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Correspondence Style Guide on Page 46
01 Overview
1.1 DEFINITION

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.
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.


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.
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.
04 Logos
4.1 INTRODUCTION

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.
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
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.

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

**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.

**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.

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

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

**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.

**Black and White**
This option is to be used for low fidelity printing. For example, drafts, faxes or receipts.
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)
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.
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.
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

Do not expand out to division or program name.
05

Typography
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.

**Open Sans**
This typeface family is for body copy and for all headlines.

---

**Merriweather**

- **LIGHT**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **REGULAR**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **ITALIC**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

---

**Open Sans**

- **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.

---

**Main Title**
Open Sans Semi Bold - 64

**Headline**
Open Sans Reg - 48
Open Sans Bold - 15 **SUBHEAD**
Open Sans Bold - 13 
Merriweather Reg - 10 **Subhead**
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
6.1 OVERVIEW

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.
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

<table>
<thead>
<tr>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
<th>CMYK</th>
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<td>0, 84, 159</td>
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<td>100, 52, 2, 12</td>
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<td>0, 123, 105</td>
<td>#007b69</td>
<td>100, 5, 51, 23</td>
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<td>110</td>
<td>215, 169, 0</td>
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<tr>
<td></td>
<td>Cool Gray 9</td>
<td>116, 118, 120</td>
<td>#747678</td>
</tr>
<tr>
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<td>29, 23, 16, 51</td>
<td></td>
<td></td>
</tr>
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<td>433</td>
<td>27, 36, 42</td>
<td>#1b242a</td>
<td>90, 69, 40, 89</td>
</tr>
<tr>
<td>7529</td>
<td>189, 177, 166</td>
<td>#bdb1a6</td>
<td>7, 14, 20, 21</td>
</tr>
<tr>
<td>2935</td>
<td>0, 91, 187</td>
<td>#005bbb</td>
<td>100, 52, 0, 0</td>
</tr>
<tr>
<td>2985</td>
<td>0, 149, 129</td>
<td>#009581</td>
<td>97, 1, 49, 3</td>
</tr>
<tr>
<td>1385</td>
<td>212, 118, 0</td>
<td>#d47600</td>
<td>0, 56, 100, 7</td>
</tr>
<tr>
<td>109</td>
<td>254, 209, 0</td>
<td>#fed100</td>
<td>0, 10, 100, 0</td>
</tr>
<tr>
<td></td>
<td>Cool Gray 6</td>
<td>173, 175, 175</td>
<td>#adafa</td>
</tr>
<tr>
<td></td>
<td>18, 11, 8, 23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>431</td>
<td>94, 106, 113</td>
<td>#5d676f</td>
<td>45, 27, 17, 51</td>
</tr>
<tr>
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<td>202, 192, 182</td>
<td>#cac0b6</td>
<td>5, 10, 17, 15</td>
</tr>
<tr>
<td>2915</td>
<td>94, 182, 228</td>
<td>#5e6e64</td>
<td>61, 7, 0, 0</td>
</tr>
<tr>
<td>3245</td>
<td>128, 224, 211</td>
<td>#80e0d3</td>
<td>45, 0, 21, 0</td>
</tr>
<tr>
<td>1365</td>
<td>255, 182, 82</td>
<td>#ff6562</td>
<td>0, 33, 75, 0</td>
</tr>
<tr>
<td>100</td>
<td>243, 236, 122</td>
<td>#f3ec7a</td>
<td>0, 0, 58, 0</td>
</tr>
<tr>
<td></td>
<td>Cool Gray 1</td>
<td>224, 225, 221</td>
<td>#eoe1dd</td>
</tr>
<tr>
<td></td>
<td>3, 2, 4, 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>427</td>
<td>209, 212, 211</td>
<td>#d1d4d3</td>
<td>7, 3, 4, 5</td>
</tr>
<tr>
<td>7527</td>
<td>218, 215, 203</td>
<td>#dad7cb</td>
<td>3, 4, 14, 8</td>
</tr>
</tbody>
</table>

---

29 The City of San Diego | Style Guide | Color Palette
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.
These examples show how the palettes can be paired with the existing tone of photography.
6.6 COLOR TONE EXAMPLES

A world-class city for all


sandiego.gov

A world-class city for all


sandiego.gov

A world-class city for all


sandiego.gov
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.

Employee First & Last Name
Position
City of San Diego
Department
T (619) 000-0000
C (619) 000-0000
sandiego.gov

NOTE: Signature should always be in black font color

CONFIDENTIAL COMMUNICATION
This electronic mail message and any attachments are intended only for the use of the addressee(s) named above and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not an intended recipient, or the employee or agent responsible for delivering this e-mail to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you received this e-mail message in error, please immediately notify the sender by replying to this message or by telephone. Thank you.
08
Charts, Graphs and Maps
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. Always 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.
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
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.

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 magna aliquam quae rer voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit

John Doe

39  The City of San Diego  |  Style Guide  |  Design Samples and Templates
9.2 POWERPOINT AND VIDEO GRAPHICS

PowerPoint Sample

Department

This Much Longer Main Title

The City of San Diego

Title page

Headline

Subhead/Intro

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 aute voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deservint mollit

sandiego.gov

Headline and subhead with text and graphics

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 aute voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deservint mollit

sandiego.gov

Bulleted items

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 aute voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deservint mollit

sandiego.gov

Text and tables

December Nights Earth Day Regular Day

2016 21.03 29.50 34.61

2015 22.26 24.75 26.05

2014 29.50 32.84 34.61

2013 46.04 51.33 54.18

2012 66.72 74.43 78.64

2011 115.32 128.74 136.13

2010 184.59 206.15 218.08

2009 356.23 397.94 421.11

2008 563.03 629.02 665.74

2007 804.98 899.38 951.95

December Nights Earth Day Regular Day

2016 21.03 29.50 34.61

2015 22.26 24.75 26.05

2014 29.50 32.84 34.61

2013 46.04 51.33 54.18

2012 66.72 74.43 78.64

sandiego.gov

Subhead

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 aute voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deservint mollit

sandiego.gov

Subhead with reversed text and quote

“Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in aute voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

sandiego.gov

Chart and infographics

Visitors Survey

2015

2016

Major Events Attendance

sandiego.gov

sandiego.gov
CityTV Live Broadcast Graphics

City Council Graphic

Open Graphic

CityTV Graphics Template

City Council Meeting Graphic - Template
This Much
Longer Main Title

Lorem ipsum dolor sit amet, consectetur sint 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 aute voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit

Department: 25 pt Merriweather Regular

Main Title: 40 pt Open Sans

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

Department: Merriweather 25 pt. One Line Name

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

Headline

Subhead/Intro

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Visitors Survey Major Events Attendance

EXCELLENT - 50%
GOOD - 30%
FAIR - 17%
POOR - 3%


EXCELLENT - 50%
GOOD - 30%
FAIR - 17%
POOR - 3%

SD City of San Diego | Style Guide | Design Samples and Templates
Sewer Group Job 525

Background

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Project Overview

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Project Schedule

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Use a hard plastic liner; and, the installation of curb ramps to improve access for people with disabilities.

• Use Rehabilitate
• Install
• Replace, repair and upgrades. To avoid future community growth and reduce maintenance requirements.
• Clean outs on streets impacted by its construction activities

- 3,398 linear feet of new sewer main
- 5 linear feet of existing sewer main
- 1,685 linear feet of existing sewer main
- 3,910 linear feet of existing sewer main
- 4.4 million.

- Fall 2015
- City, City Heights, College, Mid
- Fall 2015
- City, and the installation of curb ramps to improve access for people with disabilities.
- 500 Park Blvd, San Diego, CA 92123
- (858) 292-6300
- fax: (858) 292-6310
- sandiego.gov/publicutilities
FACT SHEET

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

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Sewer Group Job 525

Background
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Project Schedule
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9.4 OUTDOOR

The City of San Diego

Opportunity STARTS HERE

Opportunity STARTS HERE