

## **Executive Order No. 81**

**SUBJECT: METRO IDENTIFICATION STANDARDS**

**EFFECTIVE DATE: May 22, 2002**

### **INTRODUCTION**

Communicating with the public is a primary responsibility of a government agency. How Metro organizes the information it disseminates and how it identifies itself to the public is a matter of accountability. The people we serve need to know who we are and what we do.

The purpose of this executive order is to establish a policy to guide Metro identification standards related to published materials and other communication tools. It also will serve as a reference tool for those involved in the day-to-day design and production of Metro communications.

Most questions concerning Metro identification will be addressed in the executive order. For those situations and exceptions that are not covered, consult the Executive Communications Division manager or the Metro Council communications officer.

### **IDENTIFICATION TOOLS**

#### **Metro signature**

The primary all-purpose tool used to identify Metro is the Metro signature. The Metro signature consists of the Metro logo and logotype and the official Metro tagline.

## **Metro facility signatures**

The Metro signature has been modified for the Oregon Zoo, the Metropolitan Exposition Recreation Commission and MERC facilities. Metro facility signatures consist of the organization logo, Metro logo and service tagline, “A service of Metro.”

The Metro signature, or appropriate Metro facility signature, is required to be clearly and prominently featured on all published materials and broadcasts including printed and photocopied pieces, slide shows, videos, web pages, signs, maps and all advertising including, but not limited to, print, newspaper, billboards, radio and television.

The application guidelines address specific requirements for typical communication products and addresses variations and exceptions based on audience, purpose and type of media.

## **Standard Metro description and Metro Council district map**

There are three additional identification tools designed for publications. They include a standard description of Metro services, the list of Metro elected officials and the Metro Council district map. The description and elected officials list set is available in complete and short versions.

The standard description and elected officials list set is applied primarily to public information and education publications. The short version is specified as the minimum standard in the application guidelines that follow; the complete version should be used whenever possible. The publication project manager and graphic designer are responsible for placement decisions and should be guided by principles of consistency and appropriateness in the context of the publication. Reference samples are available.

The council district map is required only on multi-page documents such as reports. On reports, the complete description, list of elected officials and map are placed on the inside of the front or back cover.

## **IMPLEMENTATION, REVIEW AND APPROVAL**

The standards will be applied to all publications as Executive Communications, Oregon Zoo Design Services and MERC Communications and Marketing staff produces them. (Because the standard descriptions and council list are revised on an ongoing basis and the signature taglines are periodically updated, examples are provided elsewhere). In addition to ensuring that publications meet the minimum standards, producing and/or reviewing publication projects and contracts for publication products with Executive Communications, Zoo Design Services or the MERC Communications and Marketing manager will help ensure that all Metro publication policies and procedures are implemented. Publication guidelines are in place to address publication numbers and archiving, use of TDD access numbers, ADA regulations, use and notation of recycled paper, the web address, typographic layouts, standard facility names and editorial style.

Communication products produced through contractors are subject to the standards and review process. If you plan to produce a communication product that is not going through Executive Communications, Zoo Design Services or the MERC Communications and Marketing manager, check with the Executive Communications Division manager or editor to be sure you have the most recent version of the signature, standard Metro description, list of elected officials and publication guidelines.

Each Metro department and/or facility shall report to Metro Council in February of each year regarding compliance with this executive order and will bring samples of official communications for display purposes.

## **APPLICATION GUIDELINES**

The standards apply to all departments, divisions and functions of Metro. Formatted signatures, sample applications and reference guides are available from Metro's Executive Communications Division. All Metro departments will attempt in good faith to implement the standards and will create opportunities to enhance Metro identification whenever possible.

The following list defines minimum standards for typical communication products and addresses variations based on audience, purpose and type of media. The list is intended to clarify expectations and simplify decision-making. It includes most, but not all, possible applications.

## **ORGANIZATION IDENTIFICATION PRODUCTS**

**Audience** – General public, Metro customers, visitors, media, vendors, service providers and employees.

**Purpose** – The primary purpose of these products is to identify the organization.

## **PRODUCT TYPES**

**Business correspondence** – Metro signature and mandatory design review. Oregon Zoo and MERC service signatures may be placed at the designer's discretion as long as size requirements are met.

**Examples of business correspondence** – Stationary, letterhead, business cards, news releases, media advisories and business forms.

**Facility identification signs** – Metro logo and logotype and mandatory design review.

**Uniforms** – Incorporate the Metro logo and logotype into uniform identification whenever possible. When facility uniforms are marked, use the standard facility signature logo that incorporates the Metro logo and service tagline.

**Main phone messages** – Metro signature (verbal equivalent).

**Facility, department and program names** – The names of new Metro facilities (buildings, halls, theaters, etc.), departments and programs and new names of existing facilities, departments and programs require mandatory review.

## **PUBLIC INFORMATION AND EDUCATION PRODUCTS**

**Audience** – Metro-area public, targeted audiences, media, regional elected officials, stakeholders, interest groups, students and employees.

**Purposes** – Disseminate information generated by Metro, promote Metro programs and services and educate to achieve program goals.

## **PRODUCT TYPES**

### **PUBLICATIONS**

**Newsletters** – Metro signature and complete or short standard description.

**Brochures** – Metro signature and complete or short standard description.

**Fact sheets** – Metro signature and complete or short standard description.

**Reports, directories, budgets, curriculum sets and other multi-page documents** – Metro signature, complete standard description and Metro Council district map.

**Web pages and applications** – Prominent link to Metro homepage.

### **ADVERTISEMENTS AND PROMOTIONAL PRODUCTS**

**Print advertisements** – Metro signature.

**Television advertisements** – Metro signature.

**Radio advertisements** – Metro signature (verbal equivalent).

**Billboards, bus boards, etc.** – Metro signature.

**Flyers** – Metro signature.

**Posters** – Metro signature.

**Brochures** – Metro signature and complete or short standard description.

## **PRESENTATION MATERIALS**

**PowerPoint shows** – Metro signature (use of standard format recommended).

**Handouts** – Metro signature. When handouts are part of a set identified with the Metro signature a copyright note (© Metro 2002) will suffice.

**Technical graphics (charts, graphs and illustrations)** – Metro signature.

Applies to stand-alone technical graphics. Technical graphics displayed in the context of a publication or presentation that meets the identification standard may be identified with a copyright note (© Metro 2002).

## **EVENT COLLATERAL**

**Signs, banners and displays** – Metro signature.

Applies to stand-alone signs and displays. Signs displayed in the context of a facility or event that meets the identification standard are exempt.

## **EDUCATIONAL SIGNS AND DISPLAYS**

**Educational signs and displays** – Metro signature.

Applies to stand-alone signs and displays. Signs displayed in the context of a facility or event that meets the identification standard are exempt.

## **MARKETING AND SALES PRODUCTS**

**Audience** – Metro-area, national and international markets.

**Purpose** – Generate sales and profits for Metro enterprise activities.

## **ADVERTISEMENTS AND PROMOTIONAL PRODUCTS**

**Print advertisements** – Metro signature.

**Television advertisements** – Metro signature.

**Radio advertisements** – Metro signature (verbal equivalent).

**Billboards, bus boards, etc.** – Metro signature.

**Flyers** – Metro signature.

**Posters** – Metro signature.

**Brochures** – Metro signature and optional complete or short standard description.

**Newsletters** – Metro signature and optional complete or short standard description.

**Web pages and applications** – Prominent link to Metro homepage.

**Sales receipts** – Metro signature (identification is not required on receipts. When identification is applied, use the Metro signature).

## **PRESENTATION MATERIALS**

**PowerPoint shows** – Metro signature.

**Handouts** – Metro signature. When handouts are part of a set identified with the Metro signature, a copyright note (© Metro 2002) will suffice.

## **EVENT COLLATERAL**

**Signs, banners and displays** – Metro signature.

Applies to stand-alone signs and displays, signs displayed in the context of a facility or event that meets the identification standard are exempt.

## **EXCEPTIONS AND INCLUSIONS**

### **EXCEPTIONS**

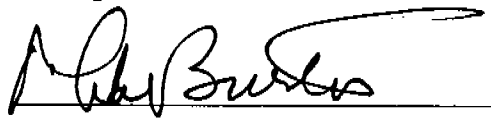
**Partnerships** – Communication tools produced in equal partnership with other organizations are exempt from meeting the minimum identification standard. Metro identification should be consistent with other partners.

**Merchandise** – Merchandise, sales tags and related products are not subject to identification standards. Publications, however, even when sold as a product, are subject to the identification standards.

**INCLUSION**

**Sponsorships** – In general, for the purpose of these guidelines, a sponsor is defined as a business or organization that pays for an event, program or product partially or in total in return for advertising benefits – usually including the display of sponsor identification on promotional products. All Metro departments will attempt in good faith to negotiate placement of the Metro signature on sponsor-funded communication products.

ORDERED this 3<sup>rd</sup> day of June, 2002.

A handwritten signature in black ink, appearing to read "Mike Burton", written over a horizontal line.

Mike Burton, Executive Officer