





Branding Guidelines

This guide provides a summary of the visual identity system and messaging for The City of San Rafael. It outlines the framework for logo standards, typography, and color, and provides examples of the system in use. These guidelines will help you create materials that are distinct and recognizable, visually positioning the City of San Rafael as “The City with a Mission”.

Please read guidelines carefully before using logo/seal for the City of San Rafael. If you still have questions after reading guide, contact:
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Primary Use

SAN RAFAEL LOGO FOR WEB, DIGITAL & SMALL APPLICATIONS

For web, digital and smaller applications such as a banner. The logo uses a wider crop of the image combined with the wordmark. The logo balances the city's architectural heritage with the surrounding natural landscape.

You can request access to all logo files, "City of SR Logo Files".



SAN RAFAEL

THE CITY WITH A MISSION

INTERNAL USE

"CityOfSR_logo.jpg"

(Find in Folders SR Logo Web> SR Logo Color)

VENDOR USE

"CityOfSR_logo.eps"

(Find in Folders SR Logo Web> SR Logo - Color)

Secondary Use

SAN RAFAEL SEAL FOR PRINT & LARGE APPLICATIONS

For letterhead, official documents, banners and larger applications. The logo is composed of a circular illustration with a tight crop of the image combined with the wordmark. The logo balances the city's architectural heritage with the surrounding natural landscape.

You can request access to all logo files, "City of SR Logo Files".



INTERNAL USE

"CityOfSR_seal.jpg"

(Find in Folders SR Logo Web>
SR Seal Color)

VENDOR USE

"CityOfSR_Seal.eps"

(Find in Folders SR Logo Print>
SR Seal - Color)

Logo proportions

While the hexagonal illustration may sometimes exist in isolation, most often it will appear in conjunction with the wordmark. The relative proportions and distances between the elements should always be consistent.

SPACING PROPORTIONS



For letterhead, official documents, banners and larger applications.

The logo is composed of a circular illustration with a tight crop of the image combined with the wordmark.

SPACING PROPORTIONS FOR DIFFERENT ARRANGEMENTS



The space between the circle and the “S” of San Rafael, and the space between the “N” and the “R” are equal.

Logo size and spacing

While the circular illustration may sometimes exist in isolation, most often it will appear in conjunction with the wordmark. The relative proportions and distances between the elements should always be consistent.

CLEAR SPACE



To ensure visual balance and branding clarity, the logo should always be surrounded by an ample amount of space, clear of text and graphic elements. The minimum clear space required on all sides is equal to the height of the N in "The City of San Rafael". (The vertical space is equal to the N turned on its side.)

MINIMUM SIZE



For legibility, the primary logo should not appear smaller than 0.5 inches (print) or 36 pixels (screen) high. The stacked logo should not appear smaller than 1 inch (print) or 72 pixels (screen) wide.

Logo no-no's

To maintain a high and consistent level of visual sophistication, legibility and a quick recognition, the logo should never be manipulated. Below are examples of some changes that should never be made.

DO NOT ALTER THE LOGO IN THE FOLLOWING WAYS:



Do not adjust the layout or the proportions of the logo elements.



Do not add drop shadow to the logo.



Do not reverse or alter the colors of the three-color logo.



Do not stretch or add perspective to the logo.



Do not use color outside of the logo color palette for text logo variation.



Do not have typography or graphic elements in the clear space of the logo.



Do not place a background behind one logo element and not the



Do not place the knocked out logo in the area of an image with visual clutter.

Color

LOGO COLORS



Dark Blue
 PMS: 314U or PMS: 315C
 CMYK: 80/23/0/52
 RGB: 0/89/127
 HEX: 03597f



Gray
 PMS: 440U or 425C
 CMYK: 0/0/0/80
 RGB: 88/89/91
 HEX: 58585a



Black
 PMS: black
 CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: 000000



Dark Blue
 PMS: 314U or PMS: 315C
 CMYK: 80/23/0/52
 RGB: 0/89/127
 HEX: 03597f

Gray
 PMS: 440U or 425C
 CMYK: 0/0/0/80
 RGB: 88/89/91
 HEX: 58585a

Dark Blue
 PMS: 314U or PMS: 315C
 CMYK: 80/23/0/52
 RGB: 0/89/127
 HEX: 03597f



SAN RAFAEL
 THE CITY WITH A MISSION

Gray
 PMS: 440U or 425C
 CMYK: 0/0/0/80
 RGB: 88/89/91
 HEX: 58585a

PANTONE MATCHING SYSTEM (PMS)

For high-end printed documents, specifying spot colors will allow for the highest level of color accuracy. The PMS codes refer to the industry color specification standard for printing applications. Please refer to actual PMS color chips for true color representation. The PMS colors specified for San Rafael are for printing on uncoated surfaces.

FOUR-COLOR PRINTING (CMYK)

If the final application of your design will be produced with either four-color offset or digital printing, use the CMYK color values listed below each color swatch.

FOR SCREEN VIEWING (RGB)

When designing a presentation that will be viewed solely on screen (iPad, iPhone, desktop, projection, web), use the RGB values listed for the color, and set the document to an RGB color space.

WEB DEVELOPMENT (HEX)

For development on the web, use the HEX values listed for the color.

Color Variations

FULL-COLOR LOGO



PMS 314U (Blue/green) and PMS: 440U (grey) are the primary colors for City of San Rafael, and should all be used in most cases.

LOGO ON DARK BACKGROUND



A version of the logo with a white frame and type may be used in instances where dark type is not legible. Always try to place the logo in an area of an image with relatively little visual clutter. The logo spacing guidelines (see pg 5) should be considered when creating a clear space for the logo to exist on top of an image.

KNOCKOUT-LOGO



A white logo will be provided for “knock-out” applications on black or a solid color. Make sure that type is readable in all uses.

ONE-COLOR-LOGO



black
& white



A one color version of the logo may be used in instances where the three-color logo is not legible, or if printing constraints do not allow for multiple colors. On a white or light background, the logo may appear in any color from the primary logo, or in black.

Primary typefaces

There is one primary typeface in the City of San Rafael identity system: BW Mitga.

BW MITGA - GIVE TO DESIGNERS FOR TYPE TREATMENTS THAT MATCH LOGO

abcdefghijklmnopqrstuvwxy 1234567890
A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

abcdefghijklmnopqrstuvwxy 1234567890
A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

ARIAL - USE FOR LETTERS AND OFFICIAL COMMUNICATIONS

abcdefghijklmnopqrstuvwxy 1234567890
A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

abcdefghijklmnopqrstuvwxy 1234567890
A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

ABOUT BW MITGA

Bw Mitga is a sharp & voluptuous sans serif font. A consistent 16° angle running through all the weights is topped with subtly bowed diagonals, giving Bw Mitga its unique and strong personality.

It's available in 2 styles and it's suited for display and medium length body copy purposes, making it the ideal candidate for branding projects.

Bw Mitga covers all Western Latin languages and it features many OpenType features like old style and tabular figures, case sensitive forms or fractions.

ABOUT ARIAL

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of the curves is softer and fuller than in most industrial-style sans serif faces.

Web Fonts

The web fonts that have been implemented for use on the City of San Rafael website are Archivo Narrow for headlines, Lato for body text and Font Awesome for icons.

HEADLINE FONT: ARCHIVO NARROW (GOOGLE) FONT

abcdefghijklmnopqrstuvwxyz 1234567890
 A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890
A B C D E F G H I K L M N O P Q R S T V W X Y Z 1234567890

TEXT/BODY FONT: LATO

abcdefghijklmnopqrstuvwxyz 1234567890
 A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890
A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

ICONS: FONT AWESOME

-  adjust
-  american-sign-language-interpr...
-  area-chart
-  arrows
-  asl-interpreting (alias)
-  assistive-listening-systems
-  audio-description
-  automobile (alias)

Alternative Fonts

For internal communications (when primary typefaces are not available), Arial should be used in place of Bw Mitga. This typeface is included in the font library for most operating systems. Arial may also be used when designing digital communications (Power Point, Keynote, etc.).

ARIAL

abcdefghijklmnopqrstuvwxyz 1234567890
 A B C D E F G H I K L M N O P Q R S T V X Y Z 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890
A B C D E F G H I K L M N O P Q R S T V W X Y Z 1234567890

SAMPLE TYPOGRAPHIC SETTINGS:

SAN RAFAEL - WHERE MARIN WORKS

Located just north of San Francisco along Hwy 101, San Rafael's strategic location makes it the economic and cultural center of Marin.

With easy access to a lively downtown and world famous outdoor recreation, San Rafael offers a great place to live and work. Businesses are drawn to San Rafael by the thriving local economy, natural setting, convenient access, and quality schools. Unlike the rest of the county, San Rafael has a lively urban city center with great restaurants and a vibrant nightlife.

Application: Flyer/Newsletter

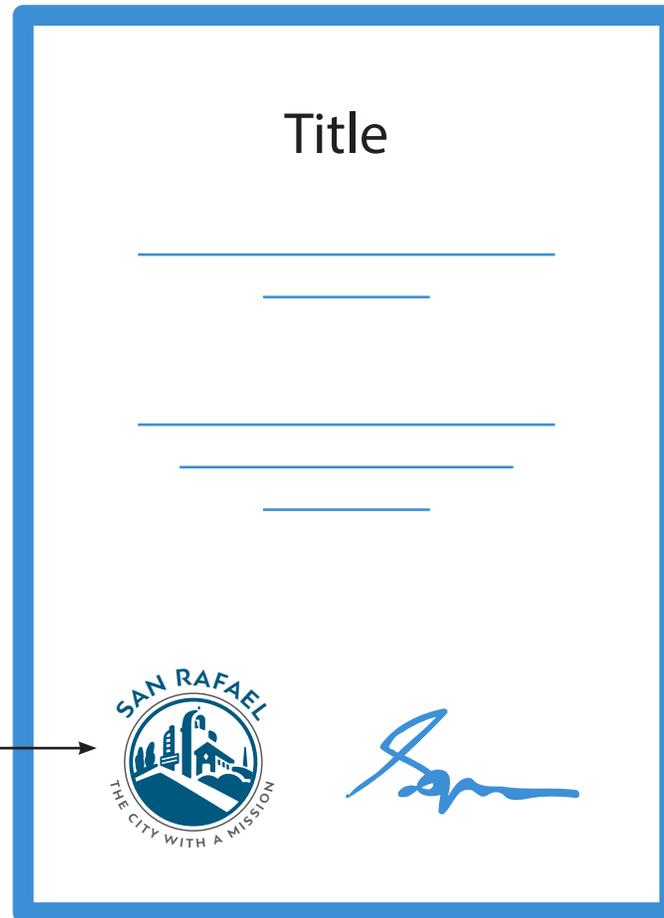
For flyers and newsletters and email newsletters, use **SR logo placed** in upper left corner

USE
"CityOfSR_logo.jpg"

(Find in Folders SR Logo Web> SR Logo Color)



Application: Official Document



For official documents use **SR seal placed** in lower left corner

USE
"CityOfSR_seal.jpg"

(Find in Folders SR Logo Web> SR Seal Color)

Application: Banners

For banners

VENDOR USE

"CityOfSR_seal.eps

(Find in Folders SR Seal-Print>
SR Seal - Color)



Application: T-Shirt/Polo Shirt



For general T-shirts use seal centered on shirt

VENDOR USE

"CityOfSR_Seal.eps

(Find in Folders SR Seal-Print> SR Seal - Color)



For department T-shirts use seal in upper right pocket area on shirt (with or without pocket)

VENDOR USE

"CityOfSR_logo.eps

(Find in Folders SR Logo Web> SR Logo - Color)



For department polo shirts use seal in upper right pocket area on shirt (with or without pocket)

VENDOR USE

"CityOfSR_logo.eps

(Find in Folders SR Logo Web> SR Logo - Color)

Application: Signage

There are three options for department signage based on the length of the department name. A larger font for departments with a short title, a slightly smaller font for departments with a longer title, and a third option for departments with an additional third line.



**DEPT.
NAME**

For departments with short names

VENDOR USE

"CityOfSR_ShortDeptSign.eps

(Find in Folders Signage > City of SR Dept Sign Template)



**DEPARTMENT
NAME HERE**

For departments with a longer name

VENDOR USE

"CityOfSR_LongDeptSign.eps

(Find in Folders Signage > City of SR Dept Sign Template)



**DEPARTMENT
NAME HERE
+ THIRD LINE**

For departments with a third line in the title

VENDOR USE

"CityOfSR_DeptSignExtraLine.eps

(Find in Folders Signage > City of SR Dept Sign Template)