To resize logo: Adjust image from corner and hold “Shift” key to avoid distorting.
- No alterations without approval from City Manager’s Community Relations Officer.

If you have questions about the logo use or policy, contact Connie Cochran at 209-937-8827 or connie.coehran@stocktonca.gov.