

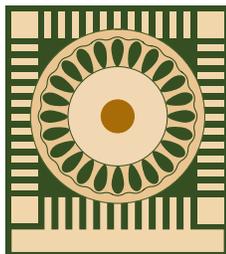


CITY OF
HAYWARD
HEART OF THE BAY

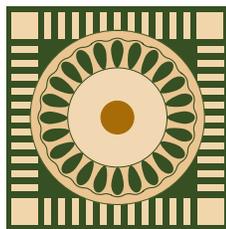
BRAND AND STYLE GUIDE

Created January 15, 2014 by Frank Holland

- LOGOS
- COLORS
- FONTS
- IMAGES
- WRITING



"ROSETTE"



MODIFIED ROSETTE

LOGO USAGE

Observe these guidelines for proper deployment of the City logo. Proper usage ensures the consistency and recognition necessary to establish the City's brand.

Please be advised that any unauthorized use of these logos or any of their elements is a copyright violation and subject to legal penalties.

IMPROPER LOGO USAGE

Use only approved reproduction art for the logos; do not recreate it.

Do not alter the logos in the following ways:

- Manipulate, tilt, compress or extend
- Size anamorphically
- Rearrange design elements
- Eliminate design elements
- Change font
- Change color
- Use low resolution files
- Reverse, surprint or place logo into a busy background

SPECIFICATIONS

Official logo: The official City of Hayward logo should be used in all cases when it is to serve as the primary identifying mark. Always leave at least .125" of space around the logo.

Black & white logo: Use only when color is unavailable or with prior approval. The black & white color schematic may be adjusted using the approved "Hayward green" color in place of black when necessary, or white on black.

Modified Rosette: For limited use only when print/web format requires a square image. For example, when social media profiles require a square or symmetrical image. The regular rosette is the preferred mark for use as a stand-alone accent design.

BRAND MAIN COLORS

The colors in the City of Hayward color palette are critical elements of the overarching brand. When producing official “City of Hayward” collateral, whether in print or on the web, it is important to maintain consistency with respect to color selection. The brand’s main colors – along with black and white – serve as the foundation of the palette.

BRAND ACCENT COLORS

Secondary colors or variations on the main color theme may be used as accent and background colors with advance approval.

MAINTAINING INTEGRITY

CMYK Process: Always use the CMYK formula provided for process printing. do not use the automatic formulas in design software programs. these vary from program to program and will create color inconsistencies.

Pantone: If you do not use CMYK colors, provide the press with the Pantone color formula noted on the swatches to the left.

RGB: These formulas should be used for web, email, PowerPoint or anything to be shown on a computer monitor or digital screen. RGB should not be used for print materials.

**PANTONE
BLACK**

**CMYK
50-50-50-100**

**RGB
0-0-0**

**PANTONE
357 C**

**CMYK
74-44-100-44**

**RGB
51-79-20**

**PANTONE
7565 C**

**CMYK
0-43-100-38**

**RGB
168-108-9**

**PANTONE
7506 C**

**CMYK
5-15-35-0**

**RGB
241-214-171**

**PANTONE
719 C**

**CMYK
8-22-47-0**

**RGB
234-197-145**

**PANTONE
WHITE**

**CMYK
0-0-0-0**

**RGB
155-153-147**



(HAYWARD “W” WITH OVERLAPPING Vs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678910

(COPPERPLATE GOTHIC LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910
(GILL SANS MT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

(GILL SANS MT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910
(Calibri)

FONTS & FONT TREATMENTS

To maintain a consistent brand identity, specific fonts should be used in all literature and promotional materials. These fonts give a recognizable style to all communications and ensure continuity across all organizational print and web materials.

LOGOTYPE

The city’s COPPERPLATE GOTHIC LIGHT logotype is a signature part of the brand. The official logotype features a stylized “W” in the word Hayward, achieved by the precise overlap of two “V”s.

HEADLINES

Non-stylized headlines should be formatted in bold, **Gill Sans MT**. Because this font renders heavily, additional character spacing (20-50 points) is advisable.

SUBHEADS

Subheads should be executed in Gill Sans MT, often in all caps. Subheads should not be boldface type.

BODY TEXT

Body text for all standard communications materials like flyers, signs, newsletters and other collateral should use **Myriad Pro**. In cases where space is tight, font may be condensed.

SUBSTITUTIONS

When specified fonts are unavailable, certain substitute with the closest possible alternative.



PHOTOGRAPHY

Clear, communicative photography is essential to the City’s branding and marketing efforts. Photography that accurately depicts the city and its assets should be incorporated into all appropriate city communications. However, decisions to employ photography should always hinge on image quality. If the choice is to use a bad photograph or no photograph, choose the latter.



GUIDELINES

To ensure consistency across all organizational communications — both print and online — adhere to the following guidelines:

- Images used in widely-circulated promotional material (flyers, brochures, handouts, etc.) should be professionally photographed.
- Images of the public must be accompanied by signed waivers from all depicted individuals.
- Images of people should depict the targeted audience.
- All photographs appearing in print must be no less than 300 dpi at the desired scale.
- Blurry, pixelated photographs are unacceptable in all cases.
- Has photographic excellence been achieved? e.g. good color contrast, engaging subject matter, interesting use of light and a strong composition?
- Is the image clean and simple with a clear focal point? i.e. not busy, cluttered and complicated?



YES

NO



WRITTEN STYLE

The City of Hayward seeks to present a polished, intelligent image in all of its communications. All communications — print, interviews with press, blog posts, tweets, facebook status updates, thank you cards, website copy, etc. — should be written clearly and precisely.

When writing any type of official City of Hayward communication, observe the following stylistic guidelines:

- Observe correct capitalization, punctuation and grammar at all times.
- Check spelling. CHECK SPELLING!
- As a house guide for all publications, follow AP Style guidelines.