



ADM 10.01 – Visual Markings for City Vehicles

Purpose	This administrative rule establishes the City’s policy for requiring visual markings on City vehicles and equipment. Consistent visual markings allow vehicles to be readily identifiable as vehicles belonging to or operated by the City of Portland, and provide useful information to the public.
Responsibility	The CityFleet Manager, within the Bureau of Internal Business Services, is responsible for implementing this rule.
Scope	All City-owned, leased or rented vehicles and equipment will have vehicle markings providing specific information applied in a standard format by CityFleet at the time of acquisition. Exceptions are made for undercover vehicles, for marked police patrol and command vehicles, and for firefighting apparatus and command vehicles.
Standard Format	<p>The CityFleet Manager shall maintain and propose updates as necessary to a City Vehicle Marking Guide (ADM 10.01.01) to provide guidance on the accepted standard for vehicle paint color and the standard format and placement of vehicle markings.</p> <p>The standard format for the vehicle markings shall include:</p> <ul style="list-style-type: none"> • “City of Portland” • The City website address: “www.portlandoregon.gov” • The City’s Information and Referral phone number: “503-823-4000” • The relevant vehicle identification number, and • The assigned bureau’s name or identification as a shared CityFleet vehicle. <p>The standard format for vehicle markings shall allow for:</p> <ul style="list-style-type: none"> • The City Flag or • A bureau logo (and slogan, if applicable) <p>The Vehicle Marking Guide provides guidance for adapting the standard format for different vehicle types and sizes. The vehicle identification number may be required in multiple locations on the vehicle.</p> <p>Legislated decals, mandatory safety inspection decals, equipment specific operating safety decals, and other required service stickers affixed by CityFleet, are not considered vehicle markings defined by this policy, and may only be removed or omitted by authorized CityFleet personnel. Warnings (for example, “Many stops, do not follow”) may also be affixed,</p>

as appropriate.

Bureau-sponsored bumper stickers may be allowed only under the exception process described below.

No other private decals or markings are allowed.

**Approved Exceptions
for Portland Police
and Portland Fire &
Rescue**

The Portland Police Bureau and Portland Fire & Rescue may establish different vehicle marking and vehicle paint standards for their emergency response and command vehicles. The Commissioner-in-charge of the bureau shall approve any changes to previous designs, at the recommendation of the bureau's Chief and the CityFleet Manager. Police and Fire & Rescue vehicles not routinely involved in emergency response activities shall be subject to the City standard format as described in the Style Guide. Documentation of the Commissioner-in-charge's approval shall be provided to the CityFleet Manager.

Any City vehicles used in undercover operations shall not be subject to the City Vehicle Marking Style Guide or any bureau-specific vehicle marking or vehicle paint standards.

Heavy equipment vehicles (e.g. backhoes, excavators, etc.) may retain their manufacture standard paint.

Other Exceptions

Limited exceptions to the policy for eligible vehicles may be granted by the Mayor, at the recommendation of the CityFleet Manager and the requesting Bureau Director, under the following conditions:

- Where the display of standard City visual markings could somehow threaten the safety of the driver or vehicle occupants,
 - Where the display of standard City visual markings could impede the work the vehicle or driver is involved in by attracting undesirable attention,
 - Where external sponsorship of City programs may need to be recognized in the form of a decal or decaling scheme on a City vehicle, and/or
 - Where unique program-specific needs are identified by a Bureau Director, requiring a limited exception for a period of time specific to the program's needs.
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Authority

Under City Code 3.15, the Chief Administrative Officer (CAO) is charged with direction and control of the Office of Management and Finance (OMF), which is responsible for providing and coordinating administrative services of the City (including fleet services) in support of the operational needs of City bureaus.

The CAO is authorized by City Code 3.15.010 to formulate, approve and issue administrative rules, procedures and systems for providing these services.

The CityFleet Manager shall maintain the City Vehicle Marking Guide and necessary equipment and materials for producing and applying vehicle markings.

Related Policies and Procedures

[Portland City Code 1.06 Official Flag](#)

History

Adopted by Resolution XYZ, effective XXX.

ADM 10.01.01 City Vehicle Marking Guide

Administrative Procedure Adopted by OMF Bureau of Internal Business Services

Purpose

This administrative procedure provides guidance to the CityFleet Division and City bureaus regarding markings for City vehicles and equipment. The procedure provides detail in support of the Citywide administrative rule ADM 10.01 Visual Markings for City Vehicles.

Standard Format for Vehicle Marking

The standard decal for placement on vehicle doors includes a “City” section and, in most cases, a “bureau” section. The City section, common to all marked City vehicles, includes:

- “City of Portland”
- A rose logo
- The City website address: “www.portlandoregon.gov”
- The City’s Information and Referral phone number: “503-823-4000”, and
- The relevant vehicle identification number.

The standard format for the “bureau section” includes:

- A bureau logo including the bureau’s name (and slogan, if applicable)
- Or the City Flag (if no bureau logo) with the bureau’s name (or identification as a shared CityFleet vehicle).

Neither the height nor the width of the bureau section may exceed that of the City section, with placement of the bureau logo’s right edge, equidistant from the dividing line of the combined decal.

CityFleet is responsible for providing artwork for the City section of the decal. Bureaus are responsible for providing the artwork for the bureau section, in the format designated by CityFleet.

Standard Paint Color for Vehicles

- White
- Heavy equipment vehicles may retain their manufacture standard paint.

Standard Placement of Markings

- The standard decal markings are placed on the left and right front doors of all vehicles.
- Vehicle ID numbers are included in the standard decal marking, as well as on the driver’s side of the hood/front of the vehicle, and on the right rear of the vehicle.
- Safety markings or warnings may be placed on the front or the rear of the vehicle at the request of the bureau and at the direction of the CityFleet Manager.
- Program-related bumper stickers may be placed on the rear bumper, with the approval of the Bureau Director and CityFleet Manager (e.g. PBOT’s “I Share the Road” – maximum one per vehicle).

Limited Space, Specialized Vehicles

- If space is limited, the City section of the decal may be used alone with the bureau’s name (or identification as a shared CityFleet vehicle) using Myriad Pro font.
- For vehicles with transparent doors (such as heavy equipment), both the City section of the

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standard decal and the bureau section may be modified to allow for greater visibility, e.g. by changing black or dark printing to white.

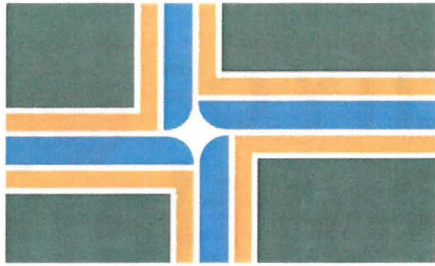
- If space is limited, the City and bureau section may be arranged vertically at the discretion of the bureau and the CityFleet manager.

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Example Using City Flag

Example: Bureau of Technology Services



**Bureau of
Technology Services**

CITY OF 
Portland

503-823-4000

www.portlandoregon.gov

VEHICLE NO. 13000

Examples Showing Potential Modifications of Bureau Section

Bureaus may adjust their logos to fit the standard decal frame, with each bureau responsible for determining whether to include a bureau slogan, the full bureau name or a shortened version.

Example: Bureau of Planning and Sustainability – two possible options



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

CITY OF 
Portland

503-823-4000

www.portlandoregon.gov

VEHICLE NO. 13000



**Bureau of Planning
and Sustainability**

Innovation. Collaboration. Practical Solutions.

CITY OF 
Portland

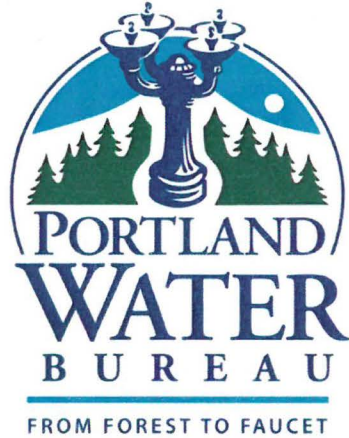
503-823-4000

www.portlandoregon.gov

VEHICLE NO. 13000

Examples of Standard Format Decals with Bureau Logos

Three examples: Portland Water Bureau, Portland Fire and Rescue, and Bureau of Environmental Services.



CITY OF 
Portland

503-823-4000
www.portlandoregon.gov
 VEHICLE NO. 13000



CITY OF 
Portland

503-823-4000
www.portlandoregon.gov
 VEHICLE NO. 13000



**ENVIRONMENTAL
 SERVICES**
 working for clean rivers

CITY OF 
Portland

503-823-4000
www.portlandoregon.gov
 VEHICLE NO. 13000

Example: Bureau of Development Services – two possible options



**Bureau of
Development
Services** FROM CONCEPT
TO CONSTRUCTION



**Bureau of
Development
Services** FROM CONCEPT
TO CONSTRUCTION

CITY OF 
Portland

503-823-4000

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Examples of Modifications for Color and Placement on Specialized Vehicles

Examples on heavy equipment with clear or dark backgrounds and limited space.



Example of vehicle with limited space.



Responsibility: The Bureau of Internal Business Services is responsible for review and update of this administrative procedure.

Related policies: ADM 10.01 Visual Markings for City Vehicles

History: Adopted DATE by the Director of BIBS.