THE CITY OF SAN DIEGO

Visual Style Guide

The City *of* SAN DIEGO

July 2017

SD

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Correspondence Style Guide on Page 46

01
Overview

Style Guide

The Style Guide provides a comprehensive foundation of graphic standards for proper presentation of the City of San Diego's visual identity. Use of the Style Guide improves communication by ensuring consistency within an organization and enforces best practices by guiding designs to a quickly recognizable professional outcome.

The Style Guide is derived from two key elements: the color palette and the City logo. Together they provide a unifying theme and position the City as One San Diego, speaking with one, unified voice.

Development of the style guide is grounded in extensive research and testing. Focus groups, user interviews and online surveys captured participant's ideas and opinions. Key decisions regarding content and logo were based on feedback from the public.

The City can push its identity into exciting new areas. However, the identity can only make a positive impact if it is used consistently and correctly.

IMAGE BY: TED MCGRATH

02
Values

Design values serve as an outline to follow during the design of a project.

Key questions to ask:

- What is the intent of the document?
- Will users understand its intent or take intended action?
- Is this the correct approach for the project?

Guidelines to follow:

1 Simple

- Simple visuals are easier to consume, process and remember
- Everything should be visually clear

2 Accessible

- Always design within the context of your audience. No one should feel left out
- Everyone should have the resources they need to become a contributor

3 Consistent

- Consistent visual languages build trust
- Visual repetition lowers the barrier to entry for communicating information

4 Contrasted

- Create a clear hierarchy of information using strong contrast.
  Things should have differing size, shape and color depending on importance
- Lead the user on the intended path you want them to take—make it overly-obvious

Community engagement throughout the city reinforced the need to adhere to the values San Diegans say matter the most.

1 Togetherness

San Diego values community and takes pride in its neighborhoods and military.

2 Diversity

San Diego values the diversity of its citizens (and their cultures) and our landscapes.

3 Adventures

San Diego values outdoor living, the communities that come with it.

4 Singular Geography

San Diego's geography keeps us outside and enables an active lifestyle.

03
The City Seal

3.1 ANATOMY AND ORIGINS

The official seal of the City of San Diego was adopted by the City Council on April 14, 1914.

A. The pillars of Hercules are used as supporters to recall the ancient territorial jurisdiction of Spain.

B. The winged wheel represents manufacturing and transportation.

C. The two connected dolphins symbolize the Pacific and Atlantic oceans, inseparably united by the Panama Canal.

D. The motto, “Semper Vigilans,” means “ever vigilant”.

E. The orange tree represents agriculture.

F. The Spanish caravel represents the exploration and settlement by the Spanish.

G. The blue wavy band below it represents the city’s position on the sea.

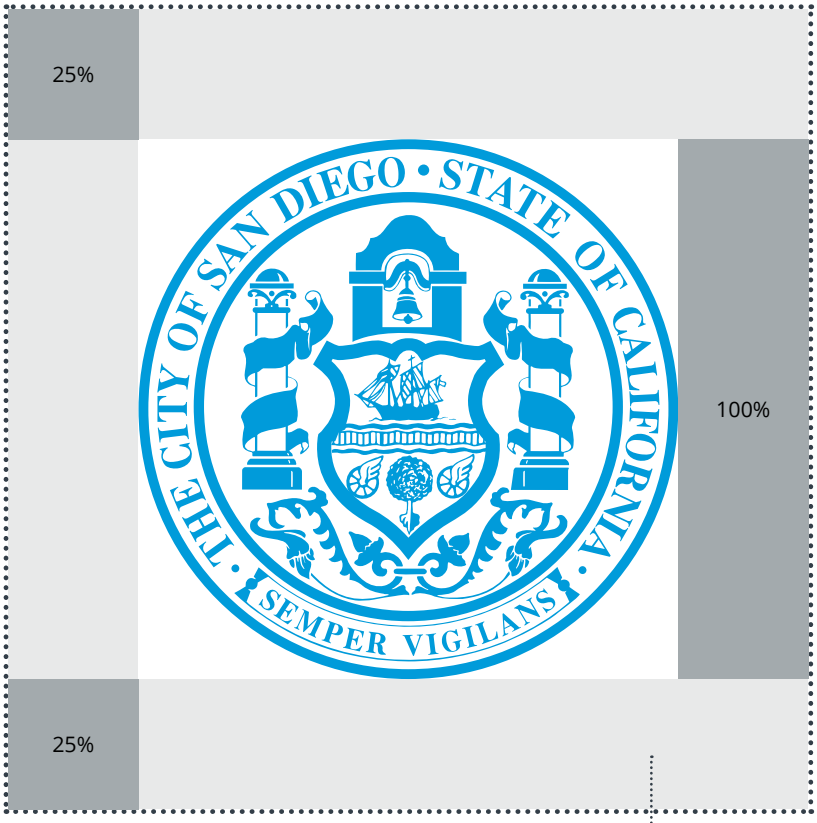
H. The mission, or carmelite belfry, suggests early settlement by the mission fathers.

3.2 SIZING AND GEOMETRY

In order to maintain the integrity of the seal, the minimum diameter size should be .75 inches for print or 116 pixels for digital applications.

The clearspace for the seal should always be a minimum of 25% of the overall height—as shown here.

For more information on clearspace, see page 16.



Digital Applications: 116px

Printed Applications: .75in

3.3 CITY SEAL USAGE

- The City seal was designed by Carlton Monroe Winslow and was originally used to legitimize or validate documents.
- With the advent of the City logo, the City seal will return to its elevated status and be reserved for use on official documents only.
- The seal can be used on reports to council or committee, official memos, letters, certificates and proclamations.
- The City seal cannot be used in conjunction with the City logo.

THE CITY OF SAN DIEGO

MEMORANDUM

DATE: January 1, 2016 (use: month, day, year format)

TO: The following are samples when addressing:
Honorable Mayor
Honorable Mayor and Members of the City Council
Honorable Council President *<first name last name>* and Members of the City Council
Honorable Councilmember *<first name last name>*, District *<#>*
John Doe, Director, *<department name>*
John Doe, Deputy Director, *<division name>*, *<department name>*

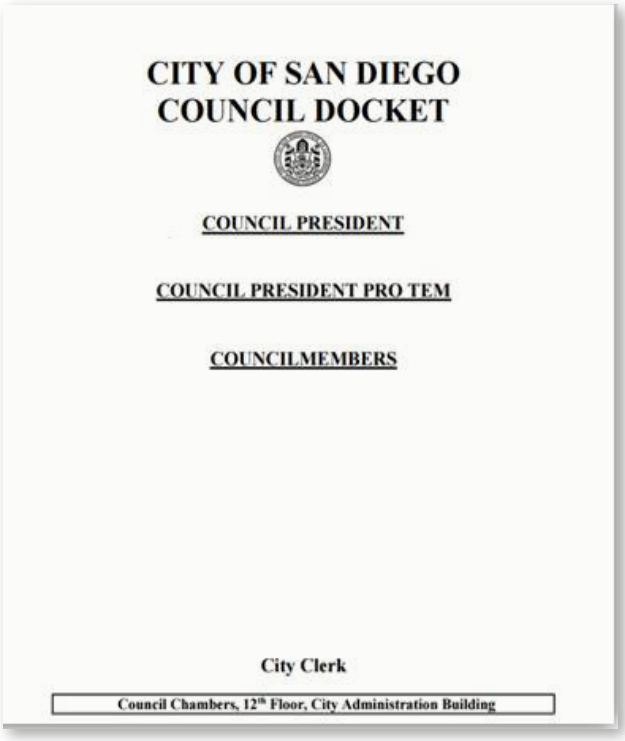
FROM: John Doe, *<title>*, *<department name>*

SUBJECT: What the memo relates to

One page memo

Sender's full name (optional, sender can sign at the end of his/her name on the FROM: line)

AUTHOR'S INITIALS/typist initials



CITY OF SAN DIEGO
COUNCIL DOCKET

COUNCIL PRESIDENT

COUNCIL PRESIDENT PRO TEM

COUNCILMEMBERS

City Clerk

Council Chambers, 12th Floor, City Administration Building

Proclamation of the City Council
City of San Diego

CITY OF SAN DIEGO EMPLOYEE APPRECIATION MONTH

Presented by Mayor Kevin L. Faulconer,
Council President Sherri Lightner and
Council President Pro Tem Marti Emerald

WHEREAS, the City of San Diego was incorporated in 1850 and since then has proudly relied on the dedication and hard work of city employees; and

WHEREAS, the City of San Diego provides excellent services to its 1.3 million residents, ranging from public safety to economic development, building permits to parks, and everything in between; and

WHEREAS, the City of San Diego has over 10,000 hard-working public employees which make up its talented workforce; and

WHEREAS, the City of San Diego's public service men and women are on the job 365 days of the year, 24 hours a day protecting life, property, and building a better quality-of-life for all San Diegans; and

WHEREAS, the City of San Diego employees allow for the functioning and provision of services from the City to its constituents; and

WHEREAS, the City of San Diego employees make countless sacrifices in order to ensure that the City is able to go about its daily routine, accommodating the citizens of America's Finest City; and

WHEREAS, the Mayor and City Council would like to properly and officially recognize and thank all city employees for all of their dedicated service to the citizens of the City of San Diego; **NOW, THEREFORE,**

BE IT PROCLAIMED, by the Mayor and City Council of the City of San Diego, for and on behalf of the people of San Diego, do hereby proclaim the month of August 2015, to be **"CITY OF SAN DIEGO EMPLOYEE APPRECIATION MONTH"** in the City of San Diego.

Approved by Council this 4th Day of August 2015

04
Logos

Logo Background

The logo is at the core of the City's values. The "O" represents a central point of origin, a rally point for all residents to share in common.

The "Sails" wrapping around the "O" symbolize the geography and amenities that only San Diego can offer the community.

This style guide introduces all approved City of San Diego logo versions and demonstrates the rules for both print and digital use. Always use the logos in accordance with these guidelines.

The design language in this document is the primary tool for the City of San Diego to communicate. The face of this communication is the logo. The primary logo, shown here, has a family of alternates to be used for specific purposes. With this family, San Diego can communicate consistently across different media and size requirements.

4.2 PRIMARY LOGO ANATOMY

When working with the logo, it's important to know the correct terminology. The logo is composed of three parts; the sails, the preface, and the logotype. When all these elements combine—we have the complete logo.

Preface

For the Preface, "The City" is set in Merriweather Bold, with "of " being Merriweather Bold Italicized.

Logotype

The logotype is set in Sifonn Basic.

Note: Learn more about typography on page 24.

Full Primary Logo

Clearspace

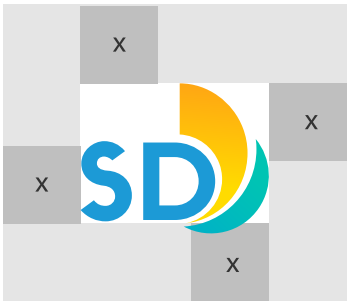
Working with the logos requires consistent clearspace. **Clearspace is the "blank" space (X) around the entire logo that is free of text and other graphics.** The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed.

Spacing

Spacing of the primary logo elements should never change.

Units

The method for spacing is measured in relative "x" units. One "x" can be determined from the height of the letter "D" in the logotype.



Electronic files of the City logo in different formats are available for download at www.sandiego.gov/communications/design

4.4 LOGO VARIATIONS AND USAGE

Variations of the primary logo can be used for communicating across different size and media requirements. The content and size should define what type of layout to use.

Primary

This horizontal alternate works well when the logo is not meant to be the focus of the design, but rather an element of authentication.

Large Spaces

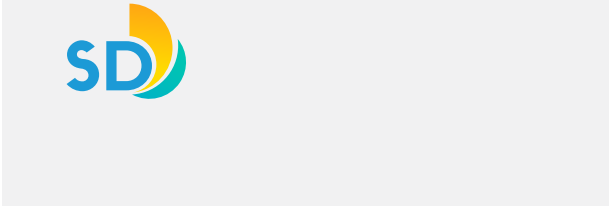
Alternate Stacked

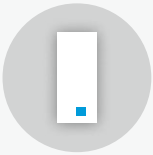
This alternate stacked logo is available for use when the design space is vertical.

Short Spaces

Alternate Initials

This alternate initials is perfect for small and/or digital applications. For example, on a mobile device when the alternate stacked may be scaled too small to maintain legibility.





Short Tall

Note:

The color and reverse variations can be applied to the alternate logos.

4.5 COLOR VARIATIONS

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed option (next page) should also be used whenever possible.

Full Color

Four Color

The four-color logo removes gradients from the sails of the logo.

Four Color

Two Color

The two-color logo uses the black and blue colors from the palette.

Two Color

One Color

A single-color can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

One Color

Black and White

This option is to be used for low fidelity printing. For example, drafts, faxes or receipts.

Black & White

4.6 REVERSE

The reverse logo version is for use in applications with dark or solid-color backgrounds.

Blue Background

Full color

One color (reversed)

Dark Backgrounds

Full color

One color (reversed)

4.7 INCORRECT USAGE

Using the approved rules and logo versions explained in this style guide will strengthen brand consistency and maintain the integrity of the identity.

Incorrect usage of The City of San Diego identity, as seen here in several examples, should be avoided.

Don't remove elements

Don't add elements

Don't rotate

Don't change spacing

Don't change kerning

Don't resize the symbol

Don't change type

Don't change colors

Don't reposition

Don't stretch

Don't resize the type

Don't cover up

4.8 DEPARTMENT LOGOS

The City of San Diego logo can be used to create department logos. For consistency, always use the provided templates found on the next page.

One Line

One Line/Two Words

Two Lines

4.9 HOW TO CREATE THEM

These department logo templates can be used for creating logos with varying name lengths.

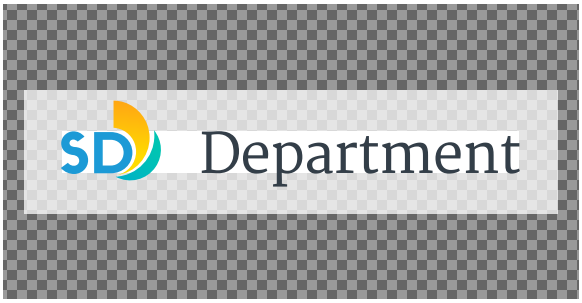
Do

- Always start with the approved template
- Always keep department names left justified
- Use the font:
  Merriweather – Regular

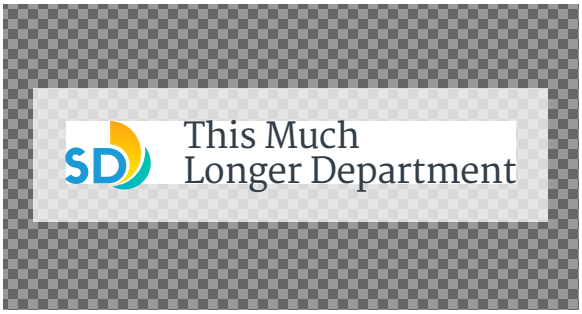
Do Not

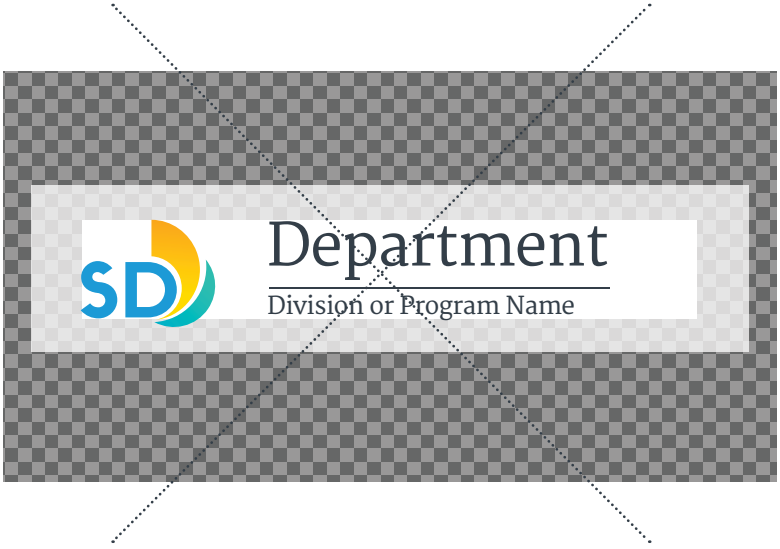
- Don't have a department name wrap more than three lines
- Don't change alignment or geometry
- Don't change or add elements
- Don't break the department name to two lines if the first word of the department name is shorter than the logo
- Don't brand to a division or program, only to the City or department

Template A
One Line



Template B
Two Lines





Do not expand out to division or program name

05
Typography

5.1 INTRODUCTION

The chosen typefaces to express The City of San Diego brand are the full typeface families of Merriweather and Open Sans. Both fonts are available on city computers.

Merriweather

This serif typeface family is intended for body copy and text applications. Ten point is the acceptable standard font size.

Aa

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

This typeface family is for body copy and for all headlines.

Aa

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Print Type Styles

These examples show print type styles and are what compose the type in this document.

Open Sans Semi Bold - 64

Main Title

Open Sans Reg - 48

Headline

Open Sans Bold - 15

SUBHEAD

Open Sans Bold - 13

Subhead

Merriweather Reg - 10

Paragraph

Merriweather Reg - 8

Small Paragraph or Call-Out

Merriweather Regular - 10pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Open Sans Regular - 10pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

06
Color Palette

Inspiration

San Diego's natural beauty is world-renowned. This, paired with its warm atmosphere, are the foundation and inspiration for the brand colors.

The color palette includes a dominant blue, a complementary gold, and supporting secondary neutral tones.

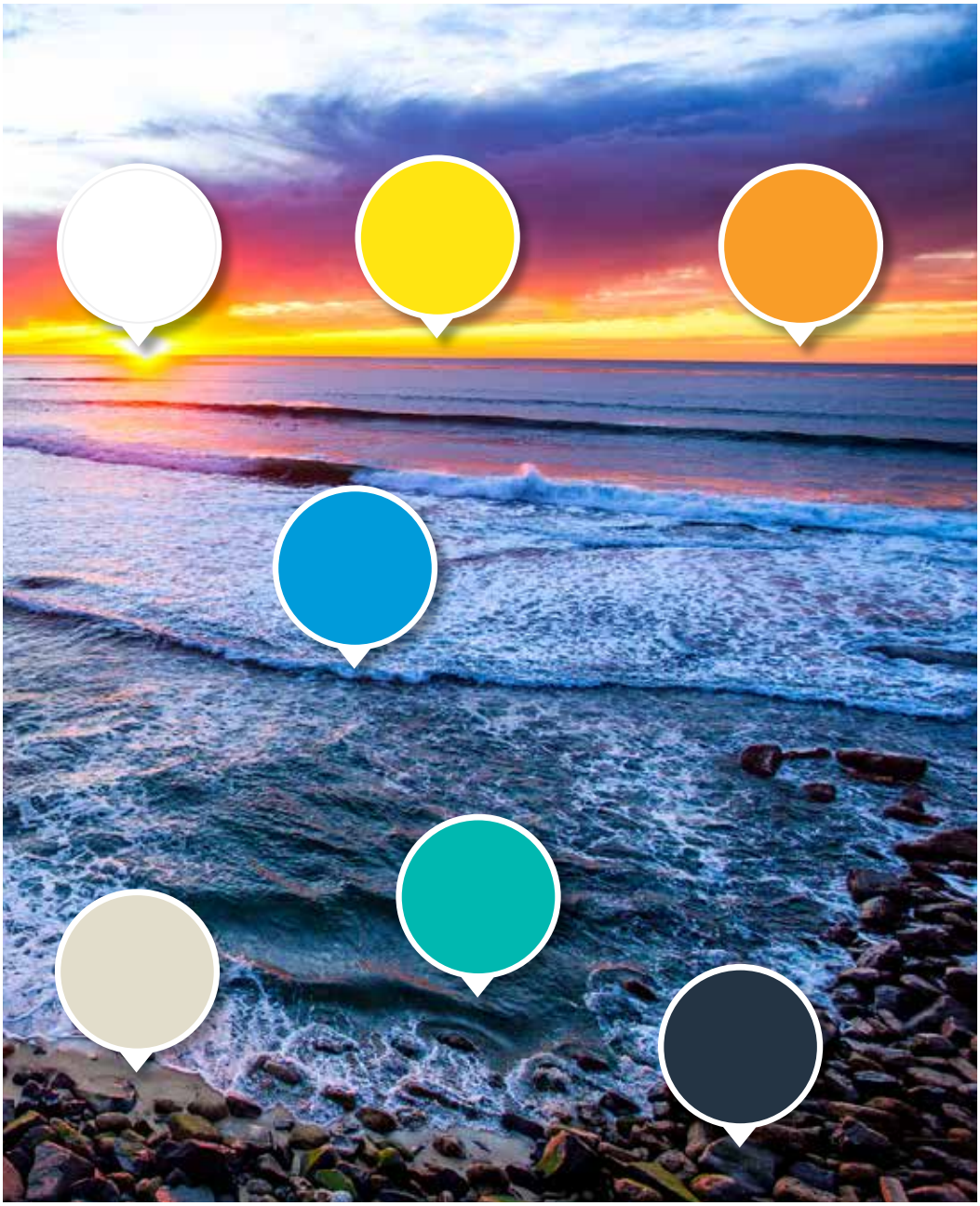


IMAGE BY: MICHAEL MATTI

6.2 PRIMARY PALETTE

Color matters. Always use the appropriate version of the color palette for your needs. The four versions are:

Pantone (PMS)

Pantone colors, also known as the Pantone Matching System, is a universal color system that will ensure all vendors produce the same colors.

CMYK

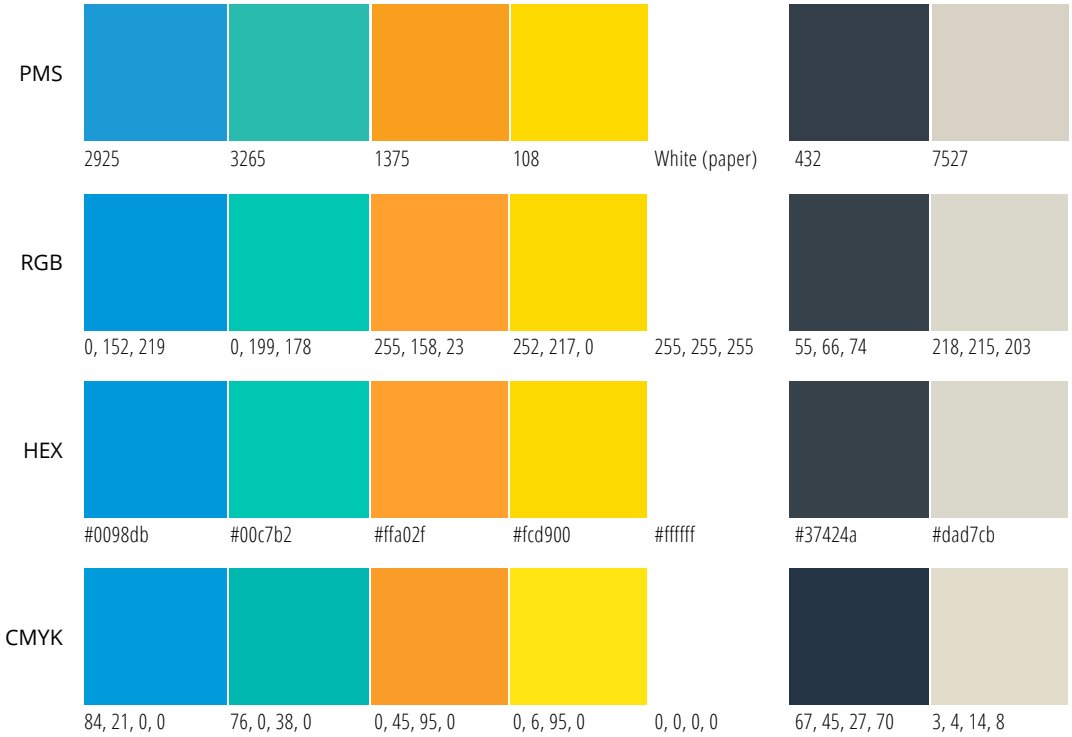
Process color, otherwise known as four-color process or CMYK, is a blend of four standard ink colors; Cyan, Magenta, Yellow and Key Black. These are a printer's primaries and can be combined to create the majority of visible ink colors.

RGB

RGB color is the spectrum of visible colors that are emitted by a digital monitor. In other words, RGB is a light based mode of color. RGB color is best used for websites, digital publications, and desktop wallpapers

Hex

Hexadecimal numbers, or "HEX" numbers, are a base-16 numbering system used to define colors on Web pages. A HEX number is written from 0-9 and then A-F.



6.3 SECONDARY PALETTE

PMS	2945	3295	1395	110	Cool Gray 9	433	7529
RGB	0, 84, 159	0, 123, 105	156, 97, 20	215, 169, 0	116, 118, 120	27, 36, 42	189, 177, 166
HEX	#00549f	#007b69	#9c6114	#d7a900	#747678	#1b242a	#bdb1a6
CMYK	100, 52, 2, 12	100, 5, 51, 23	10, 51, 100, 36	2, 24, 100, 7	29, 23, 16, 51	90, 69, 40, 89	7, 14, 20, 21
PMS	2935	2985	1385	109	Cool Gray 6	431	7528
RGB	0, 91, 187	0, 149, 129	212, 118, 0	254, 209, 0	173, 175, 175	94, 106, 113	202, 192, 182
HEX	#005bbb	#009581	#d47600	#fed100	#adafaf	#5d676f	#cac0b6
CMYK	100, 52, 0, 0	97, 1, 49, 3	0, 56, 100, 7	0, 10, 100, 0	18, 11, 8, 23	45, 27, 17, 51	5, 10, 17, 15
PMS	2915	3245	1365	100	Cool Gray 1	427	7527
RGB	94, 182, 228	128, 224, 211	255, 182, 82	243, 236, 122	224, 225, 221	209, 212, 211	218, 215, 203
HEX	#5eb6e4	#80e0d3	#ffb652	#f3ec7a	#eoe1dd	#d1d4d3	#dad7cb
CMYK	61, 7, 0, 0	45, 0, 21, 0	0, 33, 75, 0	0, 0, 58, 0	3, 2, 4, 5	7, 3, 4, 5	3, 4, 14, 8

6.4 COLOR PAIRINGS

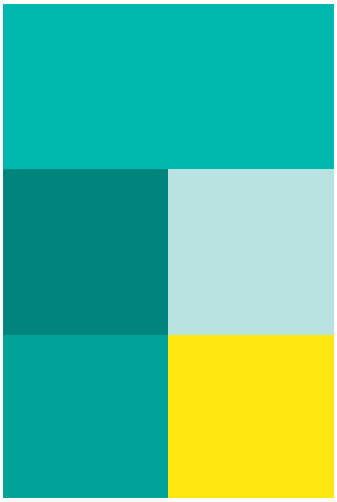
The primary palette can be broken into pairings to best meet the needs of a design. As a general rule, start with the dominant color that best matches the tone of the main image in a design. For example, if a photo has primarily cool tones, start with Palette 1.

These pairings are comprised of a dominant analogous set with a single complimentary color from the primary palette. This compliment art color is used among the set to highlight or distinguish elements within a design.

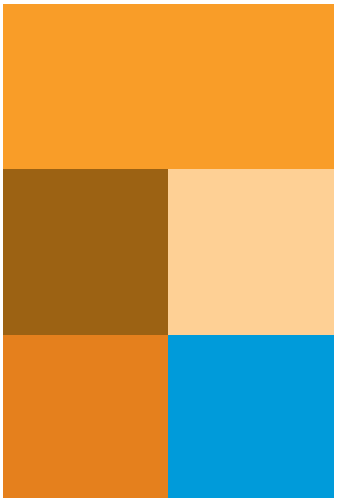
These pairings represent the only approved color palettes. New palettes should not be created.

Palette 1 - Sea

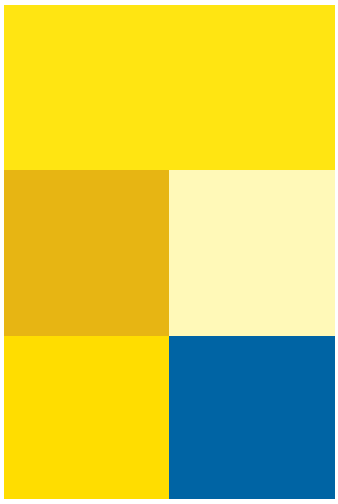
Palette 2 - Summer



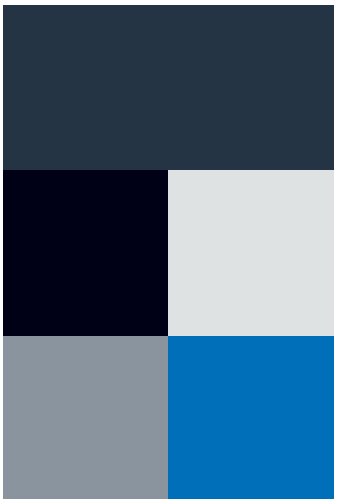
Palette 3 - Sunset



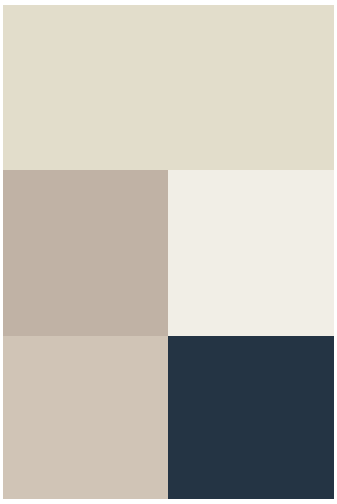
Palette 4 - Sunrise



Palette 5 - Classic



Palette 6 - Urban



6.5 COLOR TONES

These examples show how the palettes can be paired with the existing tone of photography.

Palette 1

Sea

Palette 4

Sunrise

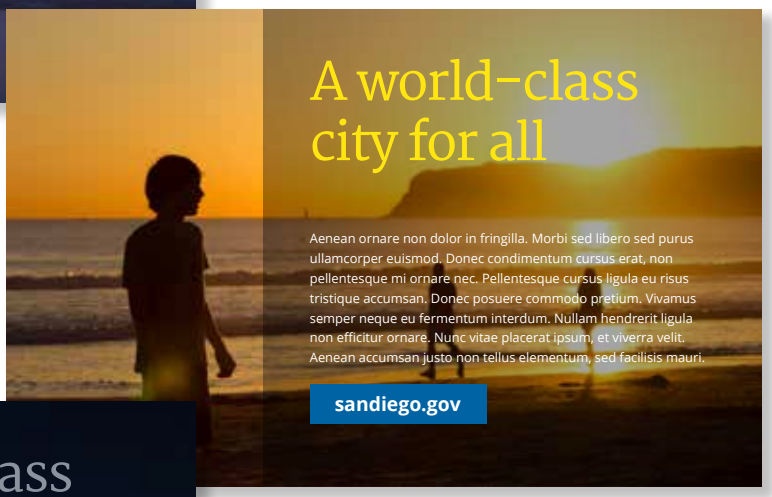
Palette 5

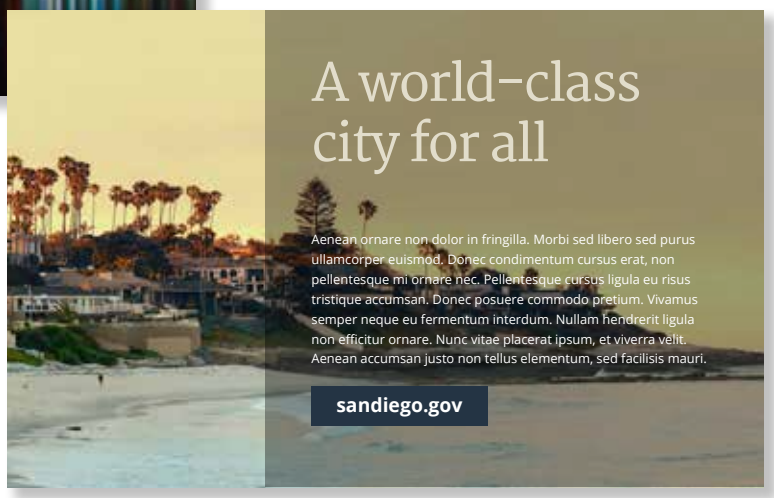
Classic

Palette 6

Urban

6.6 COLOR TONE EXAMPLES





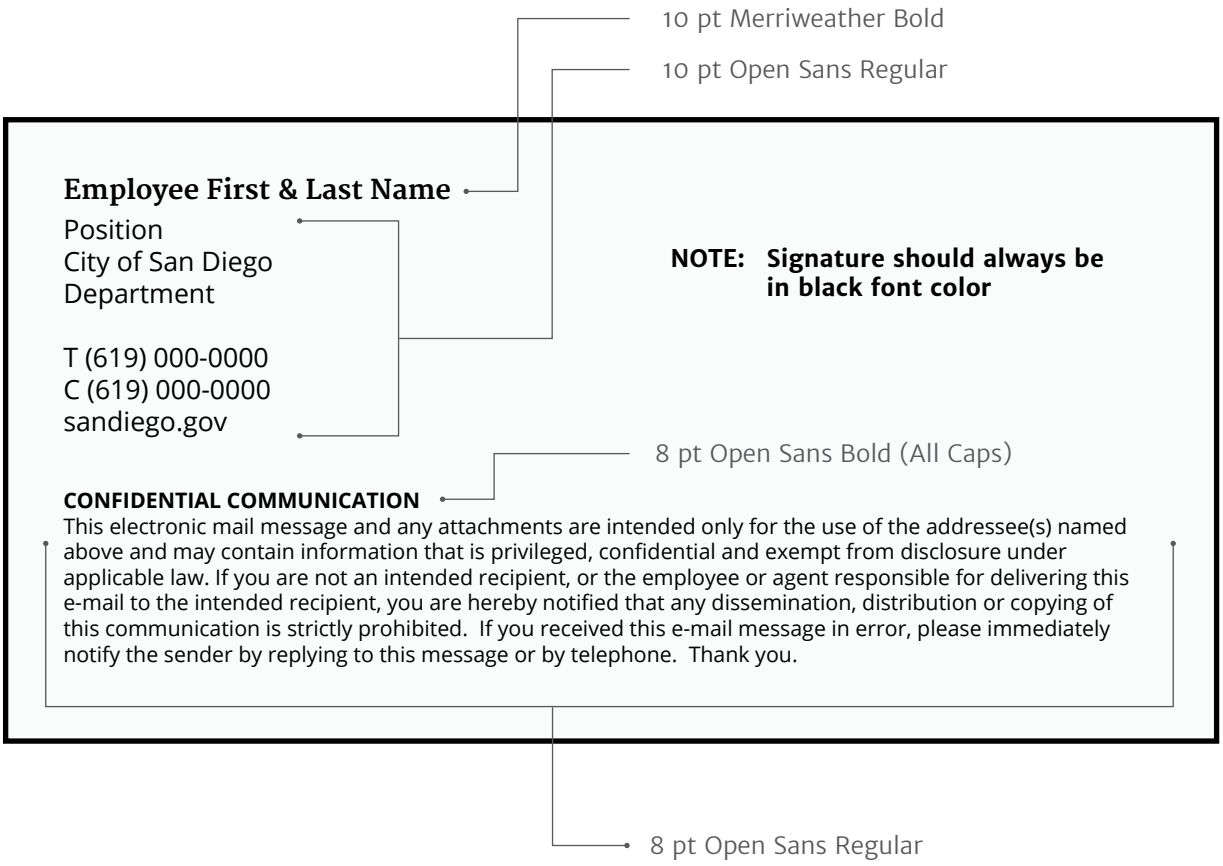
07
Email Signature

Standard Email Signature

Email is an acceptable form of communication in the City. However, it is important to remember that the tone and format of the email represents the City as an organization, and must always be professional.

A consistent email signature that follows the Visual Style Guide standards adds a professional touch and an immediate connection to the City brand. All City employees should use the email signature block provided below.

PLEASE NOTE: Personal quotes, graphics and social media icons should not be used in the email signature. However, it is permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.



08
Charts, Graphs and Maps

8.1 CHARTS AND GRAPHS

Simplicity is key to data communication. These examples are characterized by simple lines, colors and shapes. Do not add flourishes beyond necessity. For larger number displays use the Merriweather typeface found on page 24.

Principles

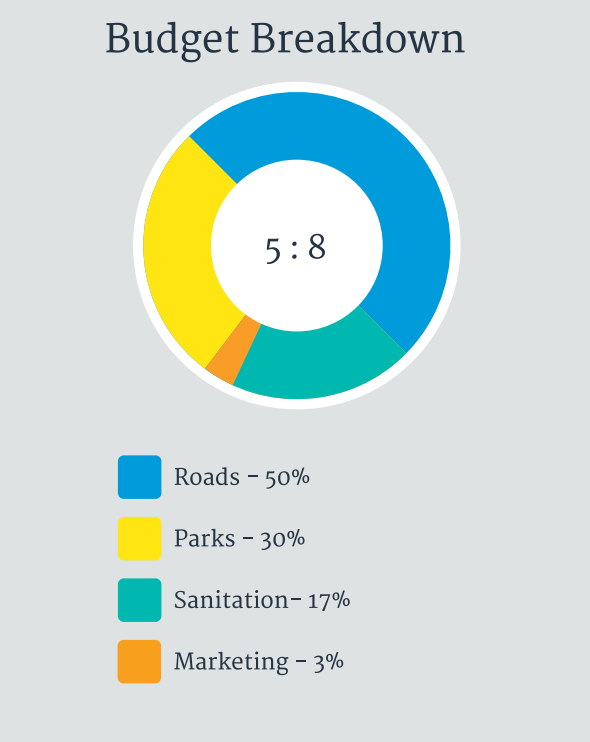
1. Aways maintain high contrast for low light screens and the visually impaired.

2. Whenever possible alternate between warm and cool colors. This will ensure maximum legibility. See the color palette on page 27 and 28.

3. Be bold. Use thick shapes and lines.

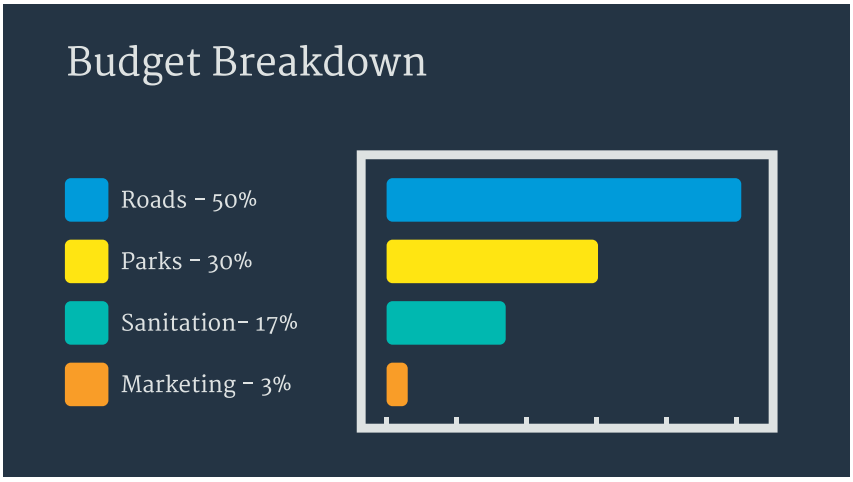
Pie Chart

Pie charts should always be accompanied with a key



Bar Graph

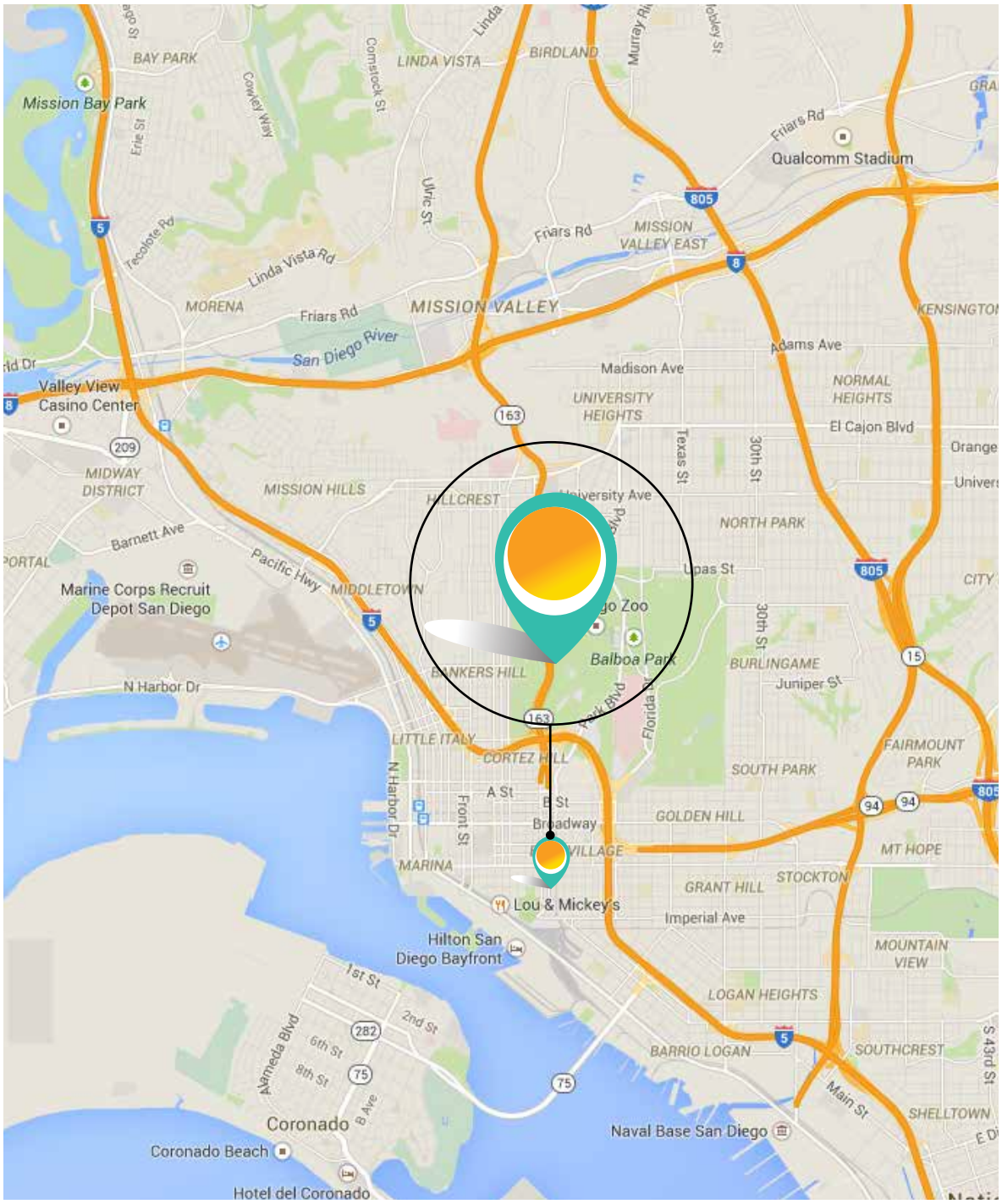
Bar graphs should always be accompanied with a key



8.2 DIGITAL MAPS

For digital applications, it is recommended to use Google Maps. It is free, reliable and familiar to most users. When appropriate, take advantage of the custom color options available within the Google Maps API.

A custom branded map pin can be used when applicable as shown here.



09
Design Samples and Templates

The City of
SAN DIEGO

Department
Division

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The City of
SAN DIEGO

Department
Division
Address, Mail Station
San Diego, CA 92121

RETURN SERVICE REQUESTED

The City of
SAN DIEGO

Employee First Last Name
Title
Department, Division

Address, Mail Station
San Diego, CA 92121
Employee@sandiego.gov

T (619) 000-0000
C (619) 000-0000
sandiego.gov

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John Doe

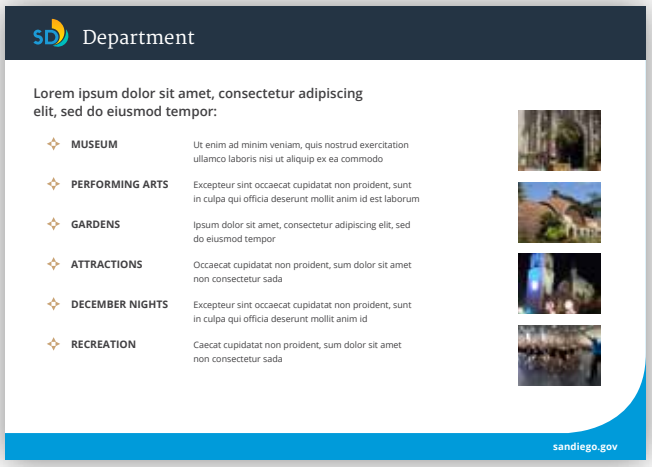
Address, Mail Station
San Diego, CA 92121
department@sandiego.gov

T (619) 533-5555
sandiego.gov

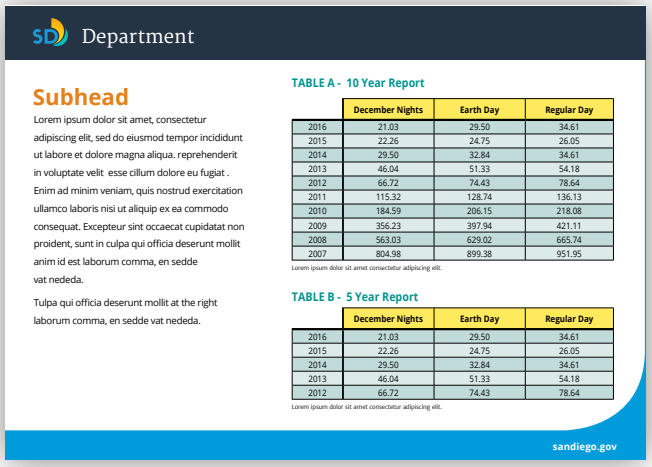
PowerPoint Sample

Title page

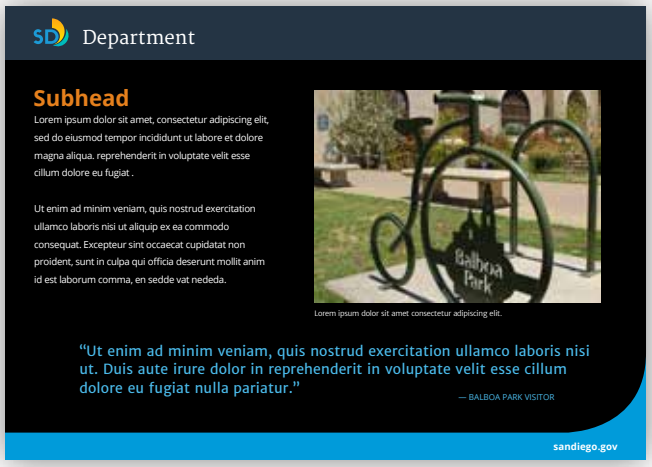
Headline and subhead with text and graphics



Bulleted items



Text and tables



Subhead with reversed text and quote

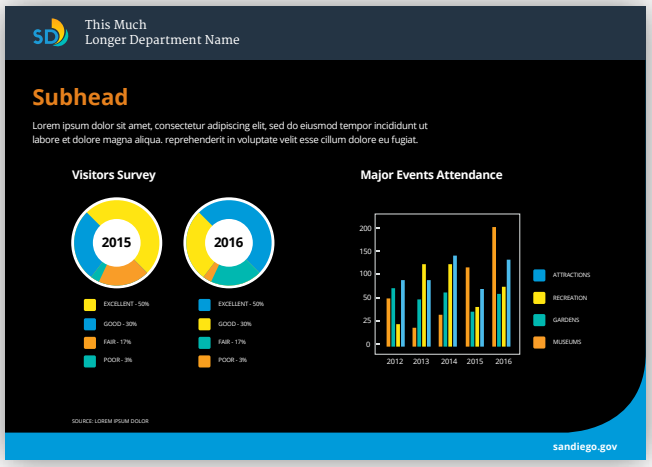


Chart and infographics

CityTV Live Broadcast Graphics

City Council Graphic

Open Graphic

CityTV Graphics Template

City Council Meeting Graphic - Template

Title Page

Department:
25 pt Merriweather Regular

Main Title:
40 pt Open Sans

White Background

Headline:
40 pt Open Sans

Subhead:
28 pt Open Sans

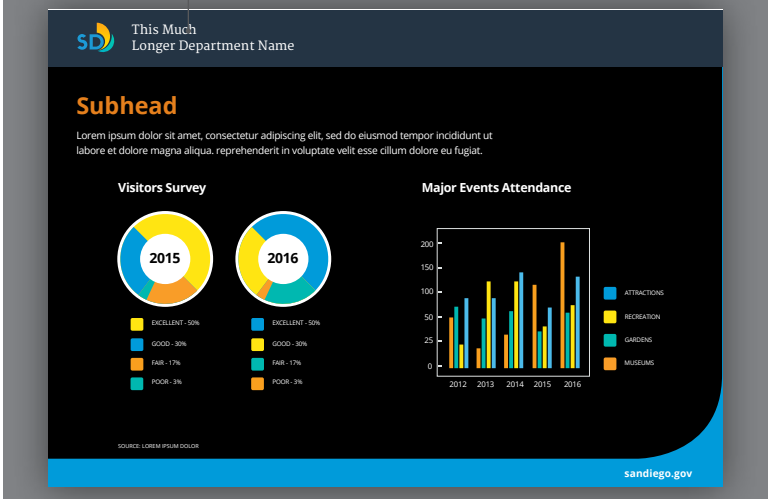
Body Text:
18 pt Open Sans

Clearspace:
Image and text should maintain a minimum 0.5 in. space

Dark Background

Department:
Merriweather
25 pt. One Line Name

16 pt./20pt. Line Spacing for Longer Department Name



The City of SAN DIEGO Public Works Department

FACT SHEET

9192 Topaz Wa

The City of SAN DIEGO Park and Recreation

FACT SHEET

500 Park Blvd,

The City of SAN DIEGO Public Utilities Department

FACT SHEET

Sewer Group Job 525

Background

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Project Overview

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Project Schedule

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore.

9192 Topaz Way, San Diego, CA 92123 | (858) 292-6300 | fax: (858) 292-6310 | sandiego.gov/publicutilities

FACT SHEET TEMPLATE

Graphics:
Six photos that best represent the department. Images should be 300 dpi resolution.

Header and Additional Page(s) Call Out
10 pt. Merriweather
(Reversed out text)

Second Page

Page 2: Sewer Group Job 525 Project Schedule and Overview

Front Page

The City of SAN DIEGO Public Utilities Department

FACT SHEET

Department:
20 pt. Merriweather
(Black Font)

Title Box:
24 pt. Open Sans
(Reversed out text)

Sewer Group Job 525

Background

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Project Overview

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- Nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea
- Velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas

Margins:
Left – 1.5 inches
Right – 0.75 inch

Project Schedule

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore.

Text Box for Address, Phone, Fax and Email:
9 pt.
Merriweather

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9.4 OUTDOOR

Grow
The City of
SAN DIEGO
Create
The City of
SAN DIEGO

Opportunity
STARTS
HERE
SanDiego.gov
The City of
SAN
DIEGO

Opportunity
STARTS HERE
SanDiego