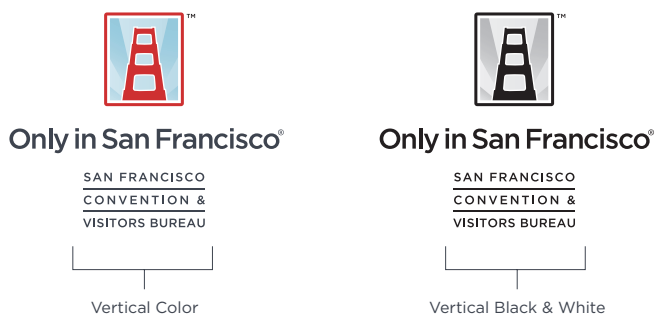




Only in San Francisco®

SAN FRANCISCO
CONVENTION &
VISITORS BUREAU

Corporate Brand Guidelines
Version 1.1



San Francisco Convention & Visitors Bureau Logo

The San Francisco Convention & Visitors Bureau logo consists of a logotype and Golden Gate Bridge logomark. The logo has been created in both vertical and horizontal configurations for use in a variety of situations. The logotype should never appear without the logomark. Logos are available for use in color and black and white, with and without the URL.

Vertical Logo

The vertical logo is the preferred configuration and should be used whenever possible. When using the logo in coordination with the URL it is important to maintain the correct proportional relationships.

Horizontal Logo

The horizontal logo configuration should be used when vertical space is limited and when using the vertical logo produces an unbalanced layout in cases with limited control over accompanying page elements.



Height of O = X **Only in San Francisco®**

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Minimum Vertical Size: 1"



Minimum Horizontal Size: 1.5"



Clearspace

Maintaining an area around the logo, known as clearspace, will ensure the logo stands out from the other elements such as text, photography and other logos. Determine the clearspace by measuring the height of the letter O and then applying this distance to all sides of the logo.

Minimum Size

The minimum size for the Vertical logo is 1" wide, and 1.5" wide for the Horizontal logo.

Improper Usage

Never alter or re-create any part of the logo by changing its proportions, shape or color. The logo should never be enclosed inside a shape.



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Pantone	PMS 180	PMS 551	PMS Cool Gray 11
Process (CMYK)	C: 3 M: 92 Y: 84 K: 12	C: 35 M: 3 Y: 5 K: 7	C: 48 M: 36 Y: 24 K: 66
RGB	R: 189 G: 54 B: 50	R: 161 G: 198 B: 207	R: 77 G: 79 B: 83
Hexidecimal	BD3632	A1C6CF	4D4F53



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Color

Color affects the strength of an identity system. It's impact relies on the careful and consistent use of the defined colors. For the most impact, use the three-color orange, blue and gray logo.

Additional color break downs have been given for process printing. For onscreen and web use the corresponding RGB and hexidecimal values that have been given.

Do not use this chart as a color matching reference; refer to the Pantone color swatch books when specifying inks.

Black and White

The logo has also been prepared in two one-color formats, a positive version and a reversed version. The positive version is for black and white use and the reversed version uses white ink printed on dark backgrounds.

The reversed black and white logo is always printed using white ink but can be printed on other colors than black provided the background color is dark enough to provide adequate contrast for the white logo to display properly.



Black Background



Gray Background



Orange Background

Reversed Color Logos

In addition to the one color reversed logo, the logo has been prepared in the various orientations (horizontal, vertical, url, non-url) in full color reversed format for use against a dark background.

Although the logo will work well against a number of background colors, whenever possible one of the three background colors to the left should be selected. (See color breakdowns for orange and gray on the previous page).

Orange Background

A specific variation of the reversed color logo has been prepared for use against an orange background. This includes a white stroke around the orange box containing the Golden Gate Bridge logomark to define the box against the background.

Gotham Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Thin Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham X Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham X Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Typography is an important tool in supporting and establishing a consistent look for the brand. The Gotham typeface from Hoefler Type has been chosen to compliment the logo.

Avoid using the italic forms of Gotham whenever possible; instead, use a different weight or color for emphasis.

Hoefler Type

www.typography.com

In cases where Gotham can not be used or is not available, Arial should be selected as a the default replacement font in documents and correspondence.



San Francisco Convention & Visitors Bureau Foundation and Member Logos

Additional logo variations have been created for the Bureau's Foundation and Members.

Foundation Logo

The Foundation logo variation does not include the "Only in San Francisco" logotype and always appears in the vertical configuration shown to the right with the word "foundation" displayed in the gray block.

The usage guidelines specified in this guide for the San Francisco Convention & Visitors Bureau logo apply to the Foundation logo with the following two exceptions, Clearspace and Minimum Size. The minimum size for the Foundation logo is a half inch in width and the height of the two horizontal rules in the logo type should be applied as a minimum clearspace on all sides of the logo.

Member Logo

The Member logo includes the "Only in San Francisco" logotype and either an orange or gray block displaying the word "member." The member logo should always appear in the vertical configuration shown to the right.

Follow all guidelines for Clearspace, Minimum Size, Improper Usage and Color that apply to the standard vertical San Francisco Convention & Visitors Bureau logo found in this guide.

Both the Foundation and Member logos are also available in black and white versions.

