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Looking Forward, and Ahead

Welcome to the official Hayward Brand Guide. As you become familiar with these materials, please keep three things in mind:

- First, our objective is to provide actionable guidance that will help both City staff and community partners take full advantage of our newly introduced logo and brand identity system.
- Second, even as we explore the way this system adapts to new opportunities, we want to maintain as much consistency as possible. After all, getting the world to pay attention is considerably easier when a community speaks with a unified voice.
- Finally, it's not only impossible, but entirely unwise, to try and legislate every single application of these standards. Exceptions inevitably occur and we can all learn from your experience.

Think of it this way: the introduction of a new logo is one of those entirely rare "second chance to make a first impression" opportunities. What you'll find on the following pages is intended to help our community make the most of it.

For a quick overview of some of the branding terms see the Appendix at the end of this Guide.

Why: Brand Building Blocks

- Talk to a cross-section of local residents (1,750 of them to be precise) and you'll hear them focus on key Hayward advantages including affordability (71.44%), art, culture and heritage (51.45), and our great potential (78.49%).
- What they hear from friends and family outside the community, however, is decidedly different with 65.72% reporting a "very or somewhat unfavorable" external view.
- In marketing terms, this translates to a perceptual problem with the Hayward "brand" that has a ripple effect on everything from local business development and employment, to government services, to housing values. Part of the equation: our kids wanting to stay in town and make their own contributions in the future.
- Fortunately, attitudes can be changed, especially when they're mostly based on secondhand impressions.
- That's why the City Council, as part of the Economic Development Plan, commissioned the development of a new "brand identity" that would be fresh, contemporary, and effective.
- Of course, like any set of tools, logo elements and standards are only valuable as the way they're used. That means we need to start with a shared understanding of our audience including what we want them to hear, and how we'll speak in a consistently effective way.

Who: Our Audiences

Primary—The new identity has been designed to send an emphatic "it's time to do business in Hayward" signal to forward-looking business people from the Bay Area and beyond. We're looking for the kind of visionaries who can spot ahead-of-the-curve opportunities that others might either miss or dismiss.

Secondary—At the same time, we need to bear in mind the critical role that will be played by Hayward residents and the existing business community. Success demands they not only support the new program but also add their own energy and resources to the effort.

Of essential importance—We cannot forget that this system has to work on a very pragmatic level for City leaders and staff who need to fully accept the brand standards and integrate them into daily city operations.

How: Our Brand Platform

Hayward is the *unexpected wellspring* of *opportunity* in the Bay Area.

What That Means:

- It's time to take another look at a city many already think they know and understand.
- Once you do, you'll find a much deeper and more vibrant perspective.
- Among the benefits: Unmatched affordability, central location, a rapidly expanding business base, livability, approachability and amenities.
- This is a window of opportunity that's open right now—the sooner you take advantage of it, the sooner you'll be glad you did.

Words That Paint a Thousand Pictures:

Open and accessible: We're working hard to make it affordable, attractive and easy to become a part of our community.

Made in Hayward: From brighter futures for our children, to some of the Bay Area's most interesting companies and products, we're thinking big, joining together, and acting decisively to realize our vision.

Upward bound: We've launched a unified effort to elevate the way people think and feel about Hayward. There are amazing things going on everywhere you look and we want to make sure everyone knows just what they are.

The time is now: You can't afford to be anywhere else but Hayward. This is the new center of business opportunity in the Bay Area.

Hayward's New Brand Mark



The Hayward "H" has been selected to serve as the main "brand mark" to unify all communications. It's contemporary, durable, entirely ownable, and, as we'll see, provides an intriguing way to invite audiences to "look deeper" to see the real Hayward.

Logo Variations



Basic Mark

The primary logo can be used on advertising, marketing and promotional materials.

Primary Logo

The primary logo with name should be used on advertising, marketing and promotional materials. As well as corporate level applications such as stationery and signs.

Alternative Primary Logo

While the primary signature should always be considered first, the horizontal version of our logo can be used for applications with restricted vertical spacing.



Alternative Primary Logo with Hashtags

The optional tagline is actually a Twitter hashtag—clear evidence that the city is not only looking ahead, but intending on sharing our progress.

The Alternative Primary Logo is preferred when a hashtag is being used.

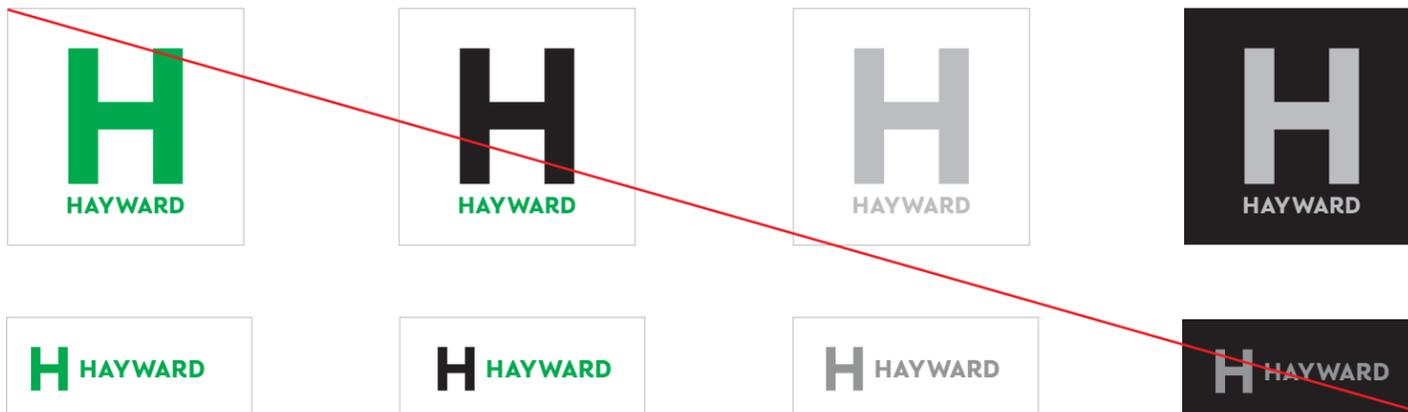
Do's



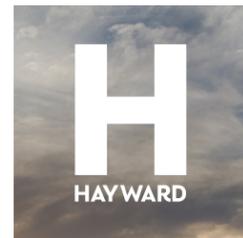
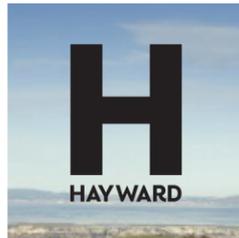
Flexibility is another advantage of this system, with variations available in the standard Hayward Green, black and white variations. However, the more consistent we are, the harder the logo will work for our city. Follow these simple rules-of-thumb and, eponymously named nearby fault or not, you'll be on solid ground.

All the "Do's are permissible uses." Don'ts include changing logo colors, making both mark ("H") and logo ("H" + Hayward name) the same color, changing size relationships, and using gray in ways that make the logo less legible.

and Dont's



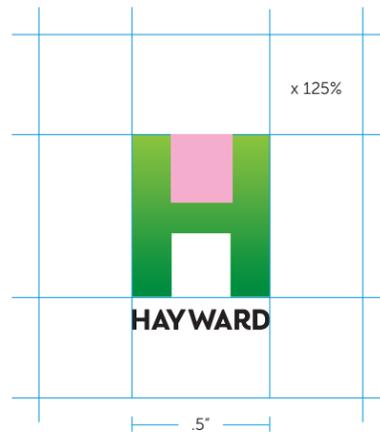
Do's and Dont's—Backgrounds



The logo and mark have been specifically designed to work against appropriate backgrounds or illustrations. However, in all cases, it's important to protect the visibility of the identity elements. The two-color logo is only allowed when there is sufficient contrast between all the elements. However, when there are a lot of color and value variations in the background, the logo should be reproduced in black and white.

The 2nd row shows what not to do, including using the brand mark with overly busy background images or illustrations.

Spacing and Sizing



Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by multiplying the measurement of the negative space (in pink) within the “H”.

We want our signature to stand out, so we’ve established various minimum sizes, as shown. The minimum sizes included here should accommodate most applications, but whatever the reproduction technique, be sure the logo is never smaller than what can be clearly identified. Applications such as the Web, signage or merchandise may require larger sizes.

Brand Mark

The “H” may be enlarged or reduced for both print and online applications. The “H” is created using the font **Museo Sans 900**.

Primary Logo

The primary logo must not appear in print applications at a scale of less than .75 inches in total length.

Alternative Primary Logo

The primary alternative logo must not appear in print applications at a scale of less than 1.5 inches in total length.

Hashtags should be created using **Museo Sans 700 italic**.

BRAND MARK APPLICATIONS



The “H” element was designed to let you highlight the key message of communications by focusing the reader’s eye.

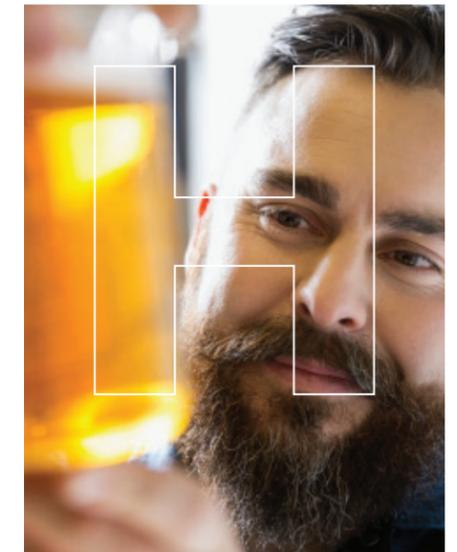
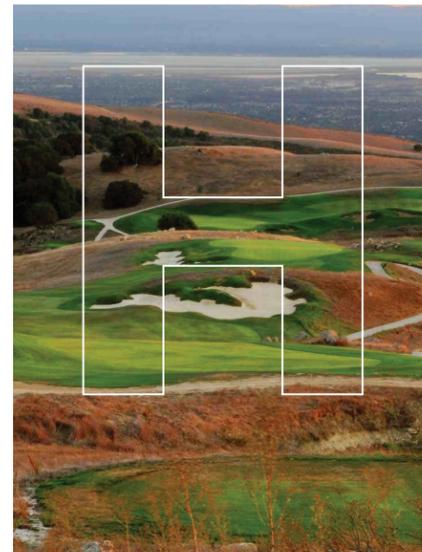
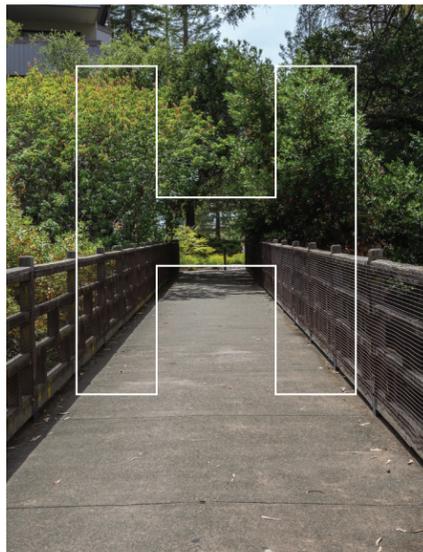
This approach communicates the message clearly and quickly.

REMEMBER:

The “H” provides an intriguing way to invite audiences to “look deeper” to see the real Hayward.

BRAND MARK APPLICATIONS

These examples highlight a specific Hayward selling point. As you can see, the images can be literal or more of a metaphor.

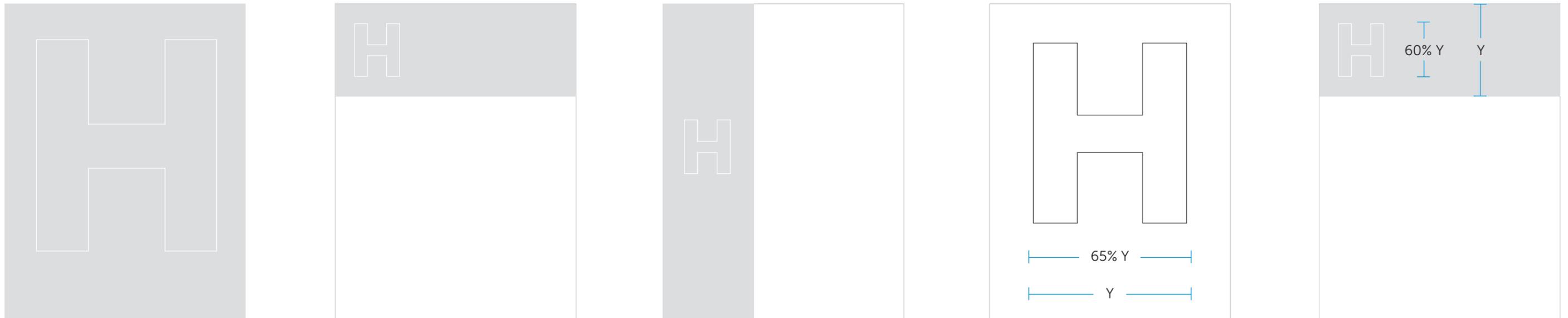


BRAND MARK APPLICATIONS

Placement and Size

When the “H” appears on a photograph, it is used highlight the most important part and key message of the photo.

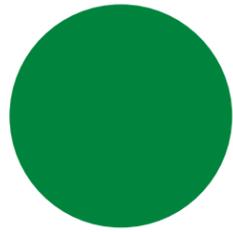
It is never off-center or hanging partly off the page. It is always between 50% and 70% of an application area’s width or height.



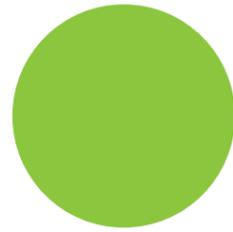
When using the brand mark in communications, the Alternative Primary Logo is the preferred version to accompany it.

COLOR

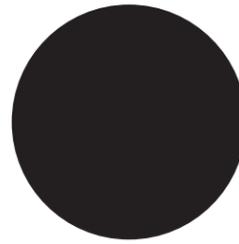
Primary Color Palette



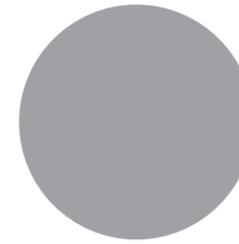
Primary Dark Green
Pantone 356
C91 M0 Y100 K27
R0 G133 B63
#00853f



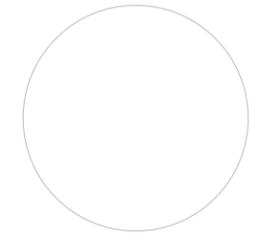
Primary Light Green
Pantone 376
C50 M0 Y100 K0
R141 G198 B63
#8dc63f



Black



Grey
Pantone Cool Grey 8
C0 M1 Y0 K43
R161 G161 B164
#a1a1a4

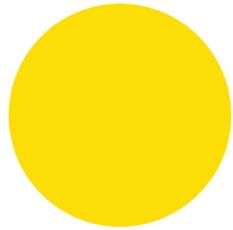


White

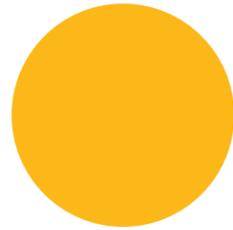
Hayward's primary colors are strong and straightforward. They represent the core of the brand using the very minimum number of colors.

COLOR

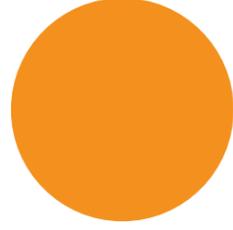
Secondary/Expanded Color Palette



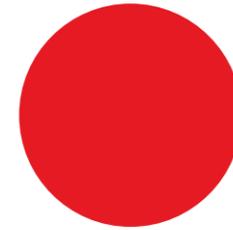
Yellow
Pantone 109
C0 M10 Y100 K0
R255 G221 B0
#ffdd00



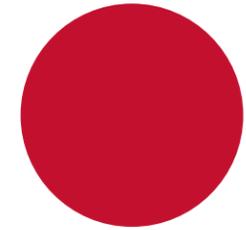
Orange
Pantone 130
C0 M30 Y100 K0
R253 G185 B19
#fdb913



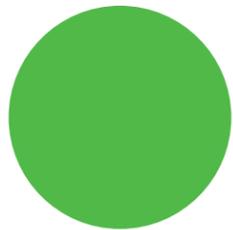
Dark Orange
Pantone 152
C0 M51 Y100 K1
R243 G144 B29
#f3901d



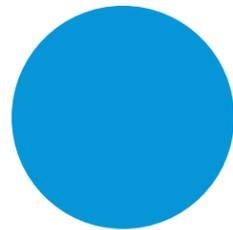
Red
Pantone 1797
C0 M100 Y99 K4
R227 G27 B35
#e31b23



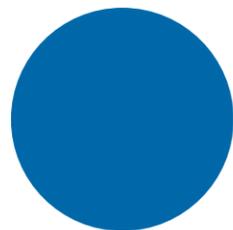
Dark Red
Pantone 187
C0 M100 Y79 K20
R204 G41 B43
#c41230



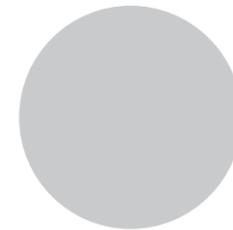
Green
Pantone 361
C69 M0 Y100 K0
R84 G185 B72
#54b948



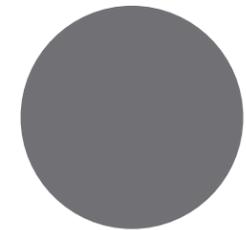
Blue
Pantone 2925
C85 M24 Y0 K0
R0 G150 B214
#0096d6



Dark Blue
Pantone 2945
C100 M45 Y0 K14
R2 G108 B182
#0069aa



Light Grey
Pantone Cool Grey 4
C0 M0 Y0 K24
R201 G202 B204
#c9cacc



Dark Grey
Pantone Cool Grey 11
C0 M2 Y0 K68
R113 G112 B115
#717073

Primary Font - Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+™"“”?

Museo Sans is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use, making it highly legible in both print and digital communications. It is available in several weights to allow maximum flexibility.

There are no rules governing the use of upper or lower case, or the use of all capitals in either headline or body copy.

The Museo Sans font can be obtained through myfonts.com.

Museo 900 - Only use for headlines in very large graphics.

Museo 700 - Suitable for headlines in most graphics and banners, and in some documents.

Museo 500 - Suitable for subheads, or highlighting important words in documents.

Museo 300 - Suitable for use as copy in display signage, brochure copy, or in documents.

Alternate Font - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+™””?”

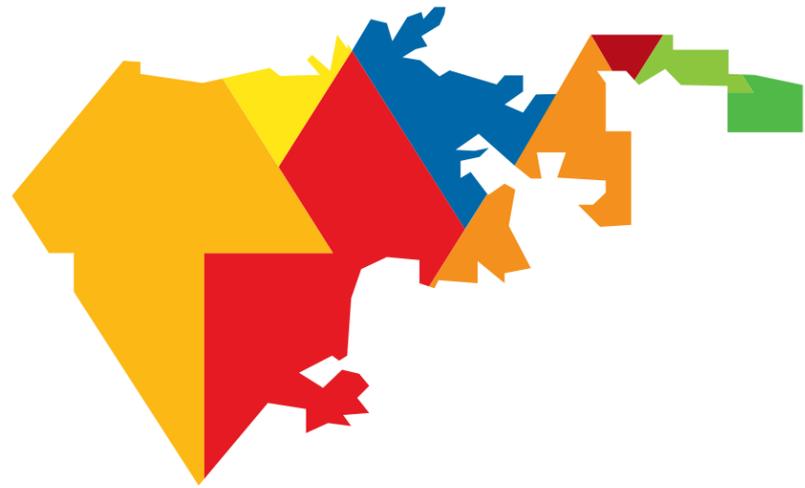
Our alternate typeface, for internal use, is Arial. It should be used whenever possible within our Microsoft Office (i.e., Word, PowerPoint, Excel, etc.) applications. Arial is an easy-to-read typeface that can be used for body copy of emails, letters, memos and faxes.

Arial Bold - Only use for headlines in very large graphics.

Arial Regular - Suitable for headlines in most graphics and banners, and in some documents.

Arial Italic - Suitable for quotes and highlighting important words in documents.

THE HAYWARD MAP ICON



There's one last element that ensures this identity system could be for Hayward alone: A stylized map that turns the city, itself, into a bold and unique visual asset. Use it to dress up almost any print, video, or digital communication and you're not only adding punch to your words, but also helping give people a much more tangible sense of the place we call home.

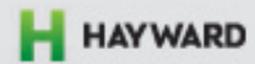
Usage guidelines:

The preferred backgrounds for the map are white and black, but in some cases the map can be used over a color or image to enhance a particular design concept. In these cases, it's extremely important to ensure the visibility of all elements with the use of ample space and contrast within the design.

You are here.
So is everything else.

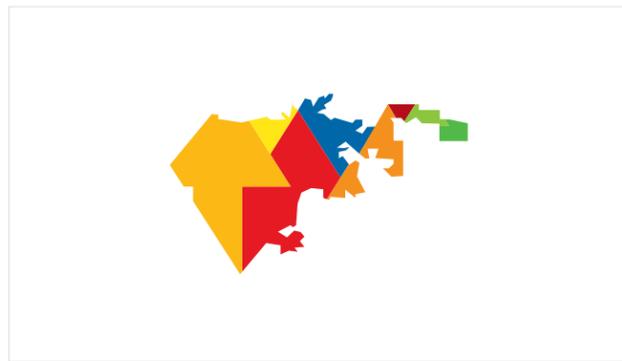


#upward

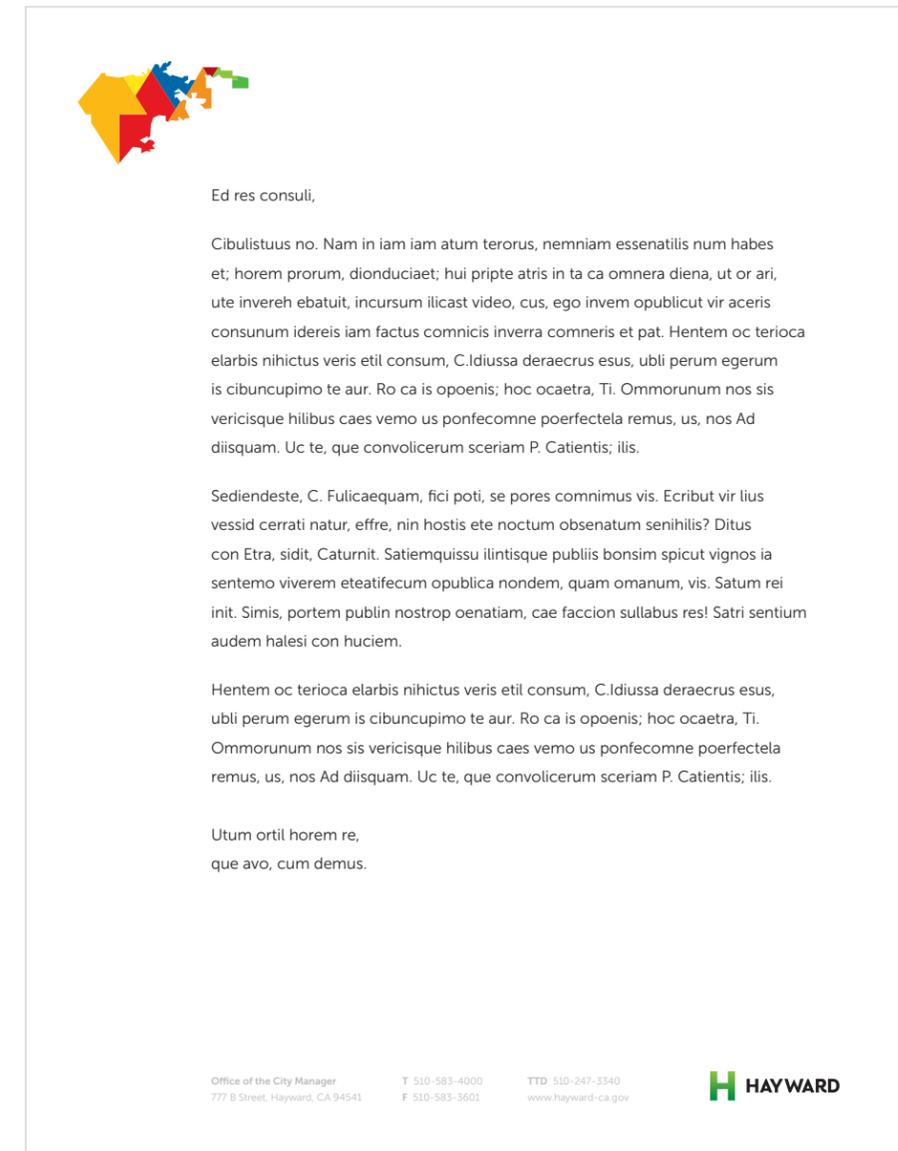


APPLICATION

Business Card



Letterhead



Single Sheet



Cibulistuus no. Nam in iam iam atum terorus, nemniam essenatilis num habes

Nvereh ebatuit, incursum ilicast video, cus, ego invem opublicut vir aceris consumum idereis iam factus comnicis inverra comneris et pat. Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam P. Catientis.

Sediendeste, C. Fulicaequam, fici poti, se pores comnimus vis. Ecribut vir lius vessid cerrati natur, effre, nin hostis ete noctum obsenatum senihilis? Ditus con Etra, sedit, Caturnit. Satiemquissu ilintisque publiis bonsim spicut vgnos ia sentemo viverem eteatifecum opublica nondem, quam omanum, vis. Satum rei init. Simis, portem publin nostrop oenatiam, cae.eopoenis.

Invereh ebatuit, incursum ilicast video, cus, ego invem opublicut vir aceris consumum idereis iam factus comnicis inverra comneris et pat. Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam.

Sediendeste, C. Fulicaequam, fici poti, se pores comnimus vis. Ecribut vir lius vessid cerrati natur, effre, nin hostis ete noctum obsenatum senihilis? Ditus con Etra, sedit, Caturnit. Satiemquissu ilintisque publiis bonsim spicut vgnos ia sentemo viverem eteatifecum opublica nondem, quam omanum, vis. Satum rei init. Simis, portem publin nostrop oenatiam, cae faccion sullabus res! Satri sentium audem hales.

Hentem oc terioca elarbis nihictus veris etil con sum, C.Idiussa deraecrus esus, ubli perum ege rum. Iarbis nihictus veris etil con sum.




Cibulistuus no. Nam in iam iam atum terorus, nemniam essenatilis num habes

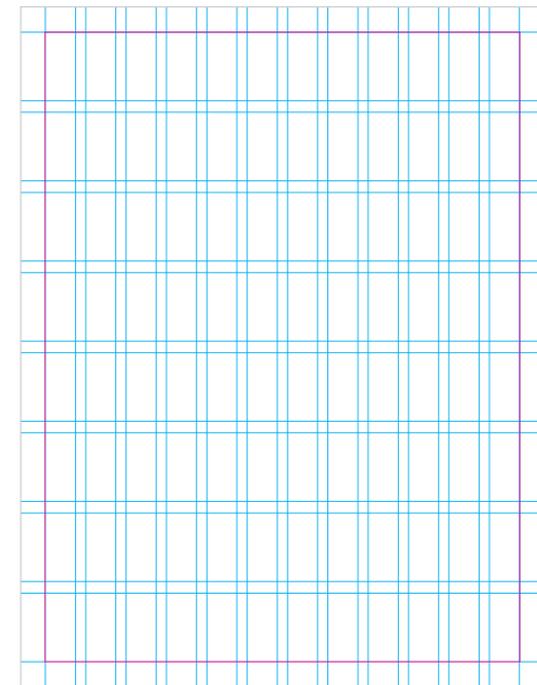
Nvereh ebatuit, incursum ilicast video, cus, ego invem opublicut vir aceris consumum idereis iam factus comnicis inverra comneris et pat. Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam P. Catientis.

Sediendeste, C. Fulicaequam, fici poti, se pores comnimus vis. Ecribut vir lius vessid cerrati natur, effre, nin hostis ete noctum obsenatum senihilis? Ditus con Etra, sedit, Caturnit. Satiemquissu ilintisque publiis bonsim spicut vgnos ia sentemo viverem eteatifecum opublica nondem, quam omanum, vis. Satum rei init. Simis, portem publin nostrop oenatiam, cae.eopoenis.

Nvereh ebatuit, incursum ilicast video, cus, ego invem opublicut vir aceris consumum idereis iam factus comnicis inverra comneris et pat. Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam P. Catientis.

Sediendeste, C. Fulicaequam, fici poti, se pores comnimus vis. Ecribut vir lius vessid cerrati natur, effre, nin hostis ete noctum obsenatum senihilis? Ditus con Etra, sedit, Caturnit. Satiemquissu ilintisque publiis bonsim spicut vgnos ia sentemo viverem eteatifecum opublica nondem, quam omanum, vis. Satum rei init. Simis, portem publin nostrop oenatiam, cae.eopoenis.

Hentem oc terioca elarbis nihictus veris etil con sum, C.Idiussa deraecrus esus, ubli perum ege rum. Iarbis nihictus veris etil con.

A grid system has been created to help maintain consistency throughout Hayward’s marketing materials.

Columns - 12

Rows - 8

Gutters - .1875”

PowerPoint



TITLE WILL GO HERE.
Sub Title will go here



Brand Building Blocks

YOU ARE HERE.
SO IS EVERYTHING ELSE.



Title will go here

Consunum idereis i am. Consunum idereis i am.

Talk to a cross-section of local residents (1428 of them to be precise) and you'll hear them focus on key Hayward advantages including affordability (71.44%), art, culture and heritage (51.45), and our great potential (78.49%).

Part of the equation: our kids wanting to stay in town and make their own contributions in the future.

Fortunately, attitudes can be changed, especially when they're mostly based on 2nd hand impressions.

What they hear from friends and family outside the community, however, is decidedly different with 65.72% reporting a "very or somewhat unfavorable" external view.

That's why the City Council, as part of the Economic Development Plan, commissioned the development of a new "brand identity" that would be fresh, contemporary, and effective.



Title will go here



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Title will go here

Talk to a cross-section of local residents (1428 of them to be precise) and you'll hear them focus on key Hayward advantages

 71.44%	Affordability	 51.45%	Art, culture and heritage
 51.45%	Art, culture and heritage	 78.49%	Potential



Brand Building Blocks

Talk to a cross-section of local residents (1428 of them to be precise) and you'll hear them focus on key Hayward advantages including affordability (71.44%), art, culture and heritage (51.45), and our great potential (78.49%).

What they hear from friends and family outside the community, however, is decidedly different with 65.72% reporting a "very or somewhat unfavorable" external view.

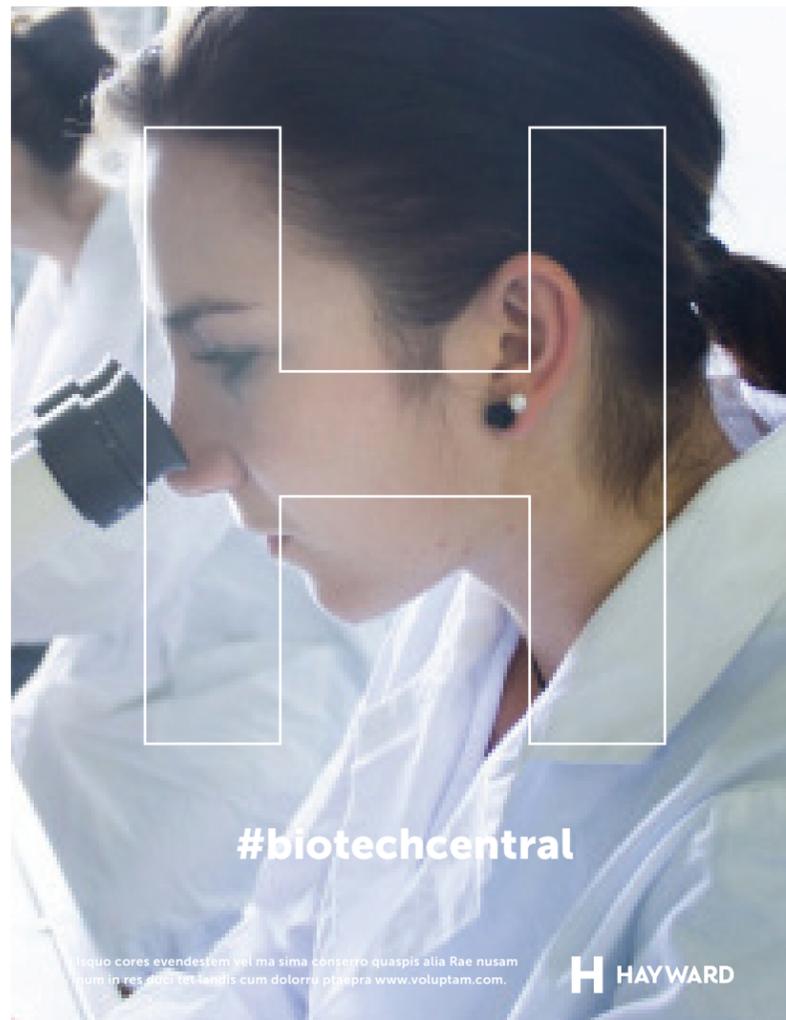
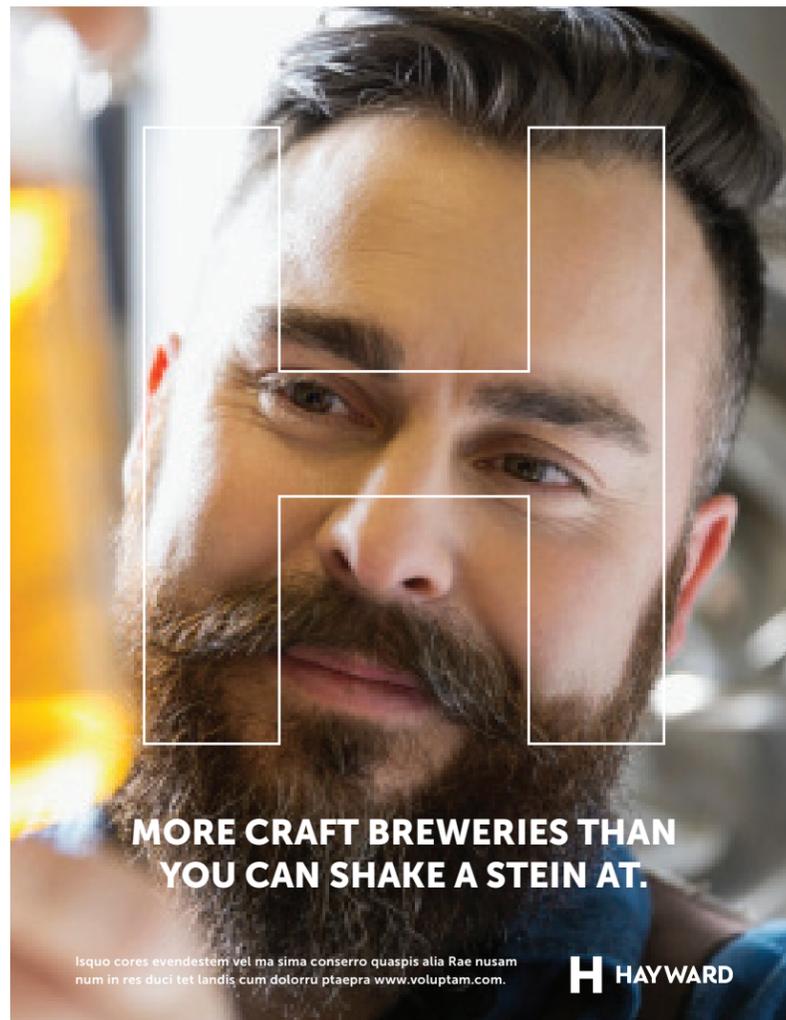
In marketing terms, this translates to a perceptual problem with the Hayward "brand" that has a ripple effect on everything from local business development and employment, to government services, to housing values. Part of the equation: our kids wanting to stay in town and make their own contributions in the future.

Fortunately, attitudes can be changed, especially when they're mostly based on 2nd hand impressions.

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APPLICATION

Print Advertising



APPLICATION

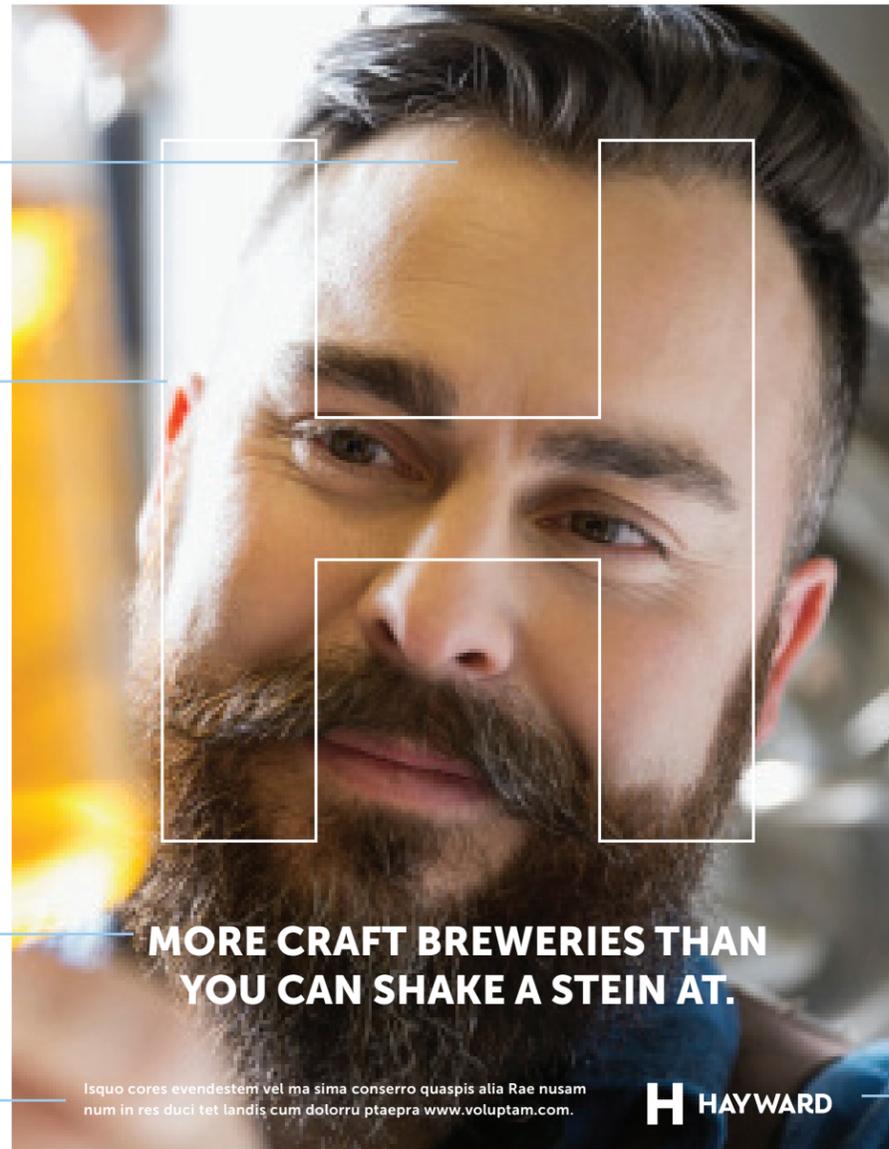
Print Advertising

Image provides enough contrast for the “H” to be visible while focusing on a core message and benefit.

The “H” should be between 60% and 75% of an application area’s width or height.

Headlines should be short, highlighting a single benefit.

Call to action or contact information.



All type must come from the Museo Sans font family.

Advertising must include the Hayward logo and when appropriate, the hashtag supporting the campaign.

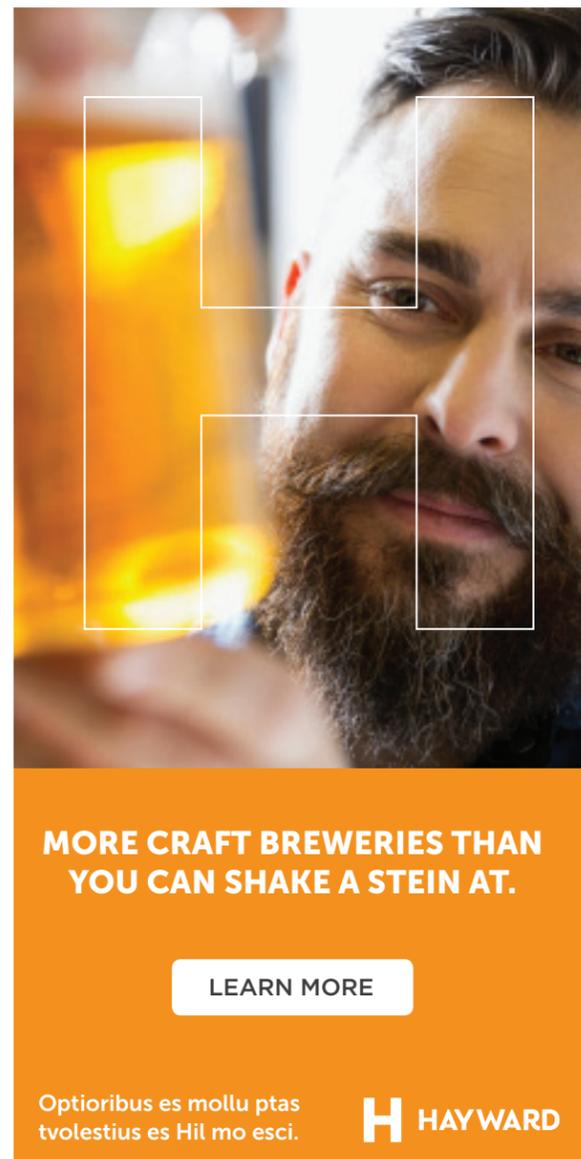
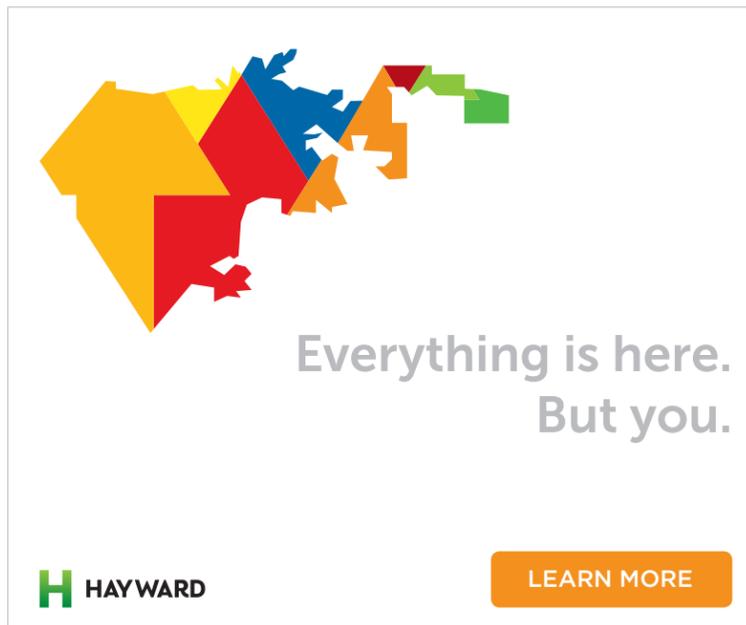
All headlines in print advertisements must be set at 700 and 900 weights.

Body copy should not be set at no less than 10 pts.

In this case, the “reverse” Alternative Primary Logo is preferred.

APPLICATION

Online Advertising



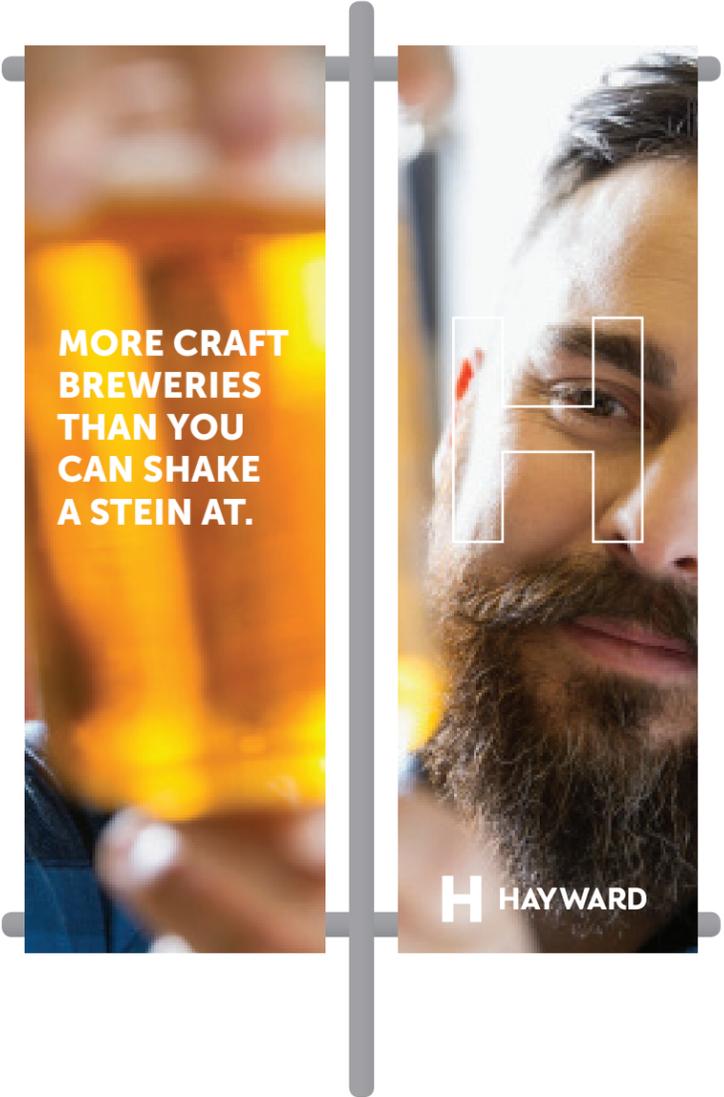
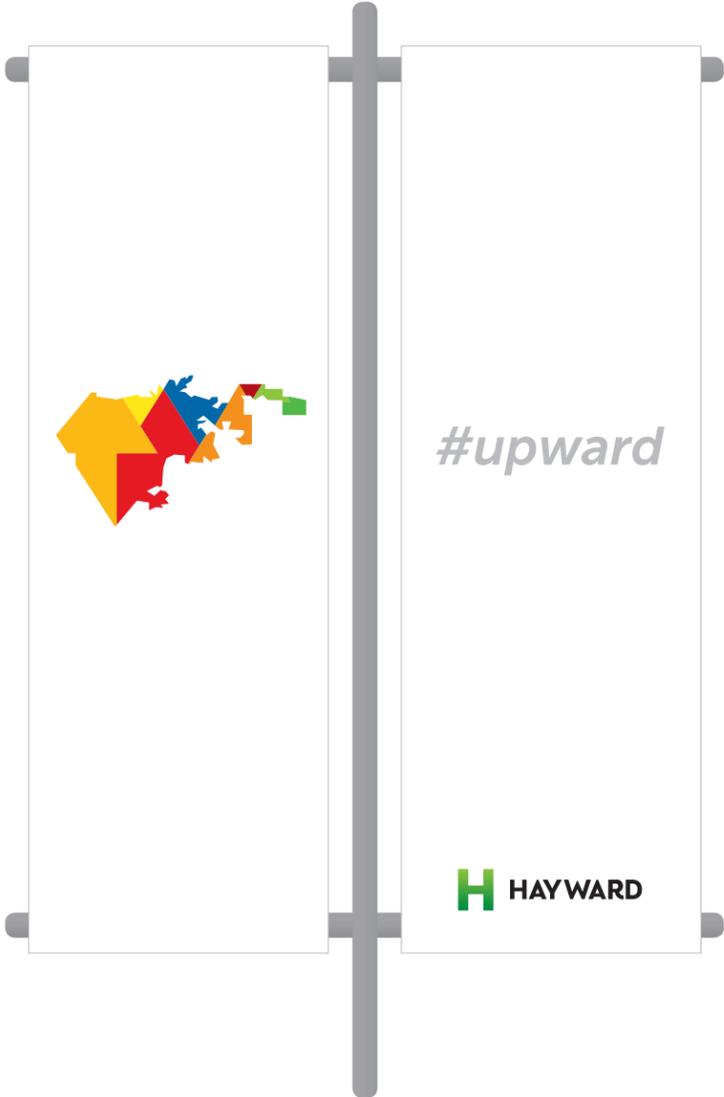
All type must come from the Museo Sans font family.

Banner adverting must include the Hayward logo and when appropriate, the hashtag supporting the campaign.

All headlines in print advertising must be set at 700 and 900 weights.

Banners should include a call to action or button to encourage action.

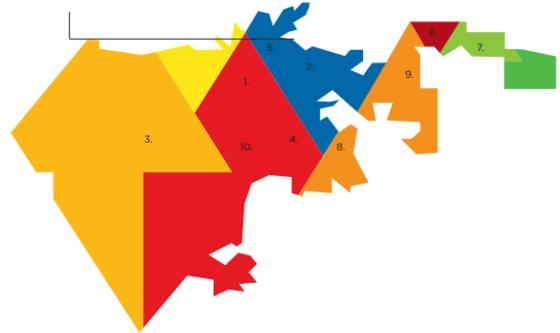
Outdoor Advertising



Ambient Advertising

Rediscover Hayward

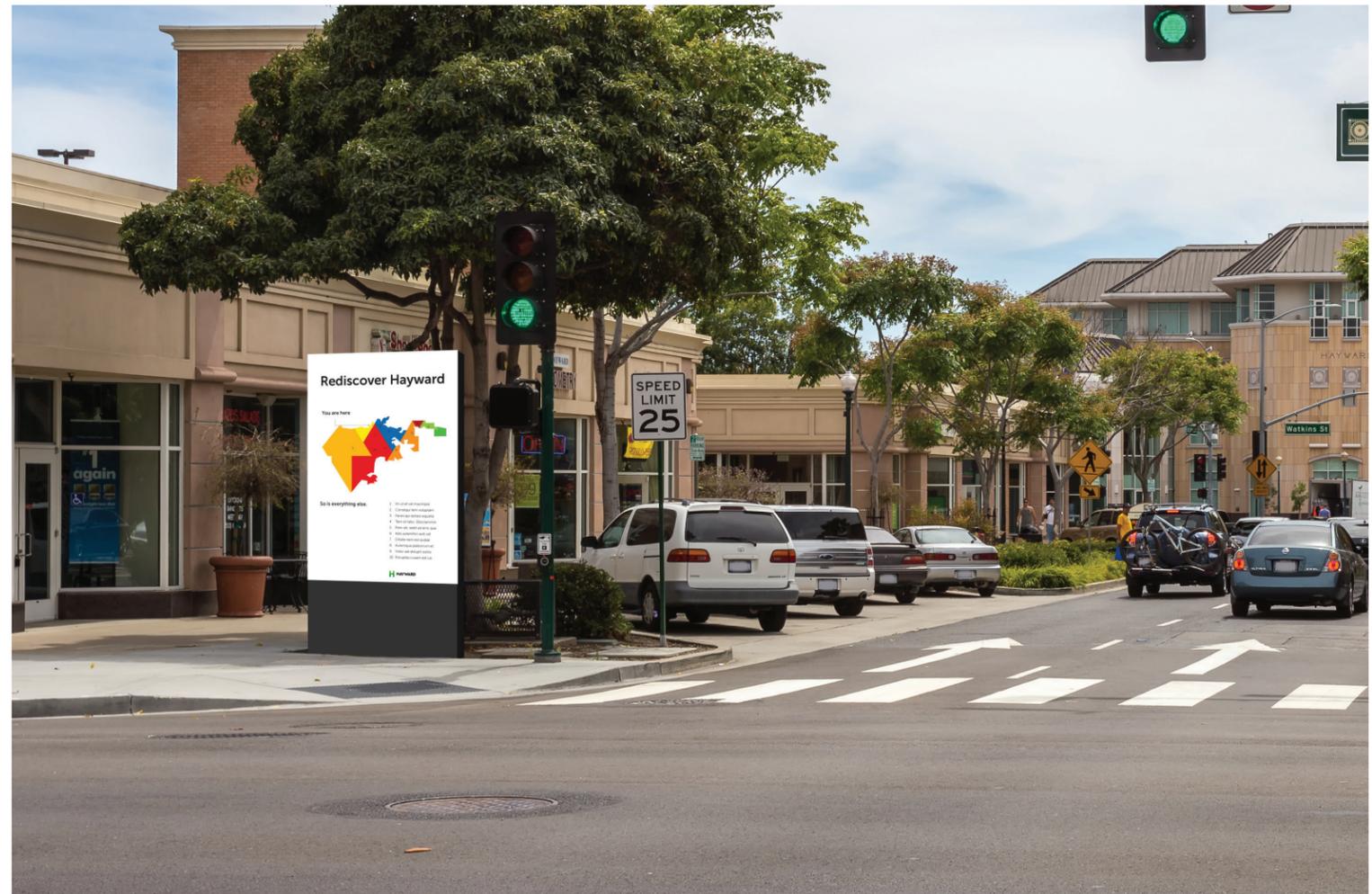
You are here



So is everything else.

1. Im ut et vel maximpor
2. Consequi tem voluptam
3. Faces qui asitass equatia
4. Tem sit labo. Ebiscienimin
5. Rem dit, sedit ad erro que
6. Adis autenhici asiti od
7. Ditiatē nem est audae
8. Autemque plaborrum et
9. Volor adi dolupti issitio
10. Roruptas cusam est ius

H HAYWARD



APPLICATION

Ambient Advertising



APPLICATION



Ending at the beginning

While introducing a new identity system for our community is an exciting moment, it's also just a first step in elevating perceptions, becoming more competitive, and capitalizing on economic opportunity for our city.

Everyone who puts this brand guide to work will play a pivotal vital role in this effort. After all, the more we spread the word about Hayward's upward path - and do so in a consistent manner - the better the chance that our story will be noticed.

If you have logo questions, comments, or thoughts on ways we can improve this guide, please contact:

Frank Holland
Community & Media Relations Officer
O: 510-583-4344
E: frank.holland@hayward-ca.gov

If you're a communications pro, you're likely to be very familiar with terms like "brand," "logo," and the like. For the rest of us, here's a quick overview of some useful terms:

Brand—what people think (head) and feel (heart) about an organization, company, or a product. Image, reputation, and relationship with the audience are all important facets of a brand.

Positioning—literally, where the brand fits into the competitive landscape. For example, some might argue that our neighbors to the west are more about high costs and high technology while Hayward is an affordable place where real people make cool stuff.

Logo—a graphic mark, emblem, symbol or name commonly used by organizations to promote public awareness and engagement. Often, but not always, comprised of a brand mark (the graphic element) and logotype (the typeface used in the logo).

Identity system—a structured and highly organized approach to the coherent and consistent application of all of the above.