City of San Luis Obispo
Brand Identity Guidelines

Contents

Overview

1.0

Letter from the City Manager

Welcome to San Luis Obispo

That's the message we would like to share with everyone who comes to our city – whether to live, shop, dine, learn, work or play. Our new image, embodied by our updated emblem, is an important tool to help send that message. The emblem conveys iconic images that remind us of the welcoming features of our City – our long and rich history and the beauty of our surroundings. It is precisely this imagery and the positive feelings it engenders that reflect the welcoming community that is San Luis Obispo.

Our new emblem will help our city foster a sense of unity and cohesion. The emblem is also an important part of our on-going commitment to share with the world what we have to offer in our community. The launch of our new emblem provides us with a unique opportunity to convey that everyone is welcome to share our wonderful community.

San Luis Obispo is quality of life at its best. Please help us share this new look and vision. Use it, protect it and enjoy it. This new brand will help elevate the City of San Luis Obispo to even greater heights.

Katie Lichtig, City Manager

Introduction

How to use the Manual

As the City of San Luis Obispo evolves, it is critical to maintain a powerful, consistent identity. Establishing and reinforcing that identity requires consistent application of the City emblem and look in all communication materials. This guide provides the tools and resources to help city staff, their partners and vendors maintain the brand. The guide includes clear, comprehensive graphic standards, combined with basic application examples to help ensure the highest level of quality in all communication vehicles. Adherence to these guidelines is the key to the success of the City of San Luis Obispo's visual identity strategy.

Value

A brand is much more than an emblem—it is the heart of the City of San Luis Obispo's message. It encompasses the words, colors, fonts, phrases, and mood of every item in our communications. It captures the essence of who we are. This style guide will be the foundation for implementing the new brand. It will unify our communications and keep everyone working toward the same goal. It will also simplify the design process and make future communications easier to develop. Following this style guide will strengthen the power of City's brand and maximize its potential to benefit the community.

Consistency

A key goal of brand guidelines is to ensure that all parties use the brand elements consistently. Brand guidelines provide information and tools and set the standards for using brand names, Emblems, typefaces and other design elements in advertisements, brochures, newsletters, signage and online communications. Guidelines give your department control over the way other people use your brand so that its visual appearance is always consistent.

Advantage

By using these guidelines you are now helping to communicate the city's positive image by:

• Ensuring the brand identity is highly visible across the city;

• Providing a single and united message for all city marketing and communications;

• Creating a greater level of civic pride and encourage wider participation in city activities;

• Uniting the public, private, and voluntary sectors in San Luis Obispo;

• Enhancing the status and recognition of all those who associate with San Luis Obispo's unique qualities; and

• Contributing to the long-term brand building exercise, changing perceptions and adding value.

Glossary of Terms

The following glossary gives explanation to the terminology used within the City of San Luis Obispo's guidelines. For further explanation of the guidelines and its contents, please direct your enquiries towards City Administration.

PMS (Pantone Matching System): refers to Pantone's color identification system, and is often used as a prefix to a number (PMS 281) with the number corresponding to a specific color. This referencing system has become the industry standard worldwide for specifying printing ink colors.

CMYK an abbreviation for cyan, magenta, yellow and BW, the colors used in the four color (or full color) printing process. When combined together in varying proportions these four colors can produce the full color spectrum.

RGB Red, Green, Blue. The three component colors of light. When combined in varying proportions, they can be mixed to produce any color of light. The RGB color system is specific to the mixing of light as opposed to ink, and is used to specify colors for electronic applications.

01 Emblem

02 Wordmark

04 Lock-up

01 Emblem
This term refers to the City's primary graphic element in any of its variations as a single unit.

02 Wordmark
This term refers to the typographic element: 'City of San Luis Obispo'.

04 Lock-up
Is a formalized relationship of the Emblem (symbol) and a typographic pairing. They are elements locked in their relative positions. For the sake of maintaining consistency in all media, the approved lock-up should not be taken apart or altered.

Further Assistance

Any views, comments or requests for help in interpreting these guidelines should be referred to City Administration which is the main point of contact for all visual identity queries.

Downloadable Emblem Files

All emblems, wordmarks, and visual elements are directly available as electronic files.

Download master files here

How to Order Business Cards

The City has set up an electronic ordering site for your convenience.

Can be ordered here

(Letterhead/Stationery items pending RFP)

Graphic and Visual Elements

2.0

Emblem Variations

01 The preferred full color version should be used wherever possible.

02 Use this version when there is not enough adequate positive negative contrast between the emblem and the background

03 BW can be used in materials reproduced in BW and white (including facsimile cover pages, memorandums, newsletters, or newspapers). This version may also be screened back to gray.

04 This version is to be used for reversal from a dark background.

05 Preferred, one-color "City Blue" version see section 2.7 for brand colors. However, in special circumstances, if a printed piece is one-color other than City Blue, an alternate color may be used.

06 For legibility the small simplified version should be used when an emblem is required below the minimum diameter of the standard version.

Download master files here

01 Preferred, full color used for light or dark backgrounds

02 Alternate, full color used for light or neutral backgrounds

03 BW and white used for 1-color printing or screen printing on a light background
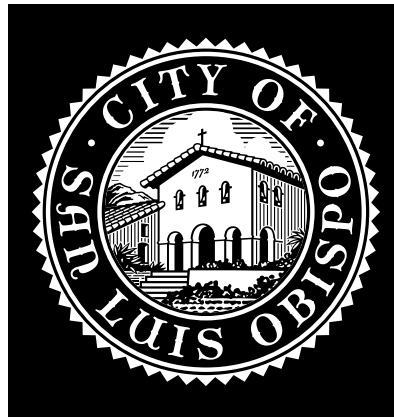
04 BW and white used for 1-color reversal from on a dark background

05 Preferred, one-color, "City Blue" see section 2.7 for brand colors

06 Simplified emblem when it appears smaller than 5/8" or .625" diameter

May also be used for reversal from a dark background

Emblem Variations

For materials that need specialized graphic or visual emphasis, such as signage, note cards, etc., the emblem may be reproduced using the following methods:

01 Bronze or aluminum casting

02 Blind emboss

03 Embroidered, full color

04 Embroidered, single color

The emblem must always be reproduced using approved 'master artwork'.

Master files for these items are available by special request only. Contact City Administration

01 Bronze or aluminum castings or other materials may be used for architectural or signage applications

02 Blind emboss used for note cards and invitations with light areas raised

03 Embroidered Emblems for full color applications

04 Embroidered Emblems, single color thread (City blue preferred)

Emblem
Usage & Size

The City's official Emblem is the central visual element of our brand. For consistency, the emblem must never be adjusted, redrawn or modified in any way. It must always be reproduced from the master originals.

All city materials should be identified using the official City Emblem and/or wordmark. When a secondary department or division brand is also utilized, it should be positioned far enough apart so as not to appear to be grouped with the emblem.

Contact City Administration to determine appropriate use of department or division secondary brands together with the City Emblem.

Download master files here

01 "y" = Minimum clear space

02 Minimum size standard emblem

5/8" or .625" diameter

03 Maximum size simplified emblem

9/16" or .5625" diameter

Clear Space

01 The clear space around the emblem is integral to the design, providing clarity. The minimum clear space around the emblem should be equal to the "y height" (the Height of the emblem's typeface).

Adherence to these minimum spacing parameters helps the reader's eye distinguish the emblem easily. No copy or any other graphics should encroach on this minimum space.

Minimum Size Standard Emblem

02 To maintain detail, the "standard" Emblem is never to be used smaller than 5/8" or .625" diameter.

Maximum Size Simplified Emblem

03 When the emblem is required below the minimum of the "standard" version, the simplified City Emblem should be used no larger than 9/16" or .5625" diameter.

Emblem
Usage and Size

Inappropriate Use

Following are examples of inappropriate usage of the City Emblem. When there is a question, contact City Administration.

Do not tint full-color version, however, it is acceptable to tint 1-color versions
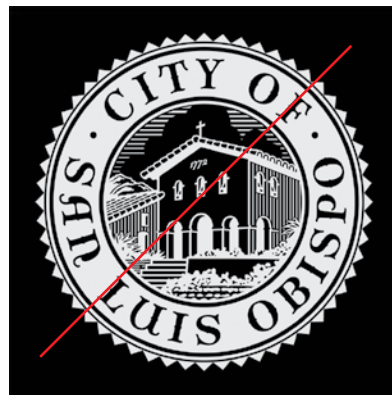

Do not rotate

Do not change the fonts of the wordmark

Do not disassemble the emblem

Do not reverse emblem into a negative
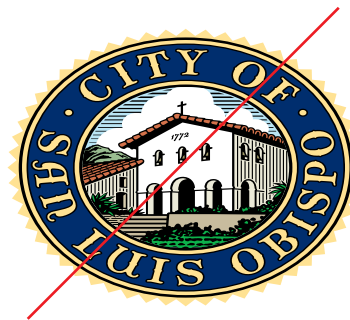
Do not "squeeze" or "stretch" the emblem

Wordmark

The City's official wordmark has been specifically designed to evoke San Luis Obispo's Spanish heritage. It is not a standardized type face. The design was created using historic models for reference.

The wordmark may be used alone in situations where space is limited or it may be paired with the City Emblem. (see section 2.6). In no event should it be altered or distorted.

01 The wordmark may be reproduced in any color or black & white, but must distinguish itself sufficiently from it's background. It may be used as a single line with or without the words "City of", stacked flush left, or stacked center.

02 It may also be reversed from darker backgrounds as needed.

Download master files here

CITY OF SAN LUIS OBISPO
Single line

SAN LUIS OBISPO
Single line without "City of"

CITY OF SAN LUIS OBISPO
Stacked flushed left

CITY OF SAN LUIS OBISPO
Stacked centered

01 City blue is the preferred color, but the wordmark may be reproduced in any color

CITY OF SAN LUIS OBISPO

SAN LUIS OBISPO

CITY OF SAN LUIS OBISPO

CITY OF SAN LUIS OBISPO

02 The wordmark may be reversed from darker backgrounds

Emblem & Wordmark Lock-ups

Proper usage of the City's wordmark is critical to any design that includes it in combination with the official City Emblem.

Specific lock-ups have been created for occasions where the wordmark is required to be used with the emblem.

Download master files here

The wordmark can be reproduced in any color and may be reversed on a dark background. Make sure there is adequate contrast between the wordmark and background.

01 To measure the size of the emblem use 2.4 x 'L' taken from the letter in the wordmark. To measure the spacing between the emblem and wordmark use the 'y' taken from the letter in the emblem. The emblem always aligns vertical with the wordmark.

02 To measure the size of the emblem use 'L' taken from the letter in the wordmark. To measure the spacing between the emblem and wordmark use the 'y' taken from the letter in the emblem. The emblem always aligns horizontal with the wordmark.

=y
=2.4 x L   y   CITY OF SAN LUIS OBISPO   =L

SAN LUIS OBISPO

=2.4 x L   y   CITY OF
SAN LUIS OBISPO   =L

01 Align vertical centers

=y
=2.4 x L

y
CITY OF SAN LUIS OBISPO   =L

=y
=2.4 x L

y
CITY OF
SAN LUIS OBISPO   =L

02 Align horizontal centers

Brand Colors

The approved color palette is inspired by San Luis Obispo and its surrounding areas. The colors reflect not only the culture and history of the city but also the vibrancy of modern life in the area.

Primary

These colors are used in the emblem, but can also be used for other branding elements.

Secondary

These colors are the supporting color palette. They may be used for backgrounds or other graphic components of individually designed printed and digital materials.

Color Systems

01 Pantone Matching System (PMS)

02 CMYK breakdowns. These indicate an accurate match to the equivalent PMS colors when printing in four color process.

03 RGB values. Use when any of these colors are reproduced on-screen; (digital presentations, internet) they should be created with the appropriate RGB color values shown here.

Primary

01 PMS 281	**01** PMS 7403
02 C100 M80 Y0 K40	**02** C0 M10 Y50 K0
03 R0 G62 B126	**03** R255 G226 B147

Secondary

01 PMS 1525	**01** PMS 1685	**01** PMS 432
02 C0 M58 Y100 K10	**02** C0 M68 Y100 K44	**02** C23 M2 Y0 K77
03 R222 G121 B28	**03** R153 G71 B8	**03** R69 G85 B96

01 PMS 2717	**01** PMS 452	**01** PMS 5753
02 C29 M12 Y0 K0	**02** C24 M18 Y42 K0	**02** C25 M0 Y81 K67
03 R176 G203 B234	**03** R197 G193 B157	**03** R86 G100 B35

All colors on this page are shown at values of 100%. To achieve lighter tints, it is possible to use any of the colors at lower percentages as illustrated along the lower edge of each color swatch

Approved Fonts

Holland Title

01 Holland should be used as a display font and in instances where a larger copy size is necessary. It is not necessary nor recommended to use Holland for supporting type and body text.

Helvetica Neue

02 Helvetica Neue is the primary typeface used for the City. It should be used as the first choice typeface for the majority of pre-printed typographic information. The choice of type size and weight should be based on format, function and purpose.

Times Roman or New Roman

03 Times is the secondary typeface for the City. Its usage should be limited to publications and printed communications that require a more editorial approach.

Arial

04 Arial is the default typeface to be used when the user does not have access to Helvetica Neue and where the user needs to have the font installed on their computer. Examples of this situation include: html text in web based media, powerpoint presentations, all documents produced internally, and all documents sent electronically.

Holland Title

01 The Holland font family is available for both Mac and Windows platforms and has been purchased by the City for your use.

Helvetica Neue Light

Helvetica Neue Roman

Helvetica Neue Medium

Helvetica Neue Bold

Helvetica Neue Heavy

Helvetica Neue Light Italic

Helvetica Neue Roman Italic

Helvetica Neue Medium Italic

Helvetica Neue Bold Italic

Helvetica Neue Heavy Italic

Helvetica Neue Light Condensed

Helvetica Neue Condensed

Helvetica Neue Medium Condensed

Helvetica Neue Bold Condensed

Helvetica Neue Heavy Condensed

Helvetica Neue Light Condensed Oblique

Helvetica Neue Condensed Oblique

Helvetica Neue Medium Condensed Oblique

Helvetica Neue Bold Condensed Oblique

Helvetica Neue Heavy Condensed Oblique

02 Small headings use bolder weights. For text, predominantly use Helvetica Neue Roman. In instances where legibility may be an issue - when reversing out of images for example - then Helvetica Neue Medium can be used. The use of italics is permitted but should be kept to a minimum.

Times Roman Regular

Times Roman Italic

Times Roman Bold

Times Roman Bold Italic

03 Times Roman may be used where a serif font is required – for example in large bodies of text such as staff reports, memorandums or minutes.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

04 Arial should be used as a replacement when Helvetica Neue is not available. It is mainly used for City-wide template driven applications which use the system fonts.

Brand Applications

3.0

Stationery

Using the City letterhead, envelopes and business cards is one of the most effective ways to convey official City business. Both a level of formality and visual consistency are achieved via the use of approved graphics, typefaces, colors and paper stock. City departments may order stationery materials by contacting the printer directly.

Stationery has been prepared for each individual department. It features the City Emblem, name of department, address, main phone line and the City's URL.

02 City envelopes are also unique for each individual department.

03 Business cards feature the City emblem, department name, department division (if applicable), address, e-mail, phone, fax or department URL and City URL.

Order business cards here

(Letterhead/Stationery items pending RFP)

Parks & Recreation
1341 Nipomo Street, San Luis Obispo, CA 93401-3249
805.781.7300
slocity.org

May 21, 2013

Recipient's First & Last Name
Recipient's Title
Recipient's Address
City, State zip code

Dear Name,

We've prepared this sample letter layout for you in an effort to demonstrate how a typed letter would look when presented in context.

You'll notice that the new City of San Luis Obispo emblem is located in the upper left-hand corner of the page signaling the flush-left location of the typed letter.

We've located the full proper name and address of the city at the head of the page consistent with the envelope layout that we've prepared.

With your confirmation of the direction we are moving, we can begin work on the final refinements immediately and have your materials ready for publication within a short time.

Sincerely,

Signatory's Name Here
Title Here
Signatory@slocity.org

Employee Name
Employee Title
Finance & Information Technology
Information Technology Services
990 Palm Street
San Luis Obispo, CA 93401-3249
E employee@slocity.org
T 805.781.7130
C 805.xxx.xxxx
F 805.xxx.xxxx
slocity.org

front

back

CITY OF SAN LUIS OBISPO

03 Business card. (Not shown to scale)
Actual size is 3.5"w x 2"h

Community Development
919 Palm Street, San Luis Obispo, CA 93401-3218
slocity.org

02 Department envelope. (Not shown to scale)
Actual size is #10

01 Department letterhead. (Not shown to scale) Actual size is 8.5"w x 11"h

Stationery

Sample stationery layout

Letterhead is not shown to scale. Setting the margins as indicated ensures easy printing onto letterhead.

01 The tinted space is designated for letter copy. A justified left and ragged right format is recommended, as well as 11pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 2 inches from the top of the page.

02 Recipient's address is justified left and ragged right, as well as 11pt. type. And should line up flush left with mailing address.

03 Recommended format for recipient's address is justified left and ragged right, as well as 11pt. type.

.5"

.13"

.25"

1"

1"

Minimum 2" inch margin

Parks & Recreation
1341 Nipomo Street, San Luis Obispo, CA 93401-3934
805.781.7300
slocity.org

1.3" inch margin

1" inch margin

Minimum 1" inch margin

01 Department letterhead. (Not shown to scale)
Actual size is 8.5"w x 11"h

Minimum 1.3" inch margin

City Hall
990 Palm Street San Luis Obispo, CA 93401-3218

1.25"

Recipient's First & Last Name
Recipient's Address
City, State zip code
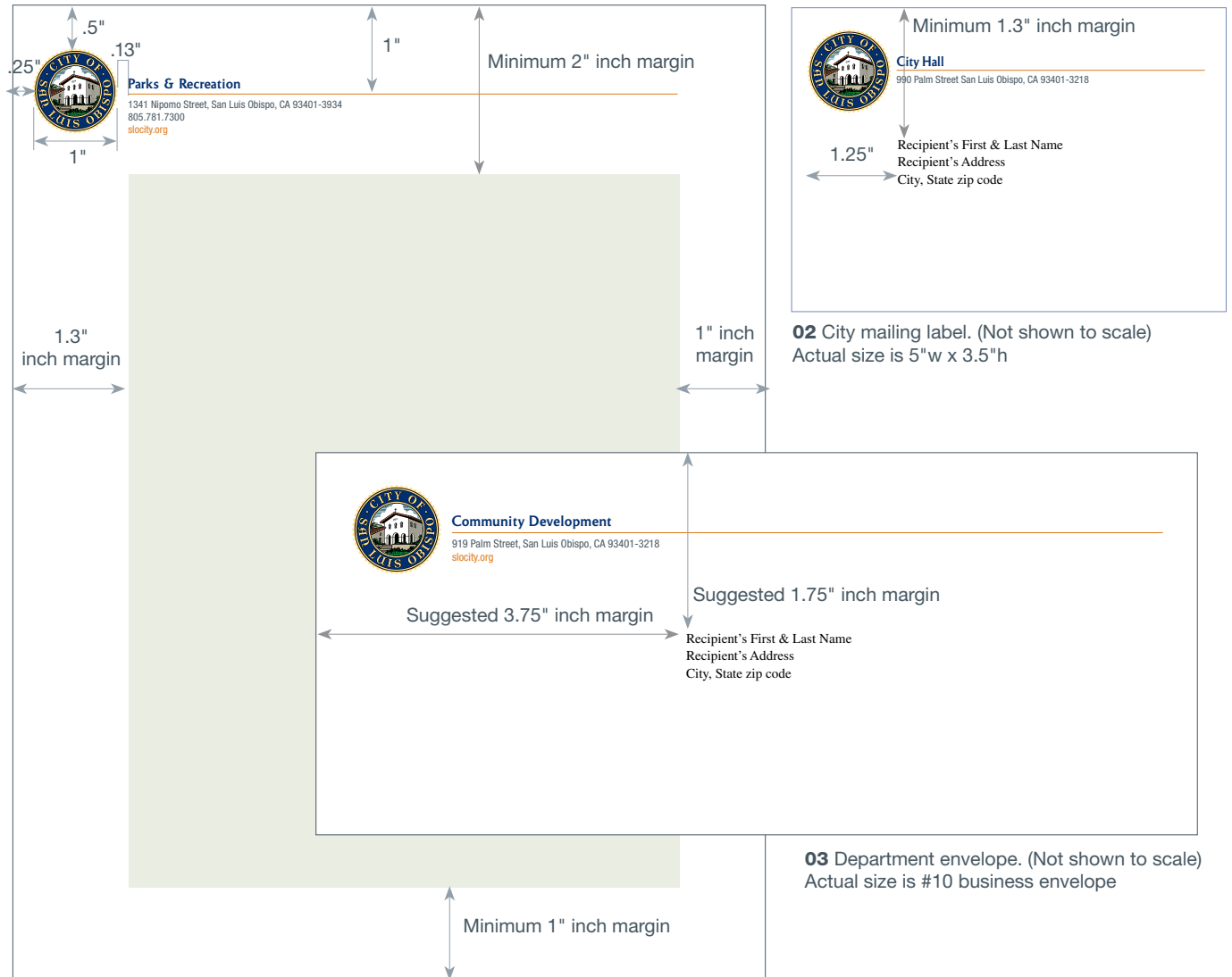
02 City mailing label. (Not shown to scale)
Actual size is 5"w x 3.5"h

Community Development
919 Palm Street, San Luis Obispo, CA 93401-3218
slocity.org

Suggested 1.75" inch margin

Suggested 3.75" inch margin

Recipient's First & Last Name
Recipient's Address
City, State zip code

03 Department envelope. (Not shown to scale)
Actual size is #10 business envelope

Stationery

Sample Note Card & Envelope

Note card and envelope are not shown to scale.

These fold-over, 4.25" x 5.5", note cards are made from cover weight paper and fit into A2 envelopes. The City emblem has been blind embossed on the cover.

This size note card is commonly used for a wide range of handwritten cards, invitations, thank you notes and announcements.

Envelopes feature a return address that is unique to each department.

(Letterhead/Stationery items pending RFP)

Applications, Permits and Forms

Sample Forms

Not shown to scale.

01 Recommended header specifications for all applications, permits, and notices.

01

Department name sets at 16pt, Holland Title

Title of form sets flush left, 30pt/22pt, Holland Title

.25"

1pt rule

1.25" inch from edge

.25"

1.5"

Home Occupation Permit

Community Development

T 805. 781.7170
F 805. 781.1234

990 Palm Street/P.O Box 8112, San Luis Obispo, CA 93401-3218

1"

Address, phone, fax and e-mail all set flush left 8.5pt/10pt, Helvetica Neue Condensed

.5" inch margin

Please print clearly or type. Return this completed form with your $ _____ application fee. This form will be your permit when approved. In some cases, you may have to comply with additional conditions. Also, be sure to get a business tax certificate.

NOTE: Private property regulations such as deed restrictions or Conditions, Covenants, and Restrictions (CC&R's) of homeowners' associations may restrict or prohibit home occupations even if such use is allowed by City Regulations. Applicants are encouraged to determine compliance with any applicable private regulations before applying for City approval.

.5" inch margin

Business

Applicant: _____

Address: _____

(Previous Business

Do you own the ho

This residence is:

Accurately describ

_____

Will customers vis

A more detailed des

1. Home occupat
other charac
enjoyment of
residential are

2. There shall be
☐ Private in
art, on an ind
six (6) student

☐ Physical
therapists, wh
any time and

☐ Attorneys
consultants.
Businesses w
(1) on-site c
required resid
minimum dep
made availab
operation shal

3. Activities shal
or an enclose
appearance c
be conducted

4. There shall b
(internet and

5. There shall b
residents.

6. There shall b
street addres
business can
from the hom

Are you selling or offering the f

☐ Tobacco   ☐ Massage The

Are you doing business from yo

Business License & Tax Certification Application

Finance & Information Technology

T 805. 781.XXXX
F 805. 781.XXXX

990 Palm Street/P.O Box 8112, San Luis Obispo, CA 93401-3218

For Office Use Only: Date/Amount: _____ Class/Group/CAT: _____ Business No: _____

Business Name _____

Email _____

Ownership Status: ☐ Pub

Ownership Type: ☐ Corporat

Business Location _____
PO Box addresses cannot be accepted as b

Location Type: ☐ Commerc

Mailing Address _____

Owner/Contact Name _____

Federal Employer/Social Securi

State Franchise No. _____

NAICS Coding: Please check th

☐ **Retail Trade (44-45)**
☐ **Accommodation or Food Serv (72)**
☐ **Professional, Scientific or Tee Services (54)**
☐ **Management of Companies & Enterprises (55)**
☐ **Health Care or Social Assistar**
☐ **Construction (23)**

Please provide a detailed descri

_____

_____

Transient Occupancy Tax & Assessment Notice

Finance & Information Technology

T 805. 781.XXXX
F 805. 781.XXXX

990 Palm Street/P.O Box 8112, San Luis Obispo, CA 93401-3218

Mailing Address

Business Owner(s):

Name	Title	Date of Birth
Address	Phone #1	SSN #
	Phone #2	
Name	Title	Date of Birth
Address	Phone #1	SSN #
	Phone #2	

Monthly Tax and Assessment Information:

1. Gross rent for occupancy of rooms: 1. $

2. Less allowable deductions:
   Rent for occupancy by permanent residents (one who occupies or has right of occupancy for 30 or more consecutive days – deductions require exemption voucher per transaction.)   2. $

3. Rent subject to Tax and Assessment Line 1 minus Line 2:   3. $

4. Assessment Due - 2% of Line 3:   4. $

5. Tax Due - 10% of Line 3:   5. $

6. TOTAL **TAX AND ASSESSMENT DUE** - Line 4 plus Line 5   6. $

7. PENALTY: $10.00 or 1.5% of Line 6, whichever is greater, if paid after one calendar month from close of period. (Example: Tax collected in December is due by January 31st. Penalty effective on February 1st and each month thereafter if not paid).   7. $

8. TOTAL AMOUNT DUE - Line 6 plus Line 7:   8. $

Certification:

Facility Signage

Facility signage will need to be specially designed for each unique situation. Appropriate colors, materials, scale and placement together with the use of approved fonts and emblem files will result in signage that strengthens the City's brand throughout the community.

Permanence and ease of maintenance should always be a primary consideration.

Vehicles

24 HOUR RESPONSE VEHICLE

03 Removable 5.5"w x 7"h magnetic graphic panel

For Official Use Only

04 Full color adhesive clear vinyl decal

Fleet

01 All fleet vehicles will be simply identified with the official City Emblem placed on the front doors and scaled appropriately for the size of the vehicle. The emblem should be centered on the door horizontally and positioned vertically to appear to be slightly above center. Placement on unusual vehicles or equipment such as tractors, trailers, construction equipment, etc. shall be at the discretion of the Fleet Maintenance Manager.

02 The City web address (slocity.org) is 10.5" wide for all vehicles. It should appear in Pantone 1525, Helvetica Neue Condensed and be placed on the upper back corner panel on both sides of each vehicle.

A 4-digit vehicle identification number should be placed on the right back panel.

03 Vehicles that are driven home by city employees must display a magnetic "24 hour" graphic.

04 Vehicles that are not identified with the City emblem on the front door should display a decal placed on the rear door window on both sides.

02 Pantone 1525, Helvetica Neue Condensed

slocity.org
10.5"

12"

01 Full color adhesive vinyl emblem (size varies)

02 Pantone 1525, Helvetica Neue Condensed

slocity.org
10.5"

15"

Publication Planning

The City Emblem should measure minimum 1 inch on all publications. Whenever possible, It should appear at the top left hand side with minimum clear space around the emblem. (see section 2.3)

Adherence to these minimum spacing parameters helps the reader's eye distinguish the emblem easily. No copy or any other graphics should encroach on this minimum space.

01 Use the "web address bar" at .25" inches along the bottom with relevant forward slash address. Web addresses should be set in Helvetica Neue Condensed,10pt.

02 The main font is Helvetica Neue or Times. Holland Title should be used sparingly.

03 Whenever possible use the City's primary or secondary color palette.

04 The job number should be printed clearly but discreetly on either the back or front cover of the publication in 7pt Helvetica Neue. This helps to identify jobs for reprinting.

03 Primary color

KidVENTURE
Summer Camps 2013

02

CITY OF SAN LUIS OBISPO

slocity.com/parksandrecreation

slo1301

01

Example 1: Standard 8.5"w x 11"h booklet. (Not shown to scale)

03 Secondary color

04

Historic Preservation

An Overview of San Luis Obispo's Historic Preservation Program

CITY OF SAN LUIS OBISPO

slocity.com/communitydevelopment

01

Example 2: Standard tri-fold brochure. (Not shown to scale)

03 Secondary color

Photography Guidelines

The image style should have high emotional appeal, be very light in tone, and the settings should be bright. People should look like they're enjoying themselves. Choose candid shots over obviously stages shots. Try to avoid shots with people looking directly into the camera.

Shots featuring city employees should depict them in appropriate attire for their job category. They should appear to be helpful, friendly and competent.

Citizens should look happy.

Whenever possible use high-quality photography whether it is stock or original photography. Avoid poor quality snapshots.
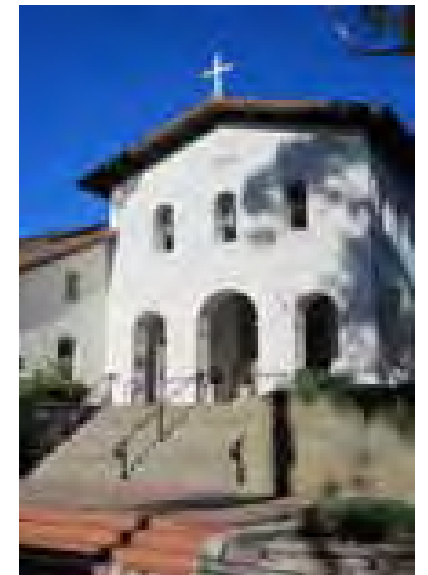
Print Purchasing Procedures

Approved Printers

A local printer has been pre-approved to process your order and debit your department's printing budget. Be prepared to provide the requested information when placing your order.

Order business cards here

(Letterhead/Stationery items pending RFP)

You do NOT need to provide the printer with any templates.

You will be required to fill in fields for the following information when placing your print orders:

Business Cards
- Individual's Name and Title

- Department, and division (if applicable)

- Tel, Cell, Fax Numbers

- E-mail address

- Additional URL (if applicable)

- Department street address including the 9-digit ZIP code

Envelopes
- Department, and division (if applicable)

- Department street address including the 9-digit ZIP code

Letterhead
- Department, and division (if applicable)

- Department's main telephone number

- Department street address including the 9-digit ZIP code

Clothing

Polos and Shirts

When applying the emblem or wordmark to shirts, they may be embroidered using the full color or 1-color emblem.

01 The preferred full color version should be used wherever possible. However, 1-color is acceptable.

02 Use the emblem designed for neutral backgrounds (see section 2.1) when there is not enough adequate positive negative contrast between the emblem's gold border and the background.

03 Department names should appear in Holland Title, under the emblem using one of the primary colors (PMS 281 blue, 7403 gold).

The emblem should always appear on the left breast of the shirt. If the shirt has a pocket, it should be centered above the pocket. The emblem or word pairing should not be larger than 4" wide.

01 Preferred full color emblem, embroidered application, full color on dark background

02 Alternate full color emblem, embroidered application, full color on light background

03 Department or division identifier (blue or gold)

Acceptable 1-color emblem, embroidered on light background

1.5"

.1875" (3/16")

Finance & Information Technology

Holland Title, 36pt/20pt, PMS 281

Scale: actual size

Clothing

When applying the emblem or wordmark to hats, they can be embroidered using the emblem on the front and wordmark on the back.

01 The preferred full color version of the emblem should be used wherever possible.

02 Use the emblem designed for neutral backgrounds (see section 2.1) when there is not enough adequate positive negative contrast between the emblem's gold border and the background.

03 The arched wordmark is intended only for use on the back of caps.

Download master files here

2.25"

02 Alternate emblem for light or neutral backgrounds. Recommended size 2.25" diameter

Caps are not shown to scale

02 Preferred emblem for dark or neutral backgrounds. Recommended size 2.25" diameter

5.5"
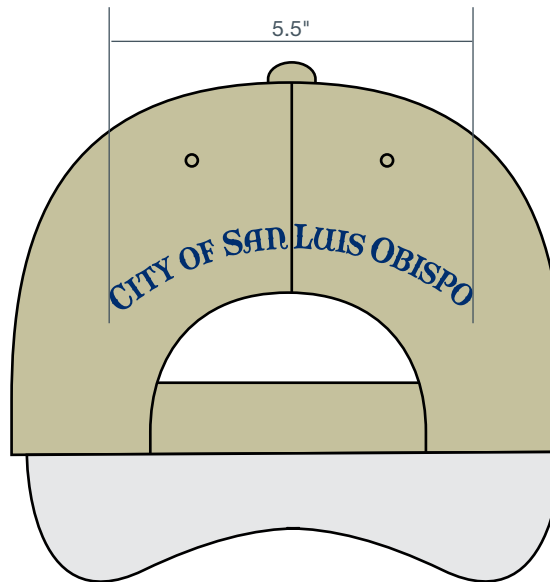
03 Wordmark, primary PMS 281 blue

03 Wordmark, primary color PMS 7403 gold

Clothing

Uniforms

Uniform apparel shall carry the City Emblem on the left sleeve. These items include, but are not limited to: jackets, long or short sleeve shirts, and jumpsuits.

01 The Emblem may be embroidered onto the fabric of the uniform or sewn on as a patch and measure 3.75" diameter.

02 The department and employee name may be embroidered onto the fabric of the uniform or sewn on as a patch. Department name must be placed on the right breast of garment and individual's name on the left. Use Holland Title as the preferred font.

01 City Emblem should always appear on the upper portion of the left sleeve and measure 3.75" in diameter

02 Department name must be placed on the right breast of the garment and individual's name on the left. Use Holland Title as the preferred font

Dept. or Division

Employee Name

3.75"

Clothing

Uniforms

T-shirts may be silk screen printed using the 1-color city blue emblem and wordmark.

01 The Emblem may be embroidered onto the fabric of the uniform or sewn on as a patch and measure 3.75" diameter.

02 T-shirts shall carry the City Emblem on the left breast of the t-shirt. The emblem or word pairing should not be larger than 4" wide.

03 The stacked centered wordmark may be placed on the upper back portion of the t-shirt (optional).

04 Safety helmets should feature the emblem on the flattest surface area located on the front or side.

3.75"

01 City Emblem should always appear on the upper portion of the left sleeve and measure 3.75" in diameter

02 The emblem should always appear on the left breast of the t-shirt

Public Works

CITY OF SAN LUIS OBISPO

03 Use the centered stacked wordmark on the upper portion on the back of t-shirts

Dept. or Division

Employee Name

04 The emblem should appear on a flat surface on the front or side of the helmet

Name Tags
& Badges

Name tags are a great way to brand a city function or event. Whenever possible use this suggested layout.

Name badges help identify city employees and elected and appointed officials and should be worn when attending official city gatherings or meetings.

CITY OF SAN LUIS OBISPO

Peter Jennings
Journalist and News Anchor
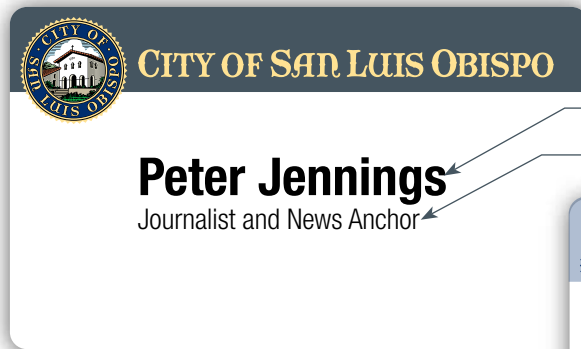
22pt Helvetica Neue Bold Condensed, flush left align with wordmark

12pt Helvetica Light Condensed

4-Color event name tags.
Self adhesive removable name badge labels
2.33" x 3.375" (not shown to scale)

CITY OF SAN LUIS OBISPO

Peter Jennings
Journalist and News Anchor
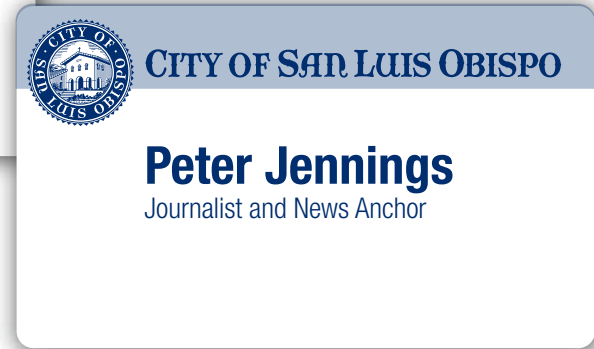
1-Color event name tags.
Self adhesive removable name badge labels
2.3" x 3.375" (not shown to scale)

Employee's Name
Employee Title
Department Name
Division Name

Brushed aluminum magnetic-back name badge

Employee's Name
Employee Title
Department Name
Division Name

18.5pt Helvetica Neue Medium Condensed, flush left align

12pt Helvetica Light Condensed

14.5pt Holland Title

.7pt rule

11pt Holland Title

Official's Name

Committee Name
City Advisory Body

Member's Name
Council Member
City Council

Official City identification badge to be worn by city employees, elected and appointed officials (not shown to scale)
Actual size: 3.5" x 1.25"

Name Tags & Badges

Folded table tent cards are intended for use by participants at city sponsored events, presentations, panel discussions, etc.

First and Last Name
Person's Title

Table Tent (not shown to scale)
Actual size: 11"w x 8.5"h, folded size 11"w x 4.25"h

1"

2"

First name and Last name recommended font size,
72pt Helvetica Neue Medium Condensed, flush left align

.75"   .25"

First and Last Name

Person's Title

Orange dividing rule
is .7pt Pantone 1525

1"

Person or organization's title recommend font size,
48pt Helvetica Light Condensed

4.0

E-Templates

Official City E-templates are to be used only for communications sent via E-mail or digitally. They are not intended to replace official printed letterhead or documents.

E-templetes should not be printed out and used for mailing, as the integrity of the colors and branding will be compromised, especially as color varies from printer to printer. Also, they contain low-resolution images that do not print well.
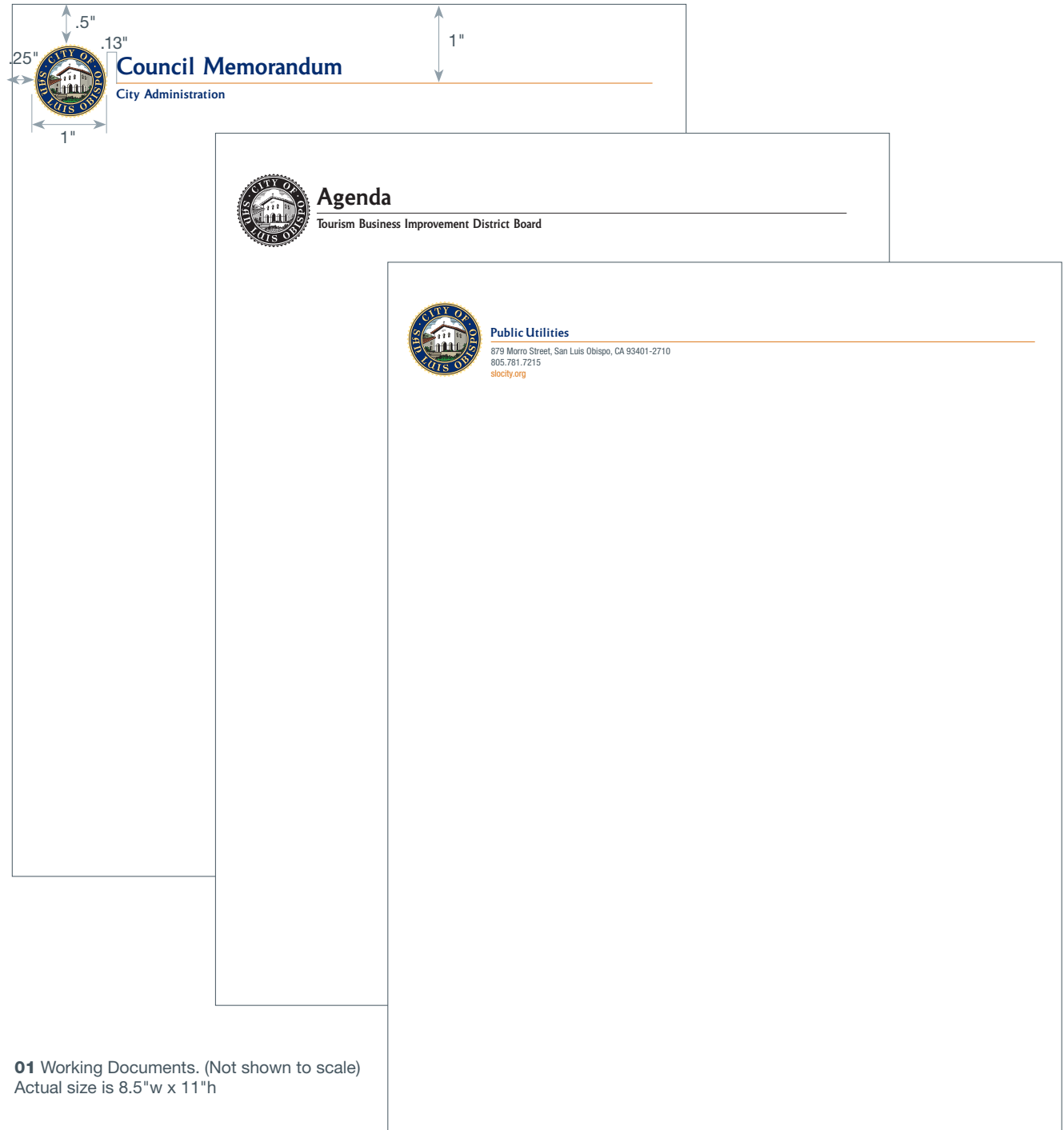
Available Microsoft Word templates for working documents:
• Department Letterheads
• City Manager Report
• Confidential Memorandum
• Council Agenda
• Council Agenda Report
• Council Agenda Report E-Routing
• Council Memorandum
• Council Notes
• News Release
• Advisory Body Agendas
• Untitled Header – for any new
   documents not listed above
Download template files here

NOTE: Letterheads and Advisory Body agenda templates are department specific. These Microsoft Word templates can be found in the department specific files.

NOTE: When creating a new template, refer to the instruction sheet for adding text boxes in order to maintain digital ADA compliance.

.5"

.13"

1"

.25"

Council Memorandum

City Administration

1"

Agenda

Tourism Business Improvement District Board

Public Utilities

879 Morro Street, San Luis Obispo, CA 93401-2710
805.781.7215
slocity.org

01 Working Documents. (Not shown to scale)
Actual size is 8.5"w x 11"h

Outgoing E-mail Signature

The E-mail signature format should be used by all personnel in order to maintain consistency for all outgoing communication. Employees are encouraged not to "personalize" their signatures, but maintain the format shown.

01 To ensure that the relative size and position of the emblem and wordmark remains consistent, a lockup is available.
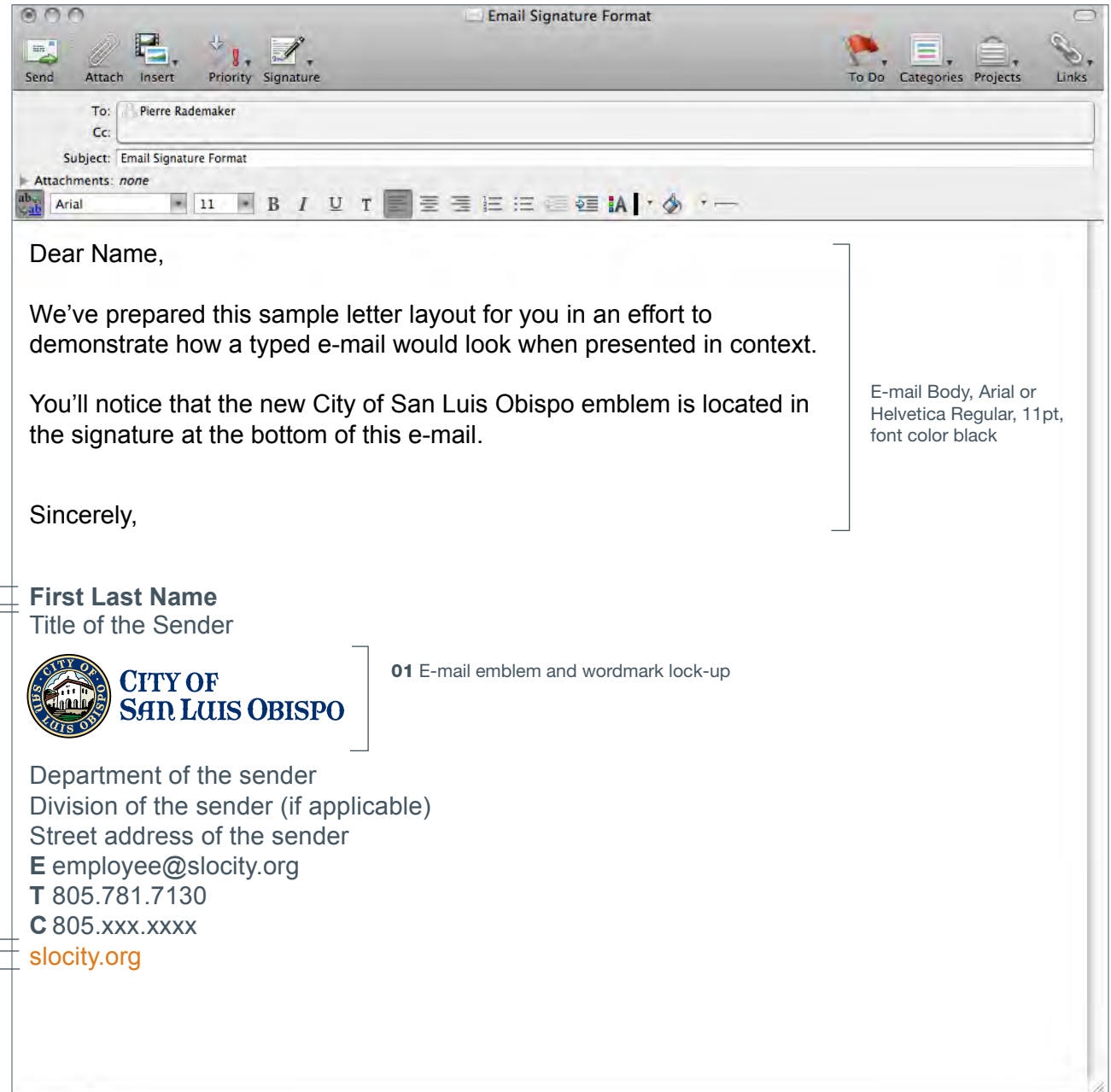
Download master file here

How to create a customize signature

Name, Arial Bold, 11pt, font color (**R**69 **G**85 **B**96)

Title, Address and Contact Information, Arial Regular, 11pt, font color (**R**69 **G**85 **B**96)

City Web Address, Arial Regular, 11pt, font color (**R**222 **G**121 **B**28)

Email Signature Format

Send   Attach   Insert   Priority Signature   To Do Categories Projects Links

To: Pierre Rademaker
Cc:
Subject: Email Signature Format
Attachments: *none*

Arial   11   **B** *I* U T

Dear Name,

We've prepared this sample letter layout for you in an effort to demonstrate how a typed e-mail would look when presented in context.

You'll notice that the new City of San Luis Obispo emblem is located in the signature at the bottom of this e-mail.

Sincerely,

E-mail Body, Arial or Helvetica Regular, 11pt, font color black

First Last Name
Title of the Sender

CITY OF SAN LUIS OBISPO

01 E-mail emblem and wordmark lock-up

Department of the sender
Division of the sender (if applicable)
Street address of the sender
E employee@slocity.org
T 805.781.7130
**C** 805.xxx.xxxx
slocity.org

PowerPoint Presentations

PowerPoint templates have been prepared to help ensure visual consistency and can be used for internal and external presentations.

If using images, the style and content of photographs should reflect the diverse work of the City and be vibrant, inspirational and engaging. Only use images that are relevant and add value.

01 A few sample branded page layout options.

Download template files here
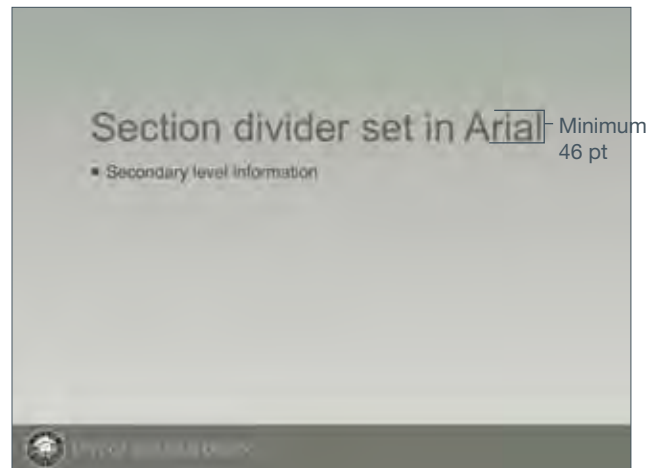
01 This template includes several more page layout options. It can be altered or changed to adapt to your presentation needs. Be sure your presentation includes the Emblem, branded fonts, colors, and photography

Web Design Guidelines

First Impression

Proper Use of Colors: Avoid a chaotic mix of colors, instead pick two to four colors from the City's color palette (section 2.7).

Animations, Gadgets, and Media: Avoid anything unnecessary. In most cases, it's best not to use animated backgrounds or background music.

Layout: Create a clear navigation structure, and organize page elements in a grid fashion. Use of white space is strongly encouraged. Avoid clutter!

Typography: Use font sizes, and font colors that are easy to read. It is almost always best to have white or very light background with black or dark text. Only use approved fonts (section 2.8).

Maintain Consistency

It's best to keep elements on the site fairly consistent from page to page. Elements include the City Emblem, colors, sizes, layout, and placement of those elements. The site needs to have a good flow from page to page. This means colors are primarily the same as well as fonts and layout structure. Navigation should remain in the same location throughout.

Use the Right Images

Image style should have high emotional appeal, be very light in tone, and the settings should be bright. People should look like they're enjoying themselves. Choose candid shots over obviously stages shots. Try to avoid shots with people looking directly into the camera. Try to avoid stock photography.

City employees should appear dependable, friendly, competent, and helpful.

Citizens should look happy.

Create a Solid Navigation System

Keep the structure of the primary navigation simple and near the top of the page.

Include navigation in the footer of each page.

Use breadcrumbs on every page (except for the home page) so people are aware of their navigation trail.

Include a search box near the top of the site so visitors can search by keywords.

Don't offer too many navigation options on a page.

Don't dig too deep. In most cases, it's best to limit navigation to no more than three levels deep.

Include links within your page copy, and make it clear where those links lead. Avoid use of complicated JavaScript — especially Flash — for the navigation. Many mobile phones can't recognize Flash (yet), thus, they won't be able to navigate your website. Same applies to web browsers that don't have an updated version of Flash installed.

Limit Flash and Animation

If animation is required, consider using HTML5, it's a great browser-compliant alternative to Flash.

Make it Accessible

Make sure that anyone visiting the website can view it no matter what browser or application they're using. In order to gain significant traffic the site needs to be compatible with multiple browsers and devices. .