

STYLE & BRAND GUIDE

City of
Bellaire

LOGOS/FONTS/COLORS
UNIFORMS AND APPAREL

STYLE & BRAND OVERVIEW

TABLE OF CONTENTS

- 03 OUR BRAND
- 04 OUR LOGO
- 06 COLOR GUIDELINES
- 07 FONTS
- 08 UNIFORM GUIDELINES
- 11 QUESTIONS



OUR BRAND

CITY OF BELLAIRE

The City of Bellaire adopted a brand in 2017 that consisted of colors, fonts, and verbiage that represents the City of Bellaire.

This guide will help you with logos, colors, fonts, and employee uniforms.

All logos and templates can be found online in the City Logos & Templates section of the Employee Portal.

OUR LOGO

City of
Bellaire

City of Bellaire
City of Bellaire

THE CITY OF BELLAIRE LOGO MUST BE ON ALL PUBLIC FACING & INTERNAL
DOCUMENTS INCLUDING DEPARTMENTAL INFORMATION
& SOCIAL MEDIA POSTS

OUR LOGO

**City of
Bellaire**

City of Bellaire

The stacked logo or flat logo without a line can be used for flyers, social media posts, signs, official reports, and when it is aesthetically pleasing for the document.

City of Bellaire

The flat logo with a line should be used above the department name or website on memos, reports, business cards, social media posts, signs, official reports, and uniforms/apparel.

WHEN IN DOUBT
CONTACT THE COMMUNITY RELATIONS ADMINISTRATOR
CBRIGHT@BELLAIRETX.GOV

COLOR GUIDELINES

#006341

#F1F0D8

Regular
WHITE

#A63D40

#6494AA

Regular
BLACK

City of Bellaire

WHEN DESIGNING
FLYERS AND
DOCUMENTS FOR THE
CITY OF BELLAIRE,
PLEASE UTILIZE THIS
COLOR SCHEME

BRANDING GUIDELINES

FONTS

ATHELAS RG

FREIGHT SANS BOOK

The officially adopted fonts are Athelas Rg and Freight Sans Book. Many employees do not have access or licensing to use these fonts. Below are the substitute fonts that are generally available to use.

CENTURY

CALIBRI

Century should be used as the headline or main subject of a section. Calibri should be used for the general body of information in a document.

City of Bellaire



BRANDING GUIDELINES

UNIFORM GUIDELINES

CITY OF BELLAIRE - 2024

OFFICE APPAREL EXAMPLES



LOGO MUST ALWAYS BE
PRINTED OVER THE LEFT
CHEST AREA OF THE
CLOTHING

ONLY APPROVED
DEPARTMENT LOGOS CAN
BE USED

DEPARTMENT LOGOS MAY
BE FOUND IN THE CITY
LOGOS & TEMPLATES
SECTION OF THE EMPLOYEE
PORTAL

FOR ADDITIONAL UNIFORM OPTIONS OR
QUESTIONS CONTACT CBRIGHT@BELLAIRETX.GOV

BRANDING GUIDELINES

UNIFORM GUIDELINES

CITY OF BELLAIRE - 2024

OFFICE APPAREL EXAMPLES



LOGO MUST ALWAYS BE
PRINTED OVER THE LEFT
CHEST AREA OF THE
CLOTHING

ONLY APPROVED
DEPARTMENT LOGOS CAN
BE USED

DEPARTMENT LOGOS MAY
BE FOUND IN THE CITY
LOGOS & TEMPLATES
SECTION OF THE EMPLOYEE
PORTAL

FOR ADDITIONAL UNIFORM OPTIONS OR
QUESTIONS CONTACT CBRIGHT@BELLAIRETX.GOV

BRANDING GUIDELINES

COLOR GUIDELINES

UNIFORMS/APPAREL

#006341

#E10600

#767171

#202A44

Regular

WHITE FOR LOGOS ONLY

Regular

BLACK

City of Bellaire

THESE ARE THE APPROVED
COLORS FOR OFFICIAL STAFF
SHIRTS, JACKETS, AND OFFICE
APPAREL

FIELD UNIFORMS MAY BE
DIFFERENT BASED ON SAFETY
REQUIREMENTS

THE LOGO REQUIREMENT IS
THE SAME

BRANDING GUIDELINES

UNIFORM GUIDELINES

APPROVED LOGOS AND COLOR

WHITE LOGO FOR ALL APPAREL

City of Bellaire

DEPARTMENT NAME

LOGO WITH LINE AND DEPARTMENT NAME ONLY IN ALL CAPS

NO DEPARTMENT DIVISIONS

City of Bellaire

THIS IS ALSO ACCEPTABLE WITH APPROVAL
FOR OUTERWEAR LIKE JACKETS OR HATS

City of Bellaire

APPROVED VENDORS:

BUFFALO SPECIALTIES

4IMPRINT

LANDS' END BUSINESS

IF YOU ARE USING A
DIFFERENT VENDOR,

PLEASE CONTACT

CBRIGHT@BELLAIRETX.GOV

TO MAKE SURE IT IS BRAND
COMPLIANT

BRANDING GUIDELINES

QUESTIONS?

CONTACT THE
COMMUNITY RELATIONS
ADMINISTRATOR

CBRIGHT@BELLAIRETX.GOV
713-662-8286

