



**CITY OF BELLE ISLE, FLORIDA
CITY COUNCIL AGENDA ITEM COVER SHEET**

Meeting Date: July 13, 2022

To: Honorable Mayor and City Council Members

From: B. Francis, City Manager

Subject: Communication Style Guide

Background: The Communications Style Guide is designed to help staff and community groups present the City in a consistent, quality voice. They must follow certain parameters and incorporate certain identifying icons in specific ways to present a unified image to all various constituencies to build tradition and spirit - a brand for the City. Whether it's on a pamphlet, poster, newsletter, website, T-shirt, car, or appearing in video production, the City of Belle Isle's image should be consistent and easily identifiable. The Communications Style Guide for the City of Belle Isle will serve as an authoritative reference manual for all communication pieces. To ensure the City's image is consistent throughout its publications and various messages, guidelines set forth within the Communications Style Guide will apply to all printed and electronic materials developed by and for the City of Belle Isle.

It is critical that standards not be changed or used in non-approved ways to deteriorate that communication or compromise legal, approved standards. Every user of the City's identity elements is required to adhere to the standards outlined in this document. Whether on a pamphlet, poster, newsletter, website, T-shirt, or car, the City of Belle Isle's image should be consistent and easily identifiable. This program applies to all visual communications that represent the City to an influential audience, either internally or externally.

Staff Recommendation: Review the packet of information and discuss any changes with the staff. If no changes (additions or deletions) are needed, then approve the packet to be made public.

Suggested Motion: I move we approve the City's Communication Style Guide.

Alternatives: Make changes to the packet as discussed in the meeting.

Fiscal Impact: \$100 (For Printing – Upon Request)

Attachments: Draft of Guide