CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
March 18, 2015; 4:00 p.m. – 6:00 p.m.

AGENDA

1.	Welcome	Chair	4:00 p.m.
2.	Update on brand guidelines (draft attached)	Staff	4:05 p.m.
3.	Discussion about media launch strategy for brand	Staff	4:20 p.m.
4.	Discussion about logo lock-up & brand guidelines of City and Silicon Valley Power	All	4:30 p.m.
5.	Update on brand templates	Staff	5:00 p.m.
6.	Staff recommendation on outdoor advertising	Chair	5:10 p.m.
7.	Update on local events for Super Bowl 50	Staff	5:20 p.m.
8.	2015-16 Marketing Campaign	All	5:30 p.m.
9.	Stakeholder updates	All	5:45 p.m.
10.	Adjournment	Chair	6:00 p.m.

City of Santa Clara
Brand Guidelines

City of
Santa Clara
The Center of What's Possible

Introduction

The City of Santa Clara has developed a brand identity to reflect its centrality and spirit of innovation. Our brand will aid in making the city attractive and relevant to the people and businesses who are committed to improving the city.

These guidelines outline and explain how the tools and elements of our brand can be used to create City of Santa Clara communications and collateral.

As the city moves into its next phase of growth, our brand identity will serve as a tool to convey the authentic, accessible and adaptive nature of the City of Santa Clara. By using these guidelines as a foundation for building your communications, you are helping the City of Santa Clara channel a clear, cohesive and consistent message to the world.

Contents

Brand Strategy

1

In developing the new visual identity for the City of Santa Clara, we took a strategic approach informed by a Harvard Business School Community Partners study, community research, and employee feedback.

As the goal of the rebranding effort is to promote economic growth while encouraging pride in the community, our strategy focused on the City of Santa Clara's centrality and its sense of possibility. We believe this strategy will attract new businesses, residents and visitors to the city while staying true to the culture and heritage that have made the city great for generations.

On the next two pages are the Brand Manifesto and Brand Architecture to guide the style and tone of communications for the City of Santa Clara.
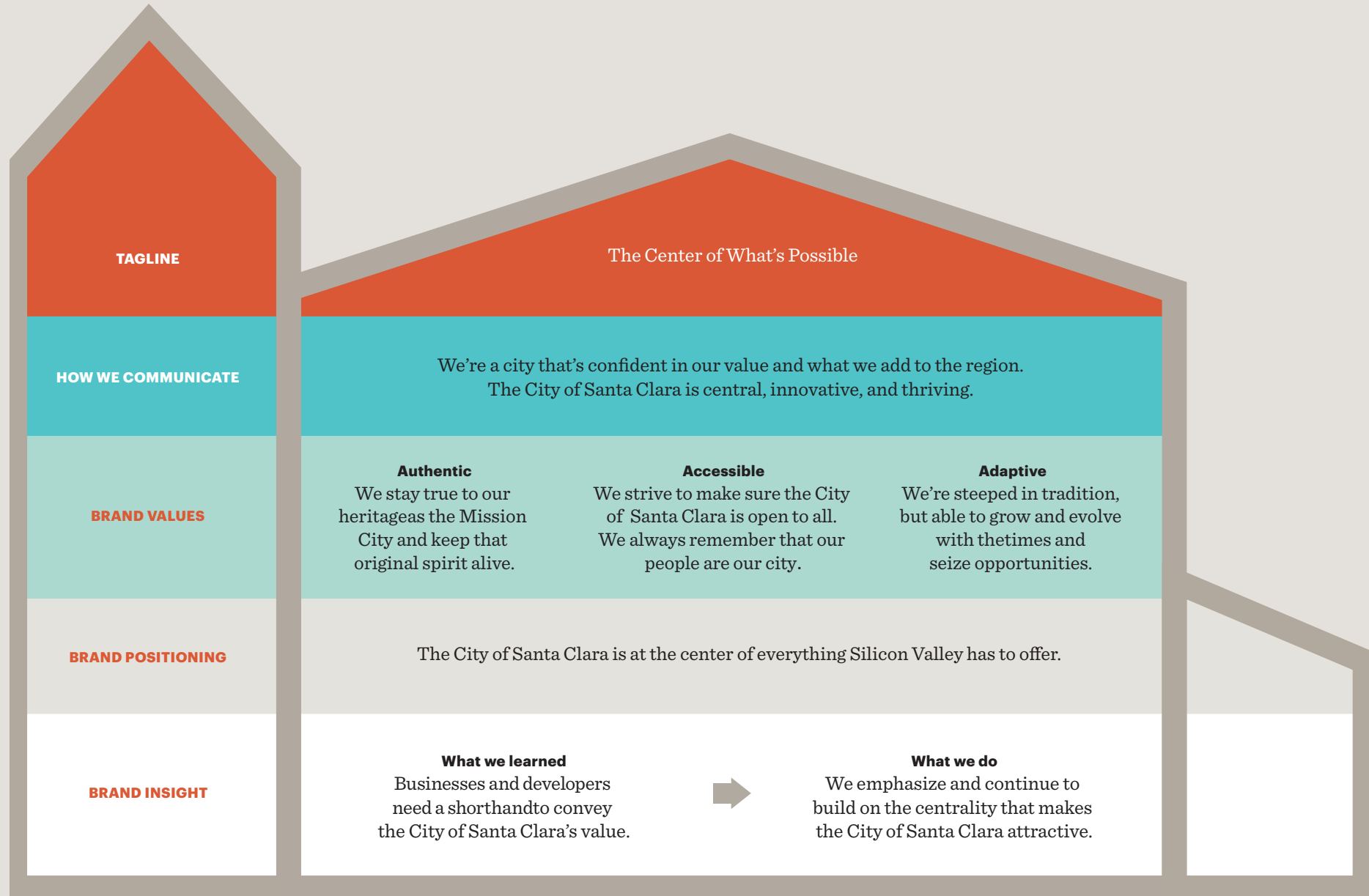
CITY OF SANTA CLARA

At the center of everything Silicon Valley has to offer, The City of Santa Clara is poised for greatness.

Everyone knows Silicon Valley is a magnet for brilliant minds. But there's one city, in the exact center of the region, uniquely primed for innovation.

The City of Santa Clara is perfectly positioned to be the next big Bay Area city. Between the CalTrain, Amtrak, VTA bus system, and access to seven main highways and expressways, no other city in the area is so central and so convenient. It's no wonder that global companies like Intel and Citrix, world-class educational institutions like Santa Clara University, and the new 49ers Levi's® Stadium all call the city home.

The City of Santa Clara is where the silicon chip was invented. That smart, motivated mentality is reflected in the city's diverse and educated community, uniquely independent municipal services, and forward-thinking, supportive government. From art fairs and amusement parks to world-class sports facilities and historic sites, the City of Santa Clara is a center of culture, sports, and fun.

Brand Architecture

TAGLINE

The Center of What's Possible

HOW WE COMMUNICATE

We're a city that's confident in our value and what we add to the region.
The City of Santa Clara is central, innovative, and thriving.

BRAND VALUES

Authentic
We stay true to our heritageas the Mission City and keep that original spirit alive.

Accessible
We strive to make sure the City of Santa Clara is open to all. We always remember that our people are our city.

Adaptive
We're steeped in tradition, but able to grow and evolve with thetimes and seize opportunities.

BRAND POSITIONING

The City of Santa Clara is at the center of everything Silicon Valley has to offer.

BRAND INSIGHT

What we learned
Businesses and developers need a shorthandto convey the City of Santa Clara's value.

What we do
We emphasize and continue to build on the centrality that makes the City of Santa Clara attractive.

Tagline

The tagline of the city was developed to convey the more literal and metaphorical benefits of the City of Santa Clara. It conveys the innovative spirit of the city and it's convenient centrality.

The Center of What's Possible

The tagline should never be substituted with another tagline. It should also always be written as "The Center of What's Possible." Not "Center of What's Possible" or "The Center of What Is Possible."

Tagline

Logo

2

The City of Santa Clara logo is central to the new brand identity and should be used in all communications. The seal paired with the wordmark "City of Santa Clara" in modern type nods to the rich history and heritage of the region while also propelling the city forward.

The City of Santa Clara has maintained its roots and continues to be a place of economic growth and innovation as it leads the Silicon Valley. The seal serves as a reminder of the city's success, past and present, and will remain an important symbol as the city moves forward.

Official

Primary

Secondary

General Usage Rules

The logo of the City of Santa Clara is a combination of the city's seal and wordmark.

General Usage Guidance

There are 2 versions of the logo:

1. The **Full Color Logo** is used primarily in official city business, including but not limited to official stationary, documents and signage.

2. The **Single Color Logo** is used primarily in marketing communications, including but not limited to brochures, newsletters, posters and advertising .

The **Single Color Logo** appears in two primary variations: terra cotta and deep blue. In instances where only one or two color printing are available, a knocked out white or black versions can be used.

• Only use the approved color combinations as shown on this page; they are optimized for legibility and consistency.

• Do not use the **Full Color Logo** on a colored background, on top of a photograph or other imagery.

• When using a **Single Color Logo** on top of a photo, choose a logo color that has optimal legibility.

Official Full Color logo

Primary Terra Cotta logo

Secondary Deep Blue logo

Secondary White and Black logo

In order to preserve the integrity of the logo, it is important to obey minimum size and clear space guidelines.

Clear Space

Maintaining appropriate clear space around the logo ensures that no other mark or imagery infringes on the area that the logo occupies.

The space is measured by the height of the letter "C" in the logo and should be measured from all four sides. See example to the right.and considerations when navigating minimum size and clear space.

Minimum Size

The minimum size requirements serve to maximize the legibility of the logo. The minimum size is not a recommendation on the optimal size of the logo, rather it's the smallest that it should appear in any communication.

The minimum size is 0.5" and is measured by the height of the seal.

Logo clear space

Minimum size of logo

0.5"

Do not attempt to redraw or recreate any element of the City of Santa Clara logo. Use only the approved files of the artwork.

1. Do not distort the logo.

2. Do not alter the typeface.

3. Do not alter the proportions or positioning of the logo elements.

4. Do not apply drop shadows or other effects.

5. Do not recolor the logo; use only approved color versions provided.

6. Do not rotate the logo.

7. Do not place the full color version of the logo over a colored background or imagery.

8. Do not place the logo on backgrounds where it would be illegible.

9. Do not separate the seal from word mark.

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This is the official seal of the City of Santa Clara. It features the original version of the Mission which was founded in 1777. In 1852, Santa Clara became a state-chartered city and thrived as it became a center for academia with Santa Clara College and supported manufacturing, seed, and fruit industries.

The seal was updated in 2015 to optimize its legibility and the quality of its reproduction. Though other variations of the seal exist, this is the only approved version to be used. Before placing a seal on any communications, please first ensure that you are utilizing the correct seal, as pictured to the right.

The seal may be used alone in limited instances, including building signage and merchandise. Before you use the seal alone, you must first contact branding@santaclaraca.gov

There are two versions of the seal:

1. The **Full Color Seal** can be used stand alone (not part of the logo) in official city business, documents and signage.

2. The **Single Color Seal** can be used stand alone (not part of the logo) solely in merchandising, or occasionally in signage and print where a full colored option is not practical. It's use should be limited.

The **Single Color Seal** appears in two primary variations: terra cotta and deep blue. In instances where only one or two color printing are available, a knocked out white or black versions can be used.

• Only use the approved color combinations as shown on this page; they are optimized for legibility and consistency.

• Do not use the **Full Color Seal** on a colored background, on top of a photograph or other imagery.

Official Full Color seal						
Primary Terra Cotta seal						
Secondary Deep Blue seal						
Secondary White and Black seal						

In order to preserve the integrity of the logo, it is important to obey minimum size and clear space guidelines.

Clear Space

Maintaining appropriate clear space around the Seal ensures that no other mark or imagery infringes on the area that the Seal occupies.

The space is equal to 25% of it's diameter and should be measured from all four sides. It also serves as the minimum distance the seal should be placed from the edge of any document. See example to the right.

Minimum Size

The minimum size requirements serve to maximize the legibility of the seal. The minimum size is not a recommendation on the optimal size of the Seal, rather it's the smallest that it should appear in any communication.

The minimum size is 0.5". See example to the right.

Logo clear space

Minimum size of logo

0.5"

0.5"

Do not attempt to redraw or recreate any element of the City of Santa Clara seal. Use only the approved files of the artwork.

1. Do not distort the seal.

2. Do not alter the typeface or alter the proportions of any of it's elements.

3. Do not use old, outdated versions of the seal. Take extra care to be sure you are using the latest files.

4. Do not apply drop shadows or other effects.

5. Do not recolor the seal, use only approved color versions provided.

6. Do not rotate the seal.

7. Do not place the full color seal over a colored background.

8. Do not place the full color seal over imagery.

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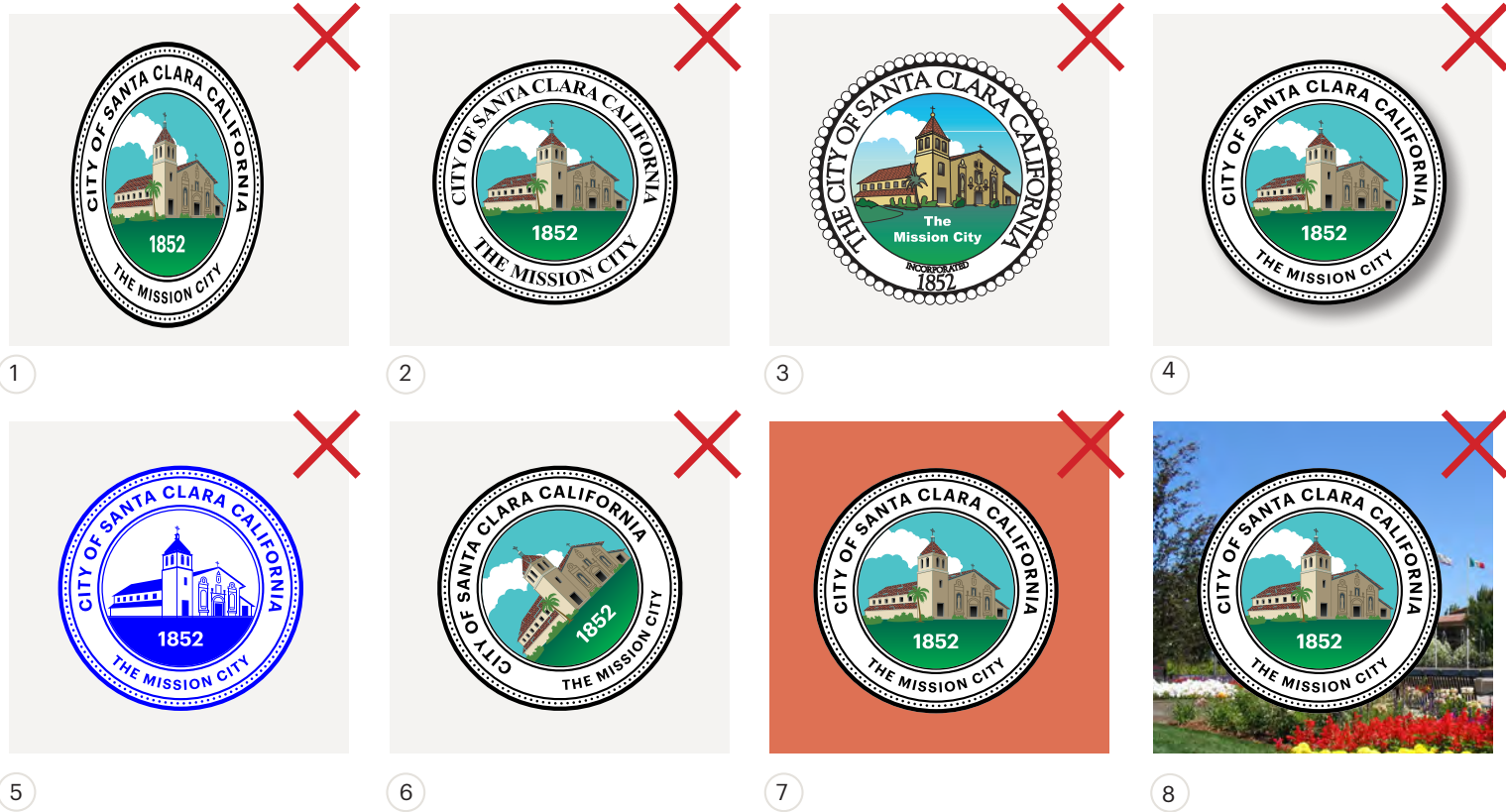
The Center of What's Possible is the tagline of the City of Santa Clara. It is the core message of the brand identity and should be used in all applications of the logo except for rare instances where it may conflict with the message of the communication or is deemed inappropriate.

The lock-ups shown on the right are fixed assets and should not be altered or modified in any way.

Official

Primary

Secondary

General Usage Rules

This is the lockup of the logo with the tagline.

- The tagline should be used with the logo on marketing and other materials where the meaning connects or does not conflict with the subject matter of the communication.

- Except in the black and white version of the logo, the tagline should be used in a contrasting color to help it stand out.

- Only use the approved color combinations shown on this page as they were chosen for legibility and consistency.

- Always use the tagline on communications where it is large enough to be legible.

- In instances where only one or two color printing are available, a knocked out white or black versions can be used.

- Follow all other rules in respect to logo and seal usage on pages __ and __.
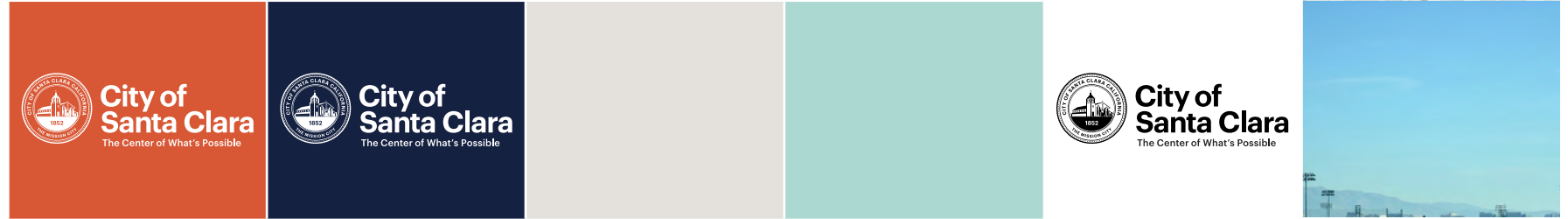
Official Full Color logo

Primary Terra Cotta logo

Secondary Deep Blue logo

Secondary White and Black logo

* Color logo with knock out white tagline.

Do not attempt to redraw or recreate any element of the logo/ tagline lockup. Use only the approved files of the artwork.

1. Do not alter the typeface of the tagline.

2. Do not change the wording of the tagline, create variations or use other phrases in its place.

3. Do not change the scale of the tagline in relation to the City of Santa Clara wordmark.

4. Do not use any color versions other than the ones provided on the previous page.

5. For minimum size guidelines refer to page 13.

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Color

3

The color palette was designed to reflect the diverse attributes of the City of Santa Clara. The tiles of the Mission's roof inspired the primary color, Terra Cotta, while the color Stucco was derived from its walls. The city's many trees and outdoor space inspired the greens and blues. Combined, these colors nod to important identifying elements of the city and represent the core of the brand.

Which color value should I use?

Pantone® and CMYK are used for printed materials: print ads, merchandise, and brochures. When a printer does not have the capability of producing a spot color, such as in digital printing, use the CMYK (4-color process) values.

RGB is used for on-screen applications: video, digital, and mobile. The HEX values (# followed by numbers and letters) are for web use only.

Do not convert a spot, RGB or CMYK swatch within a design application—use the values outlined above.

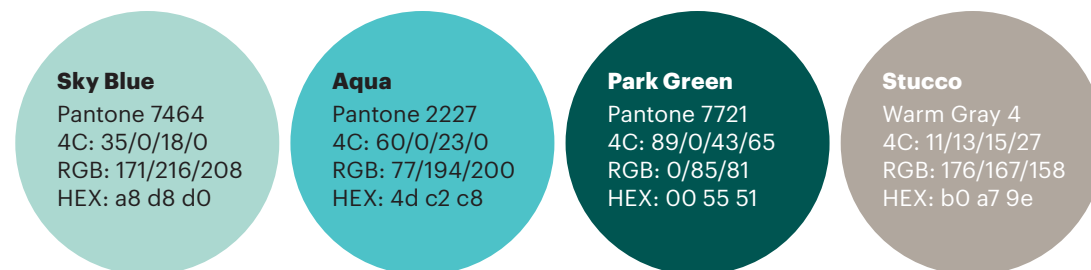Do not use Pantone Color Bridge to convert to RGB or CMYK values.

Primary Color Palette

These are the most prominent colors in the palette and the most representative of the brand. They should be used on most of the applications.

Terra Cotta
Pantone 7619
4C: 0/78/85/12
RGB: 216/88/54
HEX: d8 58 36

Deep Blue
Pantone 534
4C: 100/71/9/56
RGB: 21/33/64
HEX: 15 21 40

Stone
Warm Gray 1
4C: 3/3/6/7
RGB: 228/225/220
HEX: e4 e1 dc

Secondary Color Palette

These colors should be used less prominently in communications. They will appear as accent colors, icons, illustrations, and occasionally as background colors when the primary colors have been exhausted.

Sky Blue
Pantone 7464
4C: 35/0/18/0
RGB: 171/216/208
HEX: a8 d8 d0

Aqua
Pantone 2227
4C: 60/0/23/0
RGB: 77/194/200
HEX: 4d c2 c8

Park Green
Pantone 7721
4C: 89/0/43/65
RGB: 0/85/81
HEX: 00 55 51

Stucco
Warm Gray 4
4C: 11/13/15/27
RGB: 176/167/158
HEX: b0 a7 9e

The following examples illustrate how color may be used in communications. These do not encompass the full breadth of color options at your disposal.

Usage guidance

- Terra Cotta is the primary color of the brand and should be prominent in all communications.
- Multiple colors are used in headlines to enhance it's message.
- Color can be used to add high contrast to graphic elements such as in the example in the left, or tonally to add texture such as the examples on the right.

Lorem ipsum sit amet.

SantaClaraCA.gov/lorem — City of Santa Clara The Center of What's Possible

Lorem ipsum sit amet.

SantaClaraCA.gov/lorem — City of Santa Clara The Center of What's Possible

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov/lorem — City of Santa Clara The Center of What's Possible

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov/lorem — City of Santa Clara The Center of What's Possible

The following examples illustrate how color may be used in communications. These do not encompass the full breadth of color options at your disposal.

1. Do not use colors outside of the approved color palette shown on page 23.

2. Do not used gradients or add other effects.

3. Do not use color in a way that lacks contrast and legibility.

4. Be considerate with colors, do not use the entire color palette in a single communication.

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Typography

4

Typography is an important element to our brand identity. When used correctly, it has the potential to carry the personality of a communication. The design of this document itself is an example of appropriate usage.

The juxtaposition of Graphik and Sentinel highlight our past and our future. Sentinel is a nod to the heritage and roots of the city, while Graphik reflects the propulsion forward into an era of growth and modernity.

Brand fonts

These fonts should be used in all instances when they are accessible to the user. Hierarchy is important for the correct usage of the brand identity. Graphic Bold is used for headlines and Sentinel Book is used only as body copy. Graphic Bold, Semibold and Regular can be used for subheads and captions.

System fonts

These system fonts should be used for instances in which the brand fonts are not available. These should never be used in marketing communications or advertising.

Graphik Bold

Graphik Semibold

Graphik Regular

Sentinel Book

Sentinel Book Italic

Arial Black

Arial Bold

Arial Regular

Georgia Regular

Georgia Italic

The examples shown to the right show the fundamentals of appropriate type usage.

A. Headlines are large and Graphik Bold. the leading is 120% of the point size.

B. Intro text in Sentinel Book at an intermediate size. The leading is 120% of the point size.

C. Labels are Graphik Semibold.

D. Headers, slugs and footers are small in Graphik Semibold.

E. Captions are small in Graphik Semibold. The leading is 120% of the point size.

F. Subtitle is Graphik Semibold. The leading is 120% of the point size.

G. Subtitle is Graphik Semibold. The leading is 120% of the point size.

H. Pull quotes are an intermediate size in Sentinel Book Italic. The leading is 120% of the point size.

A —

Headline in Graphik Bold Bold 86pt.

B —

Body copy in Sentinel Book 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua. Ut enim ad minim.

**City of
Santa Clara**
The Center of What's Possible

C — **Graphik Semibold**/12pt

D — **Chapter Title**   **Graphik Semibold 6.5pt**

A — # Headline copy in Graphik Bold 42 points sint in culpa offici.

E — **Caption in graphik semibold 7 points**
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nonummy nibh euismod tincidunt.

F —

Body copy in Sentinel Book 11 pt consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comm consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nul facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id quod mazim.

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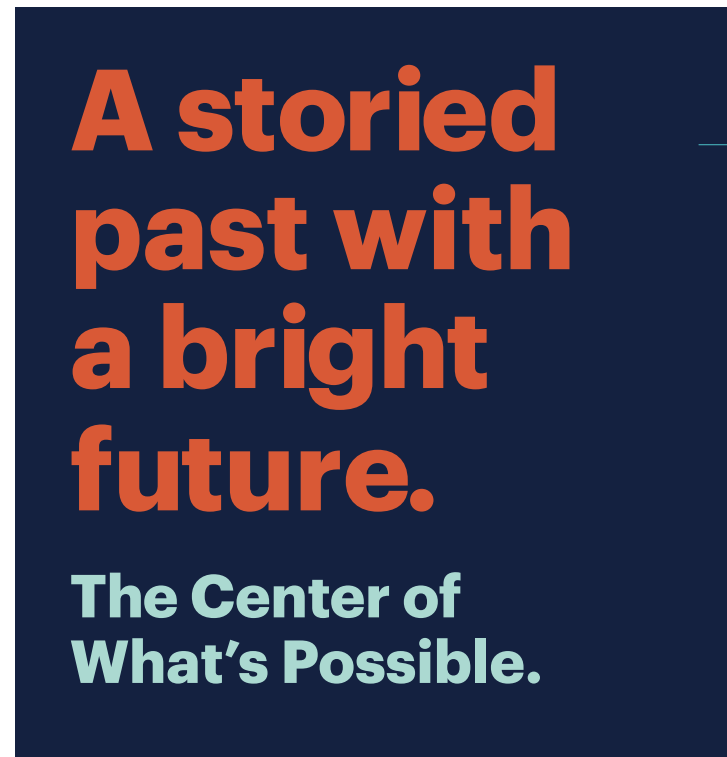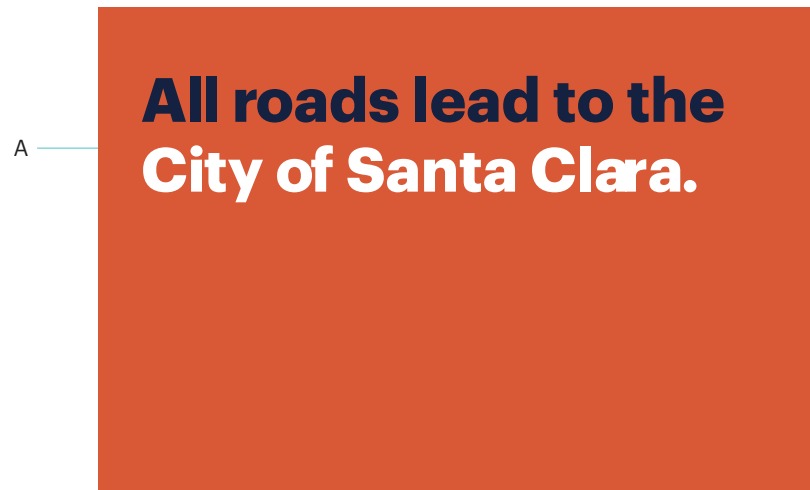
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* Examples are a suggested layout and type sizing.

General guidelines

Multiple colors can be used within headlines to give emphasis to particular words or to provide contrast in a two part message.

Shown are a few examples, they do not encompass the full breadth of color options at your disposal.

A —

All roads lead to the **City of Santa Clara.**

A —

The City of Santa Clara has **over 10,500 trees on city streets.**

B

A storied past with a bright future.

The Center of What's Possible.

CityCorner

— C

* Examples are a suggested layout and type sizing.

Lorem ipsum dolor

Only use the approved font color/background color combinations shown on this page as they are optimized for legibility and consistency.

Because Sentinel is used at a smaller size, its color usage is more limited than Graphik. When used as body copy, it should be black on light backgrounds or white on dark backgrounds. At larger sizes such as intros, quotes, or other callout text it can appear in Terracotta on both dark and light backgrounds.

Terra Cotta type		Aa	Aa	Aa	Aa	Aa
Deep Blue type	Aa		Aa	Aa	Aa	Aa
Sky Blue type	Aa	Aa			Aa	
Stone type	Aa	Aa		Aa		Aa
Black and White type	Aa	Aa	Aa	Aa	Aa	Aa
	Aa	Aa	Aa	Aa	Aa	Aa

A. Do not replace the brand fonts with any others. System fonts may be used when the brand fonts are not available, but only on communications with limited importance or distribution.

B. Do not use colors in typography other than the approved options shown on page 30, nor on backgrounds where they are not legible. Do not use any color besides white or black for body copy.

C. Do not use Sentinel as a headline font.

Headline in Gill Sans Bold 86pt.

Body copy in Oriya MN Regular 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua. Ut enim ad minim.

City of Santa Clara
The Center of What's Possible

Graphik Semibold/12pt

Headline copy in Sentinal Bold

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Caption in graphik semibold 7 points consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body copy in Sentinel Book 11 pt consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comm consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nul facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id quod mazim.

Subtitle Graphik Semibold 11pt.

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"Quote Sentinel Book Italic, 19 points sectetuer adipiscing elit, sed diam wisi enim ad minim."

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* Examples are a suggested layout and type sizing.

Graphic Elements

5

Graphic elements are key assets that unify and support communications. The primary graphic element is the City of Santa Clara Map.

The Map highlights the importance of location and reinforces the idea that the city is literally at the center of Silicon Valley.

There are four different versions of the graphic map, each having unique usage:

1. The **Detailed Map** incorporates main streets and transportation routes. This graphic element can add texture and incorporate the brand identity into simple layouts. It should not be used at small sizes because it can loose detail.

2. The **Silhouetted Map** features just the area of the city and is used primarily as a container shape to hold imagery. It can also be used in place of the Detailed Map at small sizes.

3. The **Knockout Silhouetted Map** is used as a mask over imagery and functions to highlight people, places or things within its center. The mask color should only be terra cotta.

4. The **Outlined Map** is used exclusively with illustration.

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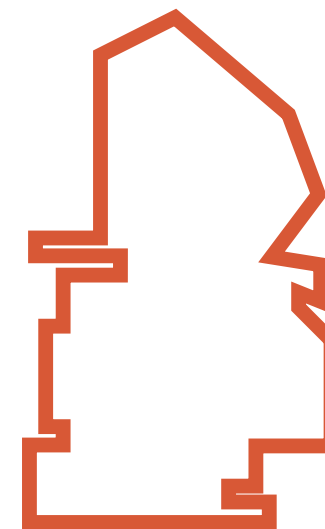
4

Only use approved Map colors and background colors as shown on this page as they are optimized for consistency and legibility.

Terra Cotta map

Deep Blue map

Sky Blue map

Stone map

White map

Silouetted Map is shown. Rules also apply to Detailed Map assets.

1. The Knockout Silhouetted Map has a conceptual message when it's used as an overlay on photography and highlights the individual at the center of the City of Santa Clara. In this usage, the asset should only be in the terracotta color and both the photo and the color overlay should extend to the edge of the communication.

2. The Silhouetted Map has a conceptual message and is used as a container to hold illustration or photography.

3. The Detailed Map also has a conceptual message and is used to portray the diversity of the people and offerings in the city. The placement of images and color blocks are not a fixed asset and can be tailored to specific communications.

4. The Detailed Map is used tonally as a textural graphic element to bring identity to the communication.

5. The Outlined Map is incorporated into an illustration to speak about an attribute pertaining to the geography of the city.

**6.** The Silhouetted Map is used as a geographical graphic to explain the location of the city.
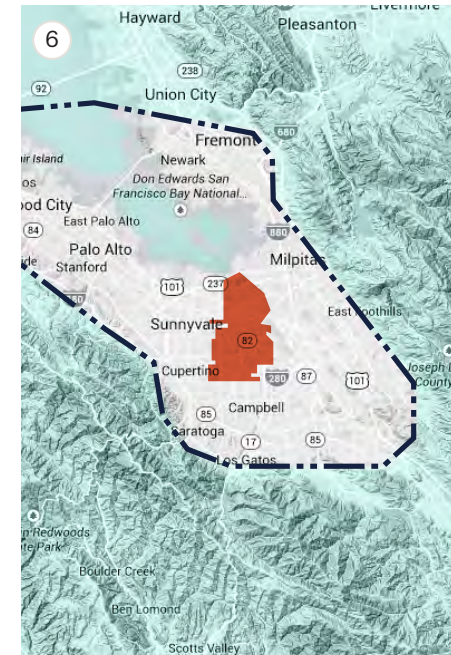
1. Do not use the Knockout Silhouetted Map in any color besides Terracotta.

2. Do not place imagery inside the Silhouetted Map that does not properly convey a message or is cropped in a way that obscures the subject.

3. Do not change the orientation of any versions of the map.

4. Do not use colors outside of the approved palette.

5. Do not crop the map in any way -- this map represents the entirety of the city and we would not want to exclude any section of it.

6. Do not combine or use multiple versions of the map on the same communication.
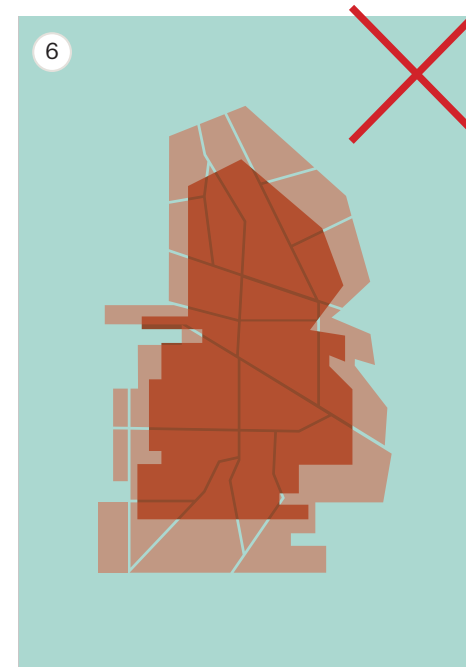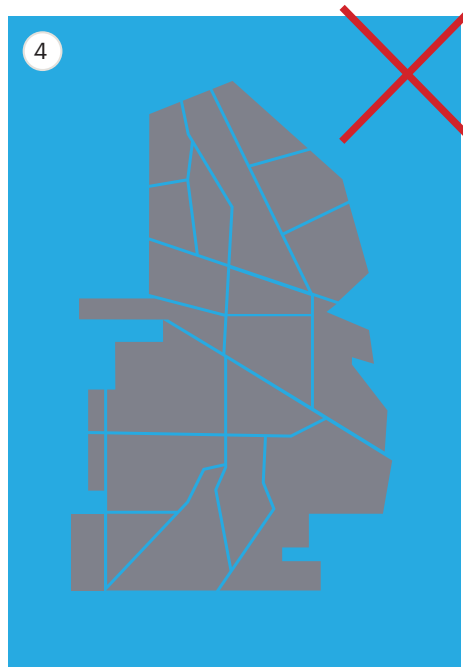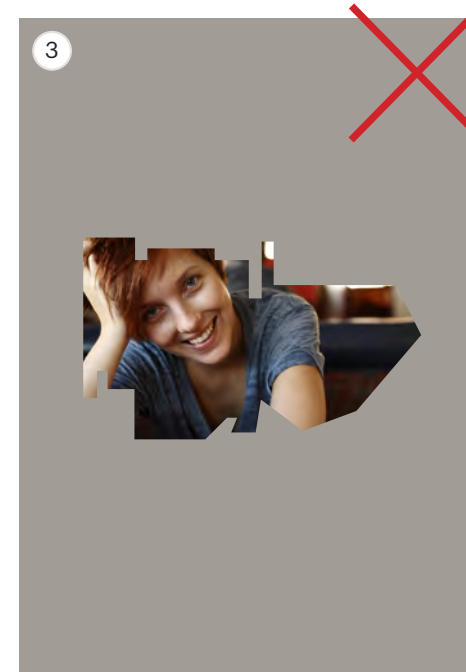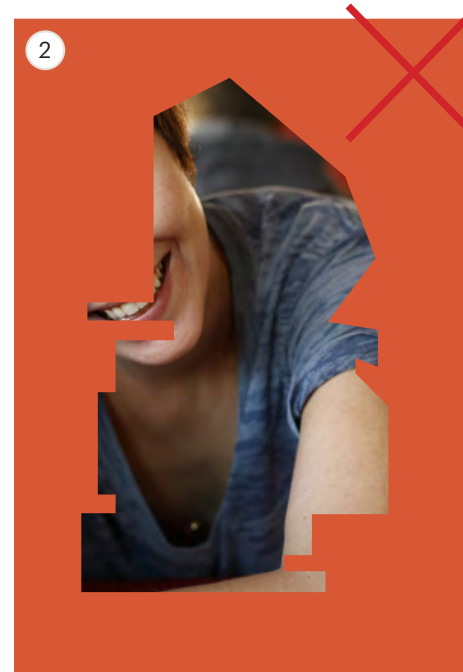
Holding Shape

For communications where the map is not relevant, we use a holding shape that is derived from one of the angles within the map.

The holding shape is an asset that can grow vertically but cannot be modified in any other way. It has three borders that bleed to the edges of the page and either the top or the bottom slopes at an angle of 4.5 degrees.
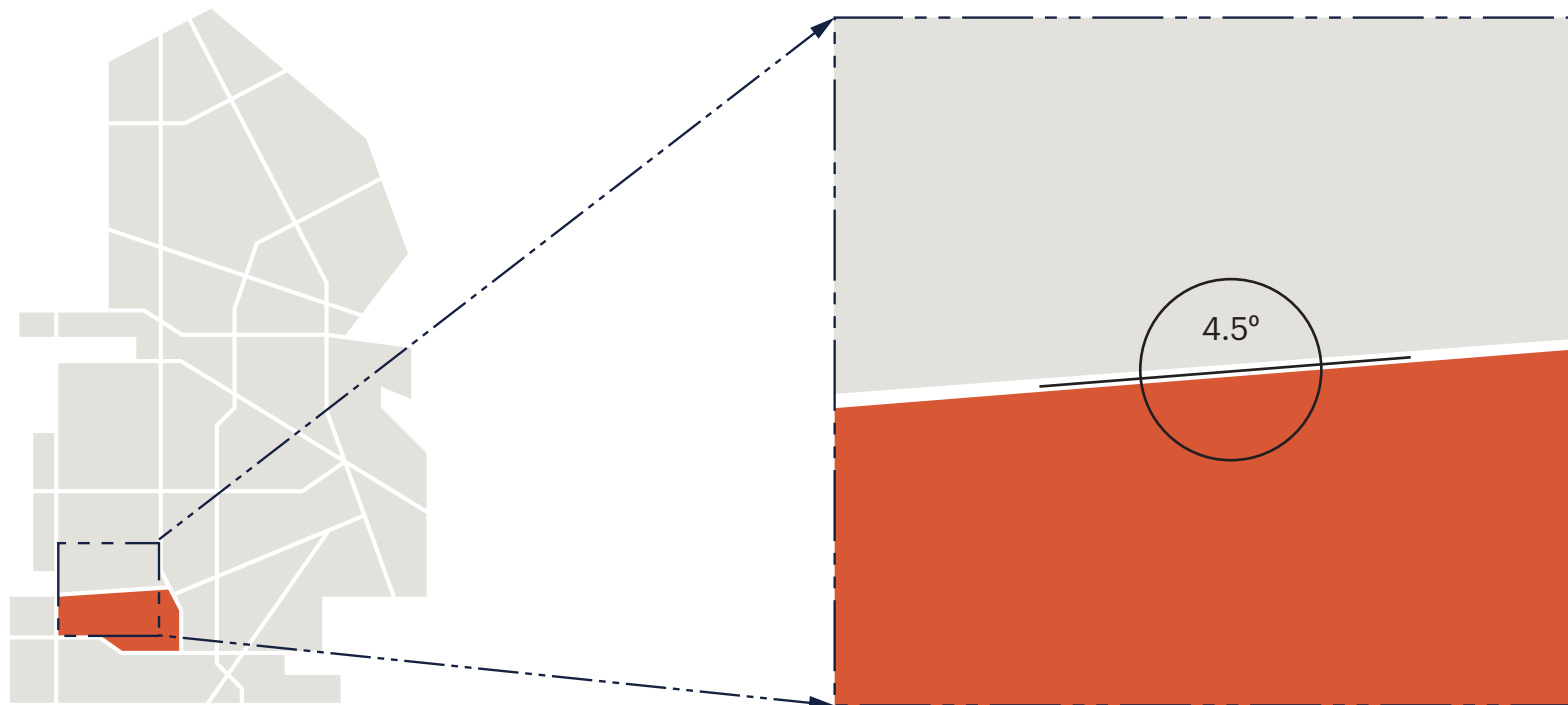
The holding shape runs full bleed off three sides of the communication. It can be attached to the bottom or the top of the document. The fourth side slants upwards at an angle of 4.5 degrees.

The shorter holding shapes on the top row are used as headers or footers and are primarily used to carry the logo and minimal information.

The larger holding shapes shown on the bottom row are used to carry the logo, headline and/or copy.

There is a white margin between the holding shape and the imagery next to it. The height of the margin can be adjusted, but should be relatively proportional to a two point line on a letter size document.

The color of the holding shape can be Terra Cotta, Deep Blue or Stone from the color palette.

In limited instances when the vertical slant does not fit well in the layout, a straightholding shape is permitted. An example of this is a responsive HTML header for an email or website. See example in the upper right.

The measurements on the side are suggested proportions for dividing a layout with a holding shape. Though some variance is acceptable as needed, these proportions should be followed when possible.

1/5

2/5

4/5

1. The holding shape with a vertical slant is attached to the bottom of the layout and is used to carry text and the logo.

2. The holding shape with a vertical slant is attached to the top of the layout and is used to carry the logo.

3. In limited instances when the vertical slant does not fit well in the layout, a straight holding shape is permitted. An example of this is a responsive HTML header for an email or website.
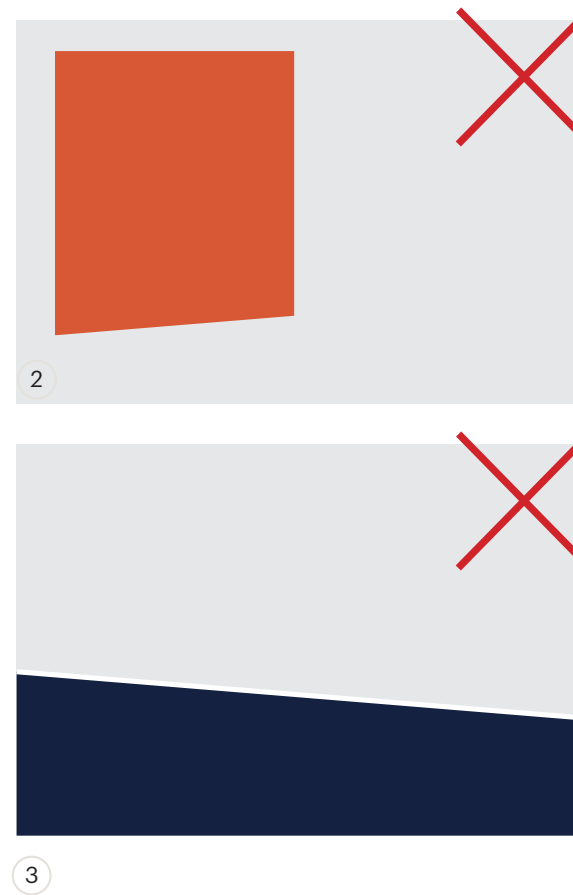

1

2
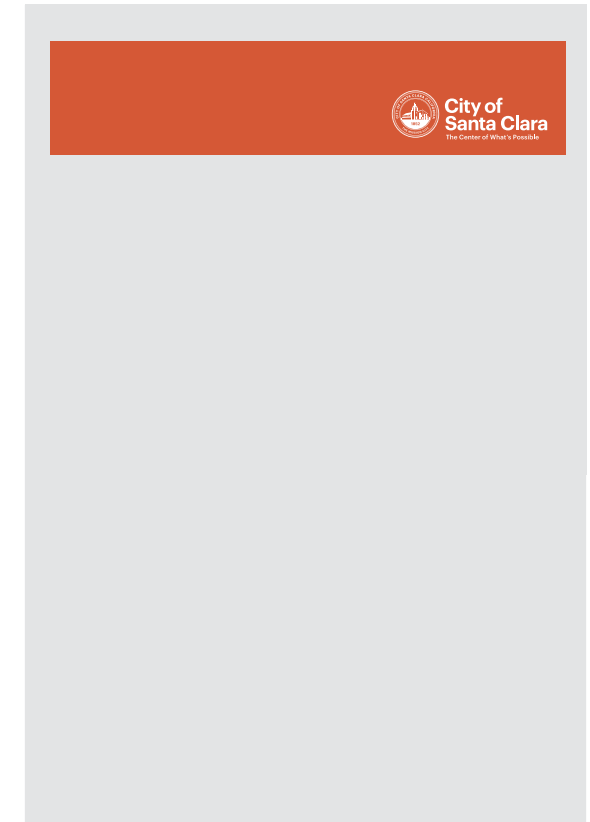
3

1. Do not stretch or change the angle of the slant on the holding shape.

2. Do not use a smaller holding shape that floats or does not span the whole width of the layout.

3. Do not use a holding shape that slants downwards.

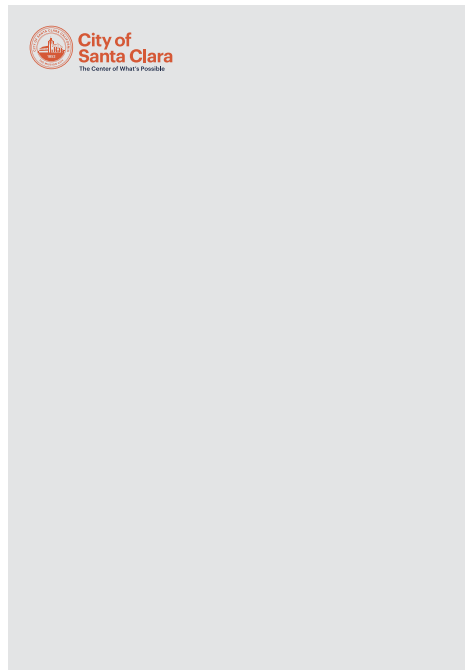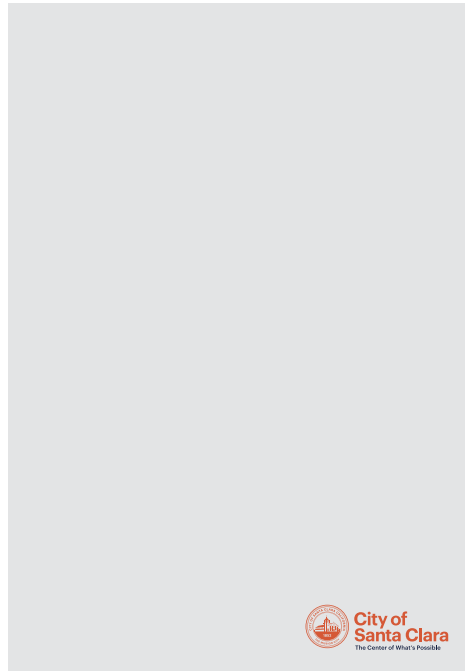**4.** Do not use more than one holding shape on the same face of a layout.

Layout

6

Print

On print layouts the preferred location for the logo is on the lower right hand side of the layout as it serves as a signing off or endorsement of the communication.

If the lower right corner is not available, the upper left is also a good option.

Digital

Because digital layouts scroll from top to bottom, the logo should always be placed on the upper right or upper left corners of the communication.
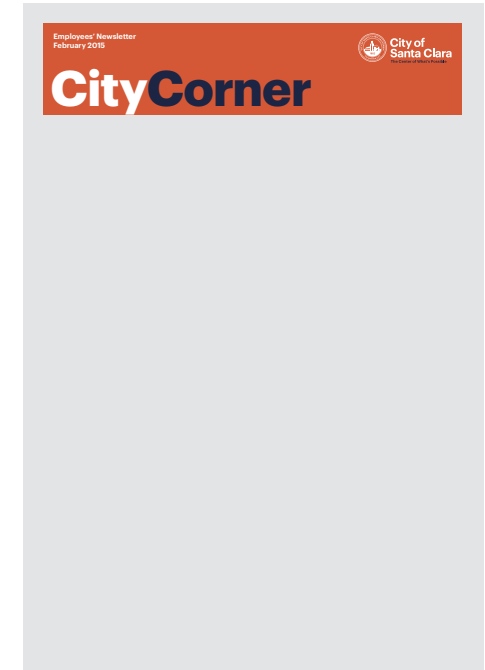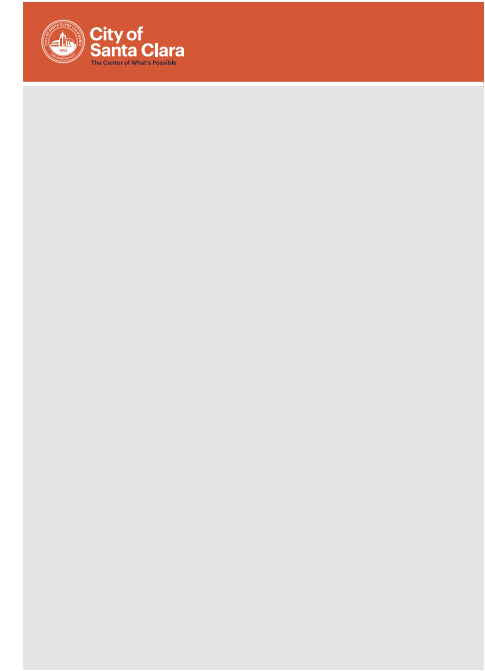
1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod aoreet dolore magna aliquam erat volutpat.

2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tinut laoreet dolore magna aliquam erat volutpat.

3. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod ut laoreet dolore magna aliquam erat volutpat.

Graphik Bold 85pt a labore eliqua.

Subheadline Graphik Bold 46pt.

Graphik Semibold/12pt   The Center of What's Possible

City of Santa Clara

1

Headline in Graphik Bold, 20pt cetur adipiscing.

Body copy in Sentinel Book 15 points lorem ipsum dolor sit amet consectetuer dipiscing elit, sed do eiusmod tempor incididunt labore et dolore.

Graphik Semibold/12pt

City of Santa Clara
The Center of What's Possible

2

Graphik Bold 85pt.

Body copy in Sentinel Book 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua.

Graphik Semibold/12pt   The Center of What's Possible

City of Santa Clara

3

Imagery

7

Icons and illustrations help support messages in our creative executions. Icons can be used to support copy or within the context of a larger illustration or infographic.

When building communications that incorporate icons and illustration, be sure to that they enhance the message versus distract from it. If you are creating new icons or illustrations, it is important to remain consistent and convey the spirit of the new brand identity.
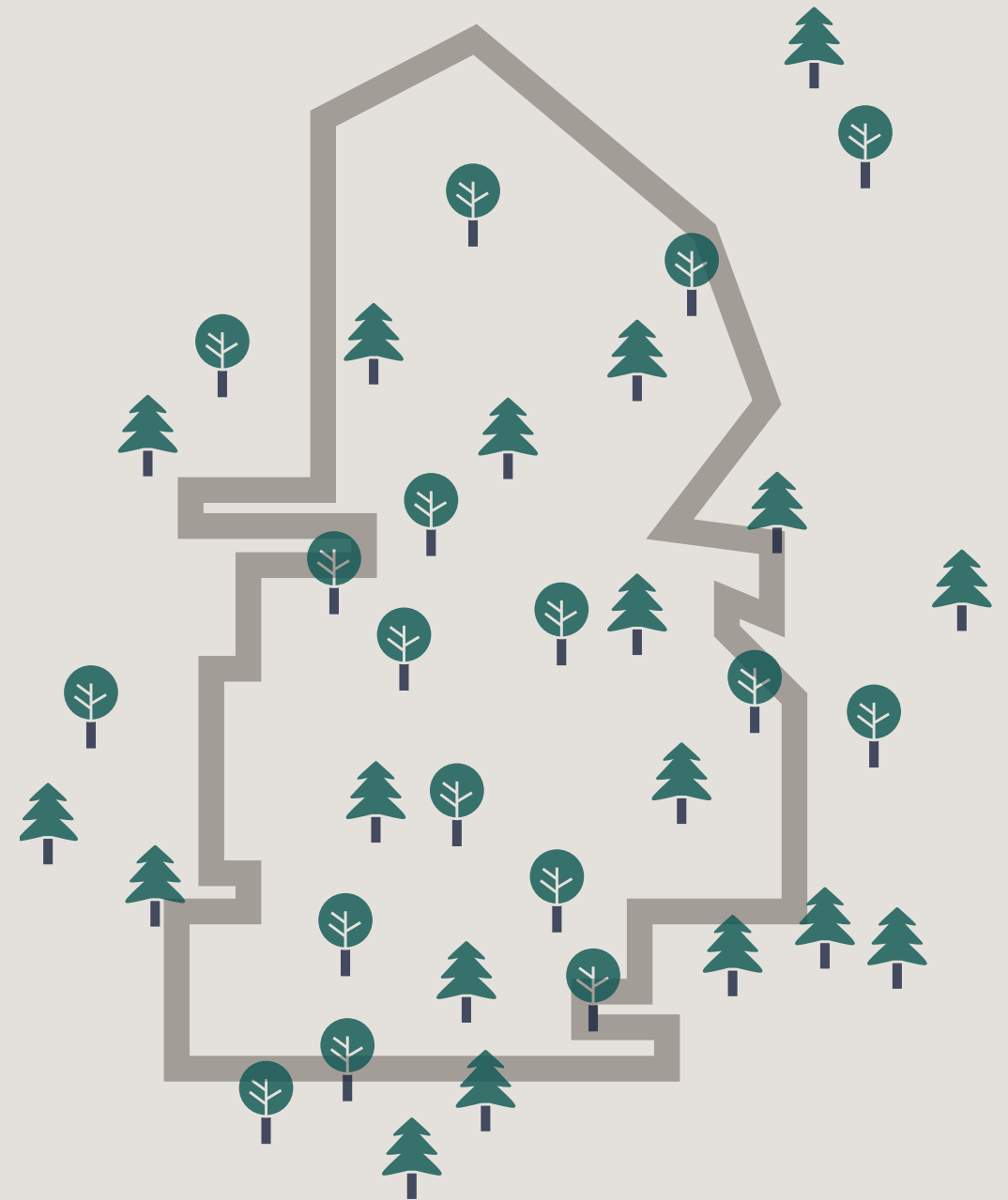
Icons

The eleven icons shown were selected to highlight key attractions, activities and institutions in the city. Although new icons could be created, their development should be limited, and the designed carefully scrutinized to be sure they fit within the existing style.

There are two color and single color versions of the same icons, and their use should be decided by which works best with the layout at hand.

The two color icons should be Terra Cotta and Deep Blue as shown. The one color version can use any of the colors in the color palette. Other color combinations are not permitted.

49ers Levi's Stadium

Library

Parks

Education

Development

Renewable Energy

California's Great America

Innovation

Transit

Government
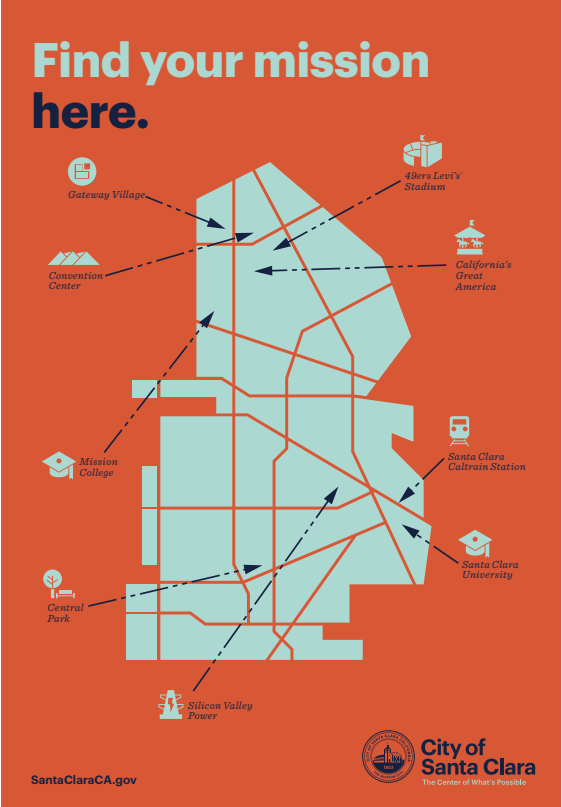
Convention Center

Graphic Elements

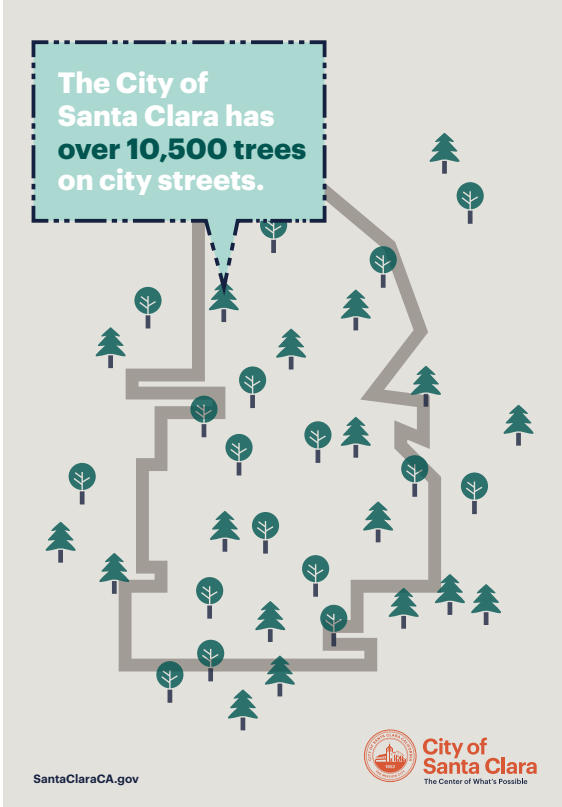The arrow, callout and pin should play a supportive role in a communication and be used within the context of a larger illustration, frequently in conjunction with the map. New graphic elements may be created as needed, but their design should closely follow the elements shown.

Street Texture

The street texture is used tonally as a subtle pattern within holding shapes. For usage examples see page ___.
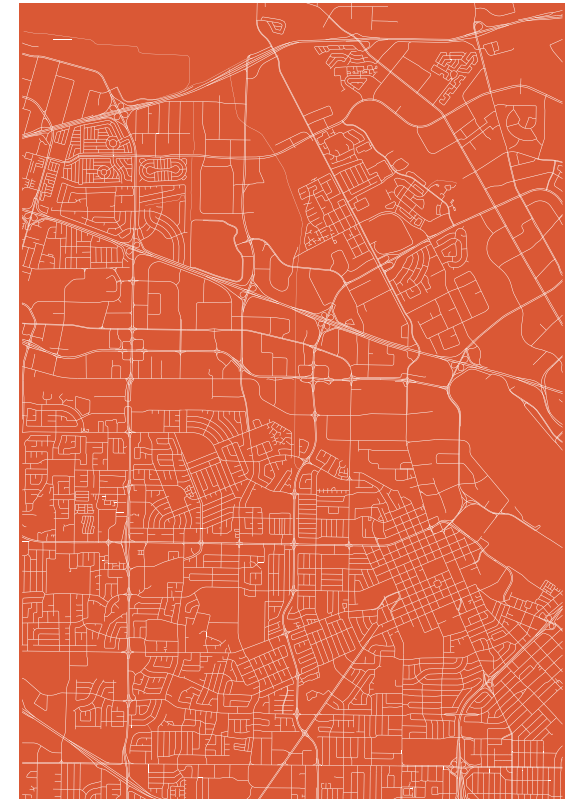
The examples on this page illustrate how all of the elements come together using the visual identity system in various pieces of colateral.

The City of Santa Clara has **over 10,500 trees** on city streets.

SantaClaraCA.gov

City of **Santa Clara**
The Center of What's Possible

Find your mission here.

Gateway Village

49ers Levi's Stadium

Convention Center

California's Great America

Mission College

Santa Clara Caltrain Station

Santa Clara University

Central Park

Silicon Valley Power

SantaClaraCA.gov

City of **Santa Clara**
The Center of What's Possible

City of **Santa Clara**
The Center of What's Possible

Gateway Village

California's Great America

Convention Center

Stadium District

People

The people portrayed should reflect the diversity of the city itself in terms of ethnicity, gender, personality and lifestyle.

The stories told should be of people whom have made their goals possible in the City of Santa Clara, whether their goals may be oriented toward family, careers, entrepreneurship, recreation, happiness, or all of the above. The mood should be uplifting and positive, and the style should be natural and not overly stylized.

Places

Images of locations should be used to convey positive attributes of the City of Santa Clara. New developments, civic progress, thriving businesses, recreational facilities, comfortable living, green spaces and more should be shown in ways that make the city attractive to residents, visitors and businesses alike. It is important that the locations shown are aspirational and that the images selected are of the highest quality.

All together

8

Please refer to the following naming convention to easily find the correct Logo file to use. Abbreviations are used in our asset file naming so the names are concise. The various attributes of each file follow in order of importance, separated by an underscore.

SC_Logo_CE_ST_KO_RGB.eps

Name	Asset Type	Asset Name	Asset Format	Color	Color Space	File Format
SC		Primary	ST	FC	CMYK	eps
	Logo	Secondary	Standard	Gray	RGB	jpg
	Icon		Lockup			png

City of
Santa Clara

Contact

The visual examples in this document are for illustrative purposes only, please contact branding@santaclaraca.gov with questions.

Thanks.