Brand Guidelines

Sunnyvale

V1 03.14.17

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These guidelines have been specifically created to help visually preserve, convey and enhance the City's brand and its value and commitment to Sunnyvale. If you have questions about the guidelines, contact: **communications@sunnyvale.ca.gov**

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Section I

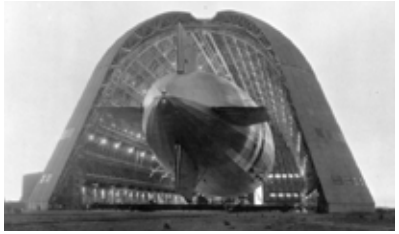
Our Brand

Bold, sustainable innovation

The City of Sunnyvale

From agriculture

to iron works



to aerospace and military

to high tech

The City of Sunnyvale is a complex, dynamic organization with a rich history and deeply instilled pride. From safety, infrastructure and utilities to recreation, education and wellness, we are a vital source of essential services, spanning the community's basic needs to its overall quality of life.

We also provide these "Main Street" services in the global context of the Silicon Valley. Here, competition, innovation and technology abound and the region's economic vitality is a driving force behind California's status as one of the top world economies. Many of the most well-known and successful businesses are headquartered or have a significant presence in Sunnyvale, and their employees live, work and play here.

To flourish in this dynamic environment, Sunnyvale has balanced these local and global needs and expectations and excelled at providing comprehensive services to our diverse community. Moving forward, the extent to which we internalize and express our municipal brand—bold, sustainable innovation—will only strengthen our ability to adapt and respond as our industries and community needs continue to evolve.

Our Brand Mirror

Our Vision

A thriving community that innovates our world

Our Mission

We will inspire innovative and collaborative solutions and leverage opportunities to address the changing needs of our diverse community.

Simply put, our brand is the intersection of what we say about ourselves, how we act and what people think of us. Being good stewards of our brand aligns these elements and ensures that our contributions to the community are understood and valued.

Through our actions and communications, we must uphold our reputation as a dedicated and engaged City; support and inspire our community; and build on our rich history and unfolding story.

Our brand is the benchmark by which all decisions are assessed—do they uphold our brand essence and values?

Our Brand Essence

Bold, sustainable innovation

Our Brand Attributes

Visionary
Can do
Bold
Compassionate
Creative
Imaginative

Our Core Values

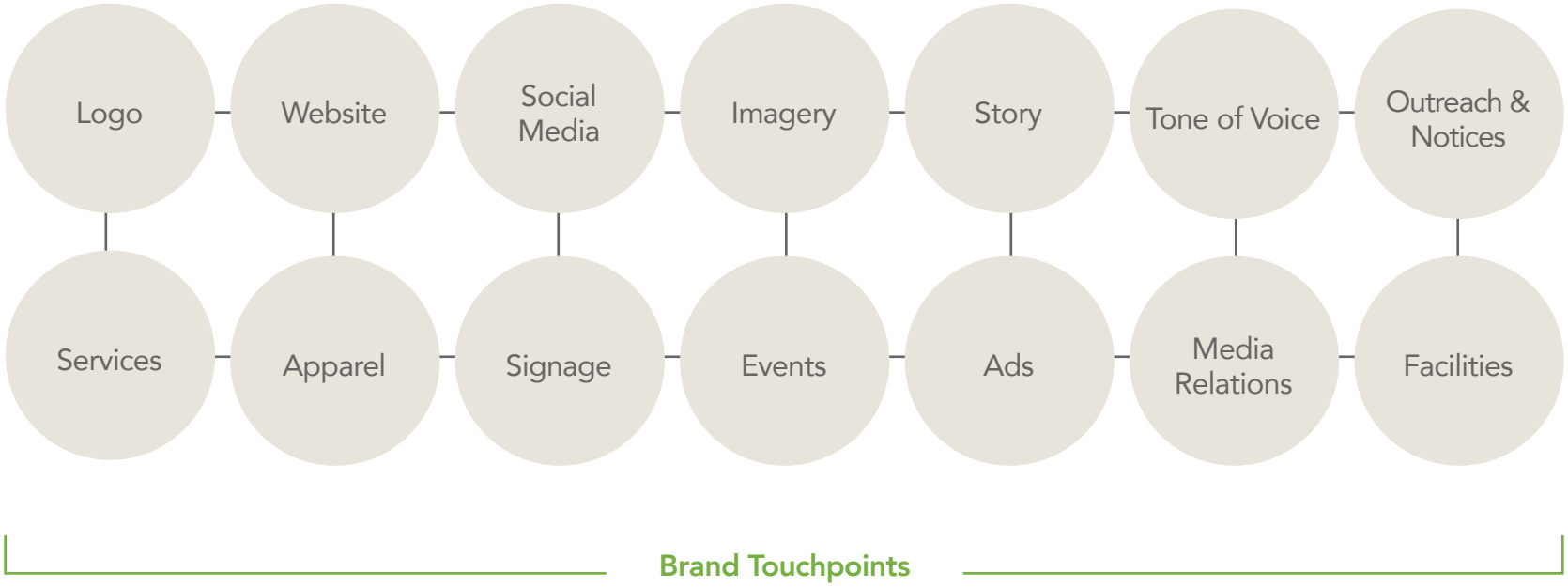
Professional
Responsive
Stewardship

Our Aspirational Values

Innovative
Inspiring
Collaborative

Our Brand as a System

We bring our brand to life through a system of touchpoints with our customers. Though they are different in form, audience and impact, every touchpoint is an opportunity to reinforce a positive, cohesive brand expression. When designing or producing anything for the City of Sunnyvale, use these guidelines and consider the larger context of the total Sunnyvale experience. Our goal is to ensure all touchpoints work together seamlessly to create a positive impression of our organization and the essential services we provide to our community.



Section II

Brand Identity Toolkit

Sunnyvale's visual vocabulary

Sunnyvale Logo

The Sunnyvale logo reflects who we are as an organization. It is comprised of two elements: a symbol and a wordmark.

The symbol and wordmark should be used locked up together as shown here. They can be used separately in very limited sitiations as explained on pages 5 and 6.

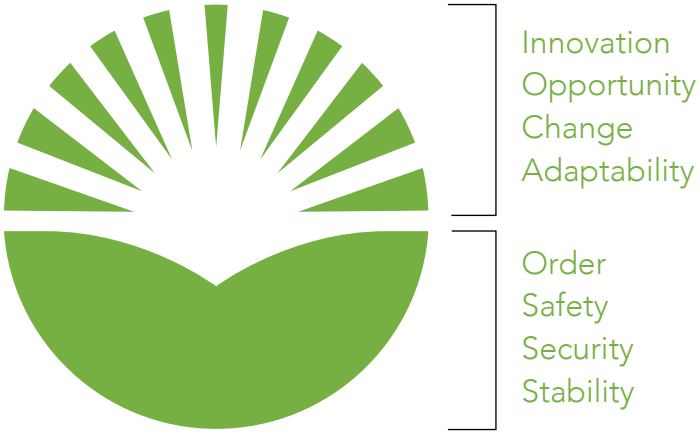
The spirit and pride of our City is captured in our logo. Our logo expresses the resonating spark of our City life. Be it the spark of an idea, innovation, solutions, cultures, collaboration or family—the mark embodies pure energy and positivity.

Logo: Symbol

The Sunnyvale symbol represents the sun and the valley as well as the perfect balance of energy and stability within our organization. Its circular shape evokes the earth for sustainability and our global context of Silicon Valley.

The color green symbolizes strong attributes of Sunnyvale: growth, energy, sustainability, balance, parks and green space.

The symbol can only be used on its own as a favicon, a profile icon for social media or email applications (page 26) or as a Symbol Story (page 27). For social media icons and Symbol Stories, the symbol and wordmark must always appear in proximity to each other and maintain a visual relationship.



Our symbol tells our story. Grounded by a strong, stable base, the top radiates with vitality reflective of our municipality and the diverse community we serve.

Logo: Wordmark

Our wordmark was crafted and customized from a Humanist sans serif typeface known for its clean, contemporary geometric lines. Set in sentence case, the wordmark balances the gravitas of the first capital letter and stable baseline with a sense of openness and accessibility through the following lowercase letters.

The Sunnyvale wordmark can be used on its own in two very limited branding situations:

1) it can be used as City branding if a lockup can't be reproduced small enough; or

2) it can be used in proximity to a Social Media icon (page 26) or Symbol Story (page 27).

Sunnyvale

Our wordmark conveys the receptiveness and approachability of our organization. It echoes the vibrant spirit of the symbol, and the intentional visual break between "Sunny" and "vale" reinforces the same separation in our symbol—emphasizing the meaning behind the Sunnyvale name as the place where the sun and the valley meet.

Logo: Lockups

Our logo has two standard lockups—horizontal and vertical—which are the graphical arrangements for the logo symbol and wordmark. These provide maximum flexibility across portrait and landscape formats, cobranding needs, etc.

The relationship of the symbol to the wordmark in both lockups is fixed and should always be maintained.

The lockups are available as image files and should not be altered. Refer to Incorrect Usage on page 30 for additional guidance.

Horizontal Lockup

Sunnyvale

Vertical Lockup

Sunnyvale

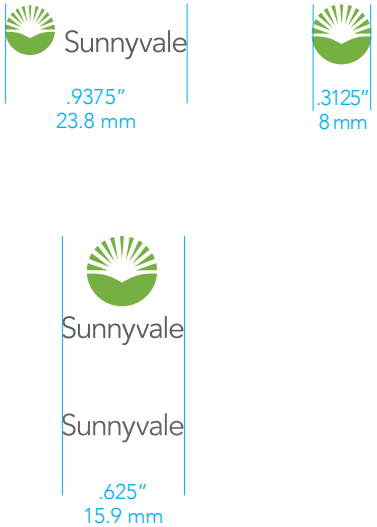
Minimum Size & Clear Space

To preserve the integrity of our brand elements, ensure that both the lockups and wordmark are always recognizable and readable and that the branding stands out from all other design elements.

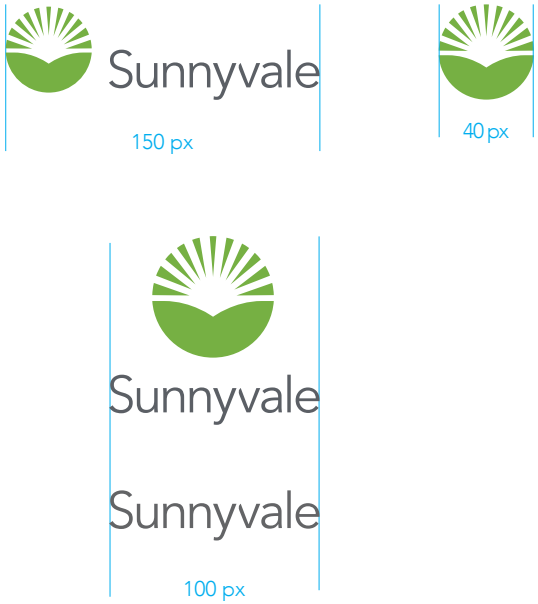
Reproductions below these sizes are not recommended since the forms of the symbol and logotype may begin to fill in, compromising legibility.

Surround the mark by an area of clear space (expressed as 1/4x) and and do not allow other elements to obscure or crowd it. More clear space is always preferred.

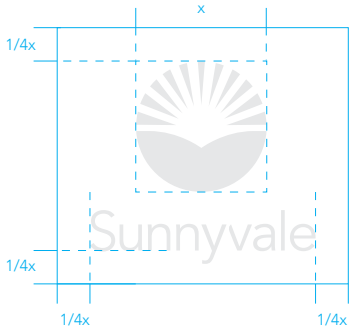
Print and Electronic: Minimum Size

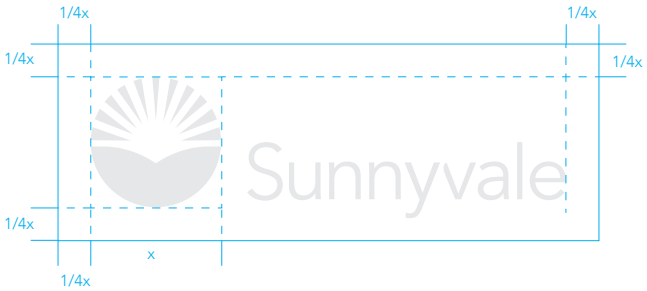


Web: Minimum Size



Clear Space



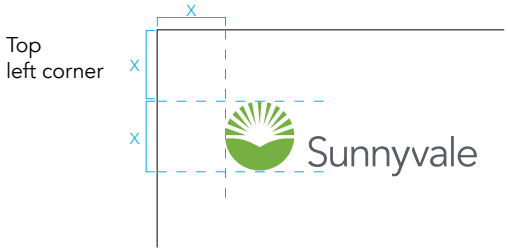


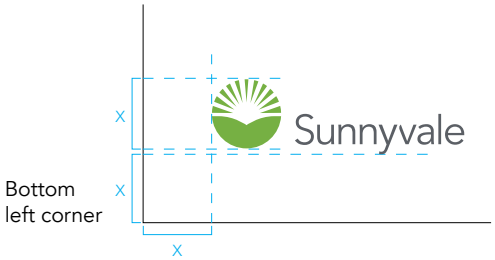
Positioning

The logo must always appear legible and on a clear background. If used on an image, careful consideration should be made to find a space where the logo is clearly visible and not encroached upon by neighboring visual elements.

When positioning the logo in a corner, ensure that there is adequate space around it. As a guide, try to maintain a clear space to the corner approximately measuring the diameter of the symbol.

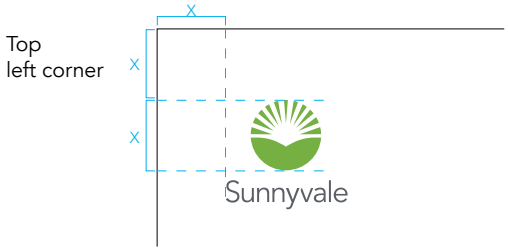
Horizontal Lockup: Recommended Positioning

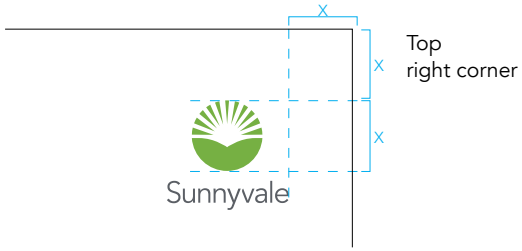


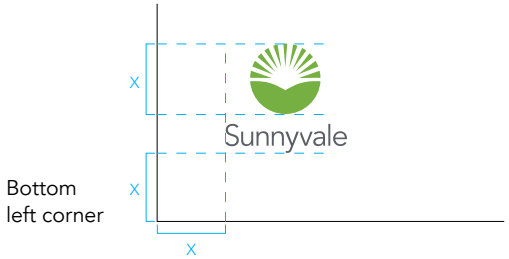


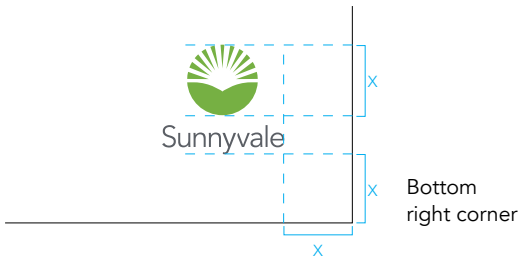
Recommended positioning for the horizontal lockup is in the top or bottom left corner. This maximizes readability since we read from left to right, and it also grounds the symbol to the left margins.

Vertical Lockup: Recommended Positioning









The vertical lockup can be positioned in any corner—left, right, top, or bottom.

Positive Reproduction

For most applications, Sunnyvale's logos should be used in the core brand colors shown at right.

The Sunnyvale 2-color logo (Sunnyvale Green and dark gray) is the preferred color treatment for positive reproduction. If it is not possible to use the 2-color logo in its positive form due to insufficient contrast with the background, the 1-color gray or all-black logo version should be used.

The all-black logo should also be used whenever it is not possible to print in full color (newsprint, Fax or 1-color printing limitations).

Logo Lockups

Primary
2-color (Sunnyvale Green and Gray)

Horizontal Lockup

Sunnyvale

Vertical Lockup

Sunnyvale

1-color gray (Sunnyvale Gray)

Sunnyvale

Sunnyvale

1-color (all-black)

Sunnyvale

Sunnyvale

Wordmark

1-color (Sunnyvale Gray)

Sunnyvale

1-color (all-black)

Sunnyvale

Symbol

Primary
1-color (Sunnyvale Green)

Reverse Reproduction

Care must be taken to ensure that there is sufficient contrast between the logo and the background and that legibility is never compromised.

The negative space of the symbol's central sunburst area should always be a lighter value than its outer areas (rays and valley). The reverse mark's symbol is purposefully set on a white circular background to maintain this relationship.

The Sunnyvale reverse 1-color green logo (Sunnyvale Green and white) is the preferred color treatment for reproduction on a black or dark background.

Always make your selection so that quality and legibility are never compromised.

Logo Lockups

Primary
Reverse 1-color green (Sunnyvale Green and white)

Horizontal Lockup

Vertical Lockup

Reverse 1-color black (black and white)

Horizontal Lockup

Vertical Lockup

Wordmark

1-color (all-white)

Sunnyvale

Limited Usage:
Logo as an endorsing brand for special event apparel on dark backgrounds only
Reverse 1-color white

Horizontal Lockup

Vertical Lockup

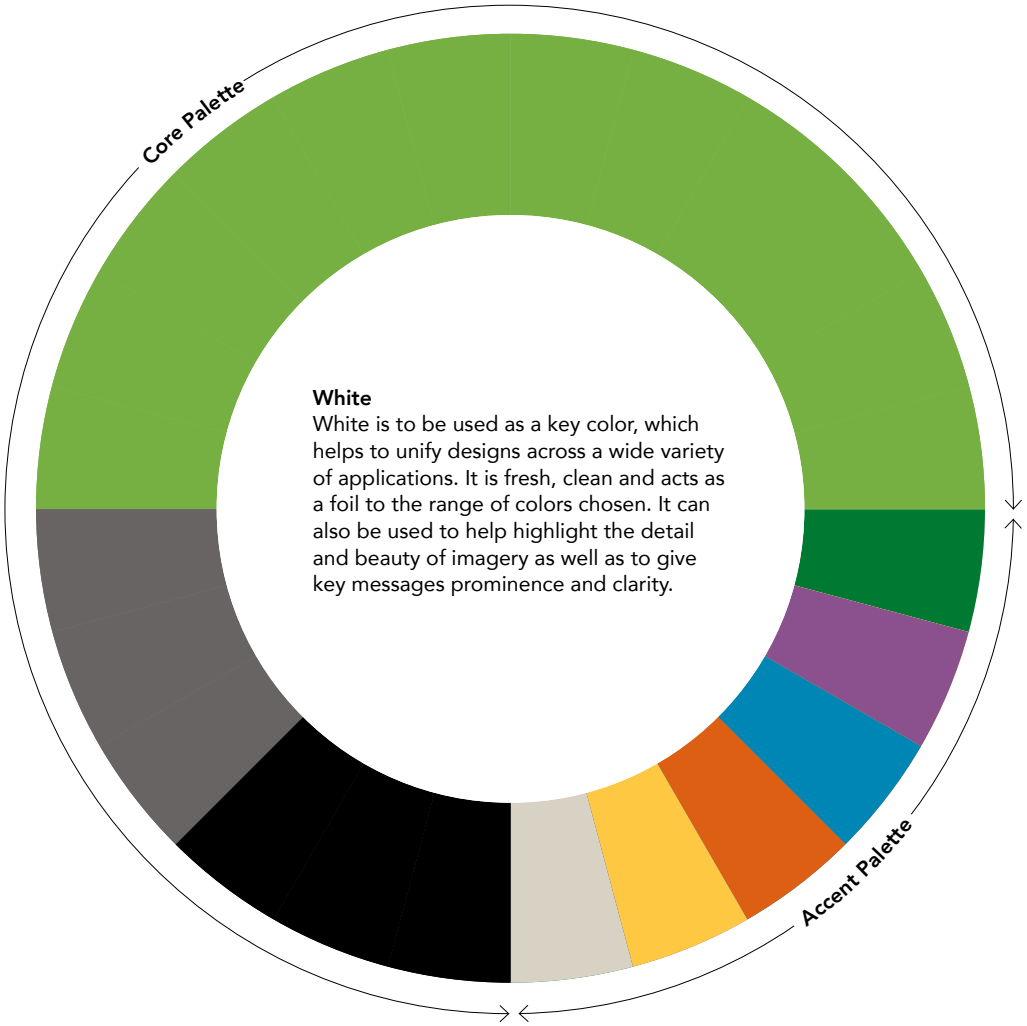
Color Palette

Color is essential to Sunnyvale's visual image. Used thoughtfully and purposefully, color adds energy, richness and vibrancy to a layout.

Our color palette features a range of colors, both neutral and bright, warm and cool. In total, this contemporary range of palette colors reflects our brand attributes and values.

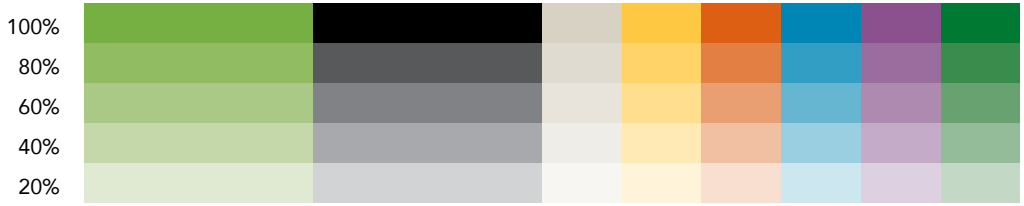
Core Palette
The color green symbolizes strong attributes of Sunnyvale: growth, energy, sustainability, balance, parks, and green space. Although Sunnyvale Green is one of our core brand colors, it should be used with discretion so it does not become tired or overused. Surrounded by the breadth of the palette, the Sunnyvale Green will stand out.

Accent Palette
The accent palette consists of six colors. Accent colors should be used sparingly to add visual interest to a layout. The range of accent colors reflects the energy and boldness of the City of Sunnyvale and its communities. Not a lot is needed to make a strong statement. Warm brights reflect vitality; deeps reflect history and stability.



White
White is to be used as a key color, which helps to unify designs across a wide variety of applications. It is fresh, clean and acts as a foil to the range of colors chosen. It can also be used to help highlight the detail and beauty of imagery as well as to give key messages prominence and clarity.

Screen Tints
Screen tints can be used to provide greater flexibility across all applications.



Color Palette Matching Color

Legibility
When using these colors, care must be taken to maintain legibility. For example, do not use pale colors for text on a white background.

Printing
When printing a project, work with the printer to ensure the provided CMYK matches are the best translations of the Pantone colors (digital print processes and outcomes can vary). Request drawdowns of Pantone colors on actual stock whenever possible. Remember, colors will print differently on coated and uncoated papers. Use the coated or uncoated equivalents as marked.

NOTE: Colors shown throughout this guide are for demonstration purposes only. For accurate color standards, please refer to the current edition of the PANTONE Color Formula Guide.

*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials

Color	Pantone Coated	Pantone Uncoated	CMYK Match	RGB	HEX#
Sunnyvale Green	2294 C	2294 U	60c 10m 100y 0k	123-176-62	7BB03E
Sunnyvale Gray	Cool Gray 10 C	Cool Gray 11 U	58c 47m 42y 32k or Grayscale 75k	100-101-105	646569
White	n/a	n/a	0c 0m 0y 0k	256-256-256	FFFFFF
Black	n/a	n/a	0c 0m 0y 100k or rich black build	0-0-0	000000
Sand	7527 C	7527 U	3c 4m 14y 8k	214-210-196	D6D2C4
Yellow	1225 C	128 U	0c 19m 79y 0k	255-200-69	FFC845
Terra Cotta	1595 C	1595 U	0c 71m 100y 3k	216-96-24	D86018
Blue	2390 C	2185 U	86c 31m 11y 5k	7-124-171	077CAB
Violet	2354 C	7656 U	48c 78m 9y 7k	146-78-140	924E8C
Dark Green	2273 C	2273 U	84c 0m 100y 39k	37-114-38	257226

Typefaces

Typography is a strong element in Sunnyvale's visual vocabulary. When used consistently, it will contribute to a unified appearance across all media and materials.

Print
(Professionally printed collateral)

Avenir Family

Avenir Light
abcd ABCD 01234 @!#&

Avenir Book
abcd ABCD 01234 @!#&

Avenir Medium
abcd ABCD 01234 @!#&

Avenir Heavy
abcd ABCD 01234 @!#&

Avenir Black
abcd ABCD 01234 @!#&

Heavy Text

Times New Roman Family

Times New Roman Regular
abcd ABCD 01234 @!#&

Times New Roman Bold
abcd ABCD 01234 @!#&

Electronic
(Word documents, PPT Presentations, correspondence)

Calibri Family

Calibri Light
abcd ABCD 01234 @!#&

Calibri Regular
abcd ABCD 01234 @!#&

Calibri Bold
abcd ABCD 01234 @!#&

Heavy Text

Times New Roman Family

Times New Roman Regular
abcd ABCD 01234 @!#&

Times New Roman Bold
abcd ABCD 01234 @!#&

Print

Avenir Light and Book are the primary typefaces for all basic body copy.

Avenir Medium can be used for subheads and captions or to emphasize words within a sentence.

Avenir Heavy or Black should be used for large-scale headlines or larger introductory copy. It should also be used to emphasize key words or phrases within body copy.

Italic cuts of all Avenir faces should be restricted to functional copy emphasis such as captions, footnotes or URLs.

Electronic

Calibri Light or Regular are the primary typefaces for all body copy, letters, Word documents, and PowerPoint presentations.

Calibri Bold should be used for large-scale headlines or larger introductory copy. It should also be used to emphasize key words or phrases within body copy.

Calibri Italic should be restricted to functional copy emphasis such as captions and footnotes.

Heavy Text

For longer reports or copy-dense publications where a lot of reading is required, Times New Roman should be used for easier readability. This applies to both professionally-printed collateral and electronic business documents.

Artwork File Naming

To ensure quality and uniformity, all reproductions of Sunnyvale's visual identity must be taken directly from approved artwork.

A file nomenclature system has been developed to help you select the appropriate logo for your needs.

Refer to the rest of this guide to ensure proper use of all artwork.

	V = Vert Lockup H = Horiz Lockup VRev = Vert Reverse Lockup HRev = Horiz Reverse Lockup LRev = Limited Reverse Lockup	Green Gray Black White	.eps .png .jpg

[CoS] - [type] - [lockup] - [color] - [color 2] - [reproduction] . [extension]

Logo Symbol Wordmark	2C = 2-color 1C = 1-color	CMYK = 4-color process PMSC = Pantone coated PMSU = Pantone uncoated RGB = red, green, blue

File name examples: CoS-Logo-V-2C-PMSU.eps
CoS-Symbol-1C-Green-CMYK.eps

File Types

EPS Files
EPS files are vector files that can be enlarged to any size. The term "high res" is not applicable to vector art. If you are asked for a high resolution logo for print purposes, you should provide an EPS file. All artwork is provided in EPS format.

PNG Files
PNGs are raster graphic files commonly used for graphs, diagrams, displaying flat colors and lines that won't need to scale up, and for overlaying an image on a background (PNG files have alpha transparency). PNGs have been provided with transparent backgrounds for logo files at 300 dpi. PNG files should be used for Microsoft Office needs.

JPG Files
JPG is a common file format for digital photos and other digital graphics. When JPG files are saved, they use "lossy" compression, meaning image quality is lost as file size decreases. JPG files should be used for emails. JPGs should never be scaled larger than 100% of the file size—this will compromise quality.

Note: If you need a JPG or additional PNG files, it is best to create them from vector artwork to the correct size with the proper resolution.

Color Needs

CMYK
CMYK stands for Cyan, Magenta, Yellow and Black. Use a CMYK file for 4-color process reproduction for printed materials. A CMYK file may be used to match Pantone colors when spot color (Pantone) printing is not available.

RGB
RGB stands for Red, Green and Blue and is the color scheme associated with electronic displays.

Note: A good rule of thumb is anything dealing with the web should always be in RGB and printed material should be in CMYK.

Pantone (PMS)
The PANTONE MATCHING SYSTEM® (PMS) is a standard for matching ink colors for offset printing. Refer your printer to the most current editions of the PANTONE® FORMULA GUIDES. Use the standards for PMS Coated and Uncoated for printing on respective papers. An ink drawdown is strongly recommended to ensure a consistent color.

All-black or All-white
Use all-black or all-white files when color is not an option or to ensure maximum legibility when providing artwork to a vendor.

Section III

Brand Usage

Create a positive, cohesive brand expression

Light Backgrounds

A light background color is considered a color that is less than the visual value of 20% of black.

Care must be taken to ensure that there is sufficient contrast between the brand mark and background colors and that legibility is never compromised.

For most applications on a white or light background, the positive reproduction version of the Sunnyvale 2-color logo is the preferred logo choice. Always select light background colors that complement the logo colors.

Visual Check: 20% or less screen tint value of black

White is the preferred background color for the positive 2-color logo.

A light gray maintains legibility and is a good background choice for the positive 2-color logo.

Sand, one of the accent palette colors (page 12), is also a good light neutral background for positive reproduction.

A 20% or less screen tint value of Sunnyvale Green is an acceptable background color.

A 10% or less screen tint value of accent palette color Blue is an acceptable background color.

The all-black logo should be used on any light value colors that are darker than 20% black.

Do not use the primary logo on any light value palette colors that are darker than 20% black.

Do not use the primary logo on any light value palette colors that would visually clash or compromise legibility.

Do not use the primary logo on any light background colors that visually clash or compromise legibility.

Dark Backgrounds

A dark background color is considered a color that is equal to or greater than the visual value of 50% of black.

Contrast is critical when placing any logo on a mid- to deep-toned background. Always ensure legibility of the brand elements—symbol and wordmark.

The Sunnyvale reverse 1-color green logo (Sunnyvale Green and white) is the preferred color treatment for reverse reproduction on a black or dark background.

Remember, every brand expression must elicit positive impressions, so always ensure that the logo looks aesthetically pleasing—no clashing or vibrating color contrasts.

Visual Check: 50% or more screen tint value of black

Black is an acceptable background color for the reverse 1-color green logo.

Dark gray is an acceptable background color for the reverse 1-color green logo.

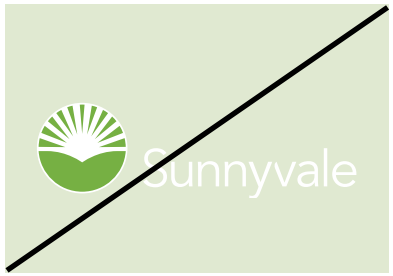
Sunnyvale Green is an acceptable background color for the reverse 1-color green logo.

A 60% or greater screen tint value of Sunnyvale Green is an acceptable background color.

Accent palette colors darker than 50% black are considered acceptable background colors.

The reverse 1-color black logo should only be used when it isn't possible to print in full color (black and white only).

Do not use the reverse1-color green logo on any light value palette colors that would compromise legibility.



Do not use the reverse 1-color green logo on tints of Sunnyvale Green that are less than 60%.

Do not use the reverse 1-color black logo on dark backgrounds when printing full color. Always use the reverse 1-color green logo.

Facilities & Locations

To create a unified brand expression, lockups have been created for Sunnyvale facilities and locations. Examples are shown here.

The relationship between the Sunnyvale logo and the name of the facility or location has been created with precision and proportion in mind and should not be altered.

Horizontal Lockups

Sunnyvale
Community Center

Vertical Lockups

Sunnyvale
Community
Center

Horizontal Listing

Sunnyvale
Water Resource
Recovery Facility

Sunnyvale
One-Stop
Permit Center

Sunnyvale
Columbia
Neighborhood
Center

Sunnyvale
Public Library

Sunnyvale
Senior Center

Sunnyvale
Theatre

Vertical Listing

Sunnyvale
Water Resource
Recovery Facility

Sunnyvale
Columbia
Neighborhood
Center

Sunnyvale
Public Library

Sunnyvale
Senior Center

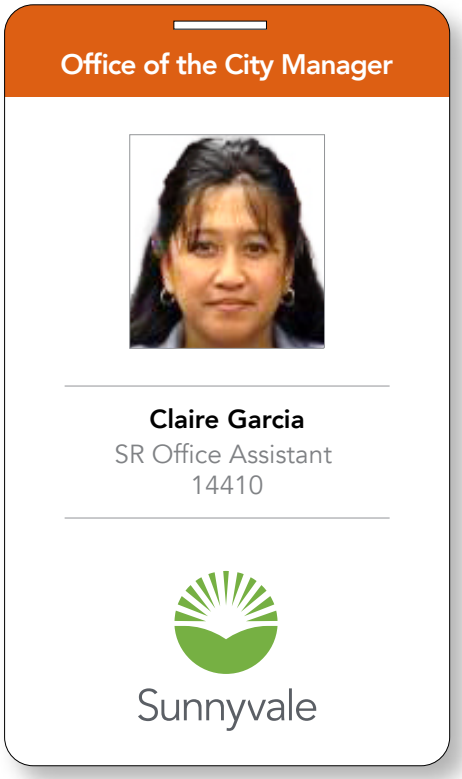
Sunnyvale
One-Stop
Permit Center

Sunnyvale
Theatre

Departments & Divisions

To support a more unified view of the Sunnyvale organizational structure, departments and divisions do not have separate sub-branding. On formal items such as City stationery, the department or division name falls within the address block. Department or division names and messaging can be used on apparel to support internal morale and pride. Examples are provided on pages 20–21.

Sample City Badge



Sample City Business Cards

Departments & Divisions General City Apparel

Whether we're creating general City T-shirts or department/division-specific T-shirts, we can express our City pride through our apparel.

Departments & Divisions Organizational Apparel

If you are creating apparel for an internal department, division or committee, the front of the T-shirt must always be branded with the Sunnyvale logo. Any other branding should happen on the back of the shirt or the sleeve.

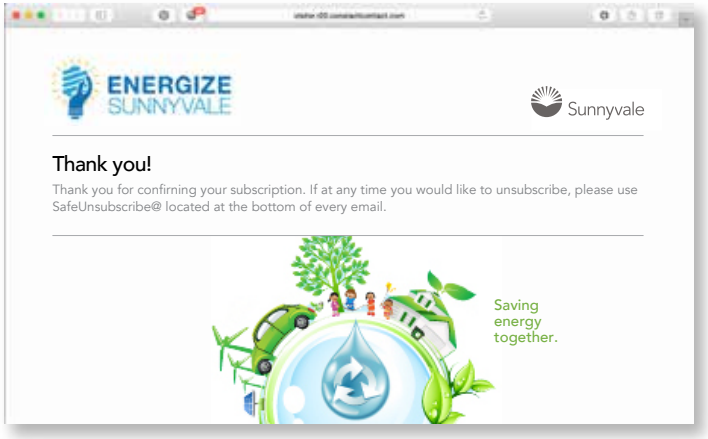
We are one City, so we must always lead with Sunnyvale.

Campaigns & Programs

The City's wide array of services and programs for the community are key touchpoints for our brand and should be affiliated with our Sunnyvale brand at all times. In certain situations, such as for a specific marketing campaign, a new mark can be created with approval from the Communications Officer; however, these campaigns should always have the Sunnyvale mark as an endorsing brand (in gray or black).

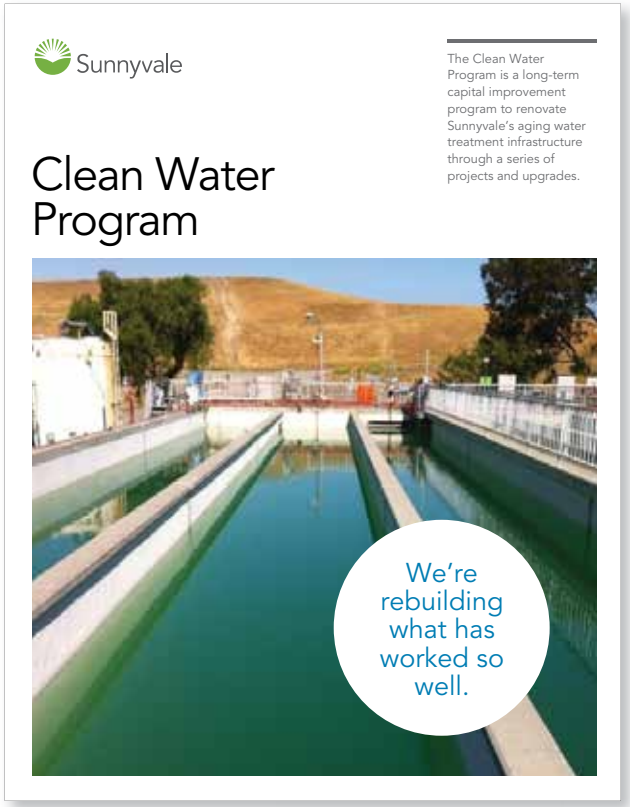
Campaigns typically have narrowly defined audiences and communications objectives and are designed to promote a specific product, service or call to action over a short term (usually months; sometimes a year or longer). In contrast, a City program is usually a long-term, established initiative with a broadly defined audience and purpose.

Example: Campaign with City Endorsement



Examples include: launching a citywide food waste collection service; roadway safety reminders for drivers and cyclists; litter cleanup around schools.

Example: Program with City Branding Only



Examples include: recreation classes and activities, the Parks Master Plan, and a long-term capital project such as the Clean Water Program.

Special Events Apparel

When designing apparel for special events that may already have promotional marks—such as summer camps or City sponsored arts festivals—Sunnyvale branding takes an endorsement position on the sleeve or on the back of the T-shirt, allowing the personality of the special event to be primary.

Only use the limited usage reverse 1-color white logo when designing special event apparel with dark backgrounds. The primary 1-color gray logo should be used on all special event apparel with light backgrounds.

Use the color palette as a guide when selecting apparel colors.

Dark Background Apparel
Limited usage reverse 1-color white logo only

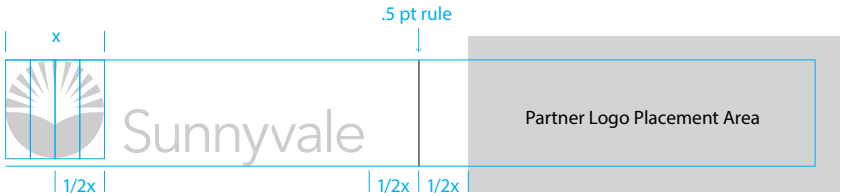
Light Background Apparel
Primary 1-color gray logo

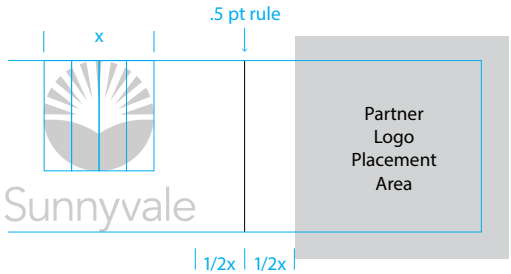
Partnerships

When partnering with external organizations that require brand pairings, the Sunnyvale logo should be placed on the left whenever possible and in all cases when we are the lead. The measurement of the symbol width—x—should be used to properly place a partner logo. Using "1/2x" as the measurement from the right edge of the "e" in Sunnyvale, insert a .5 pt black rule starting at the top of the symbol and ending at the bottom of the "y." Partner logos should be placed to the right of the rule, using the same space of "1/2x" as a placement measurement. If there is more than one partner logo, add them next to each other on the right with "1/2x" space between (see the first example as reference).

Sometimes you will encounter logos that are less conventional—for example, the Santa Clara Valley Water District symbol extends far below the logotype base. A good rule of thumb is that you want the marks to occupy the same visual weight.

Partner Logo Placement Guidelines





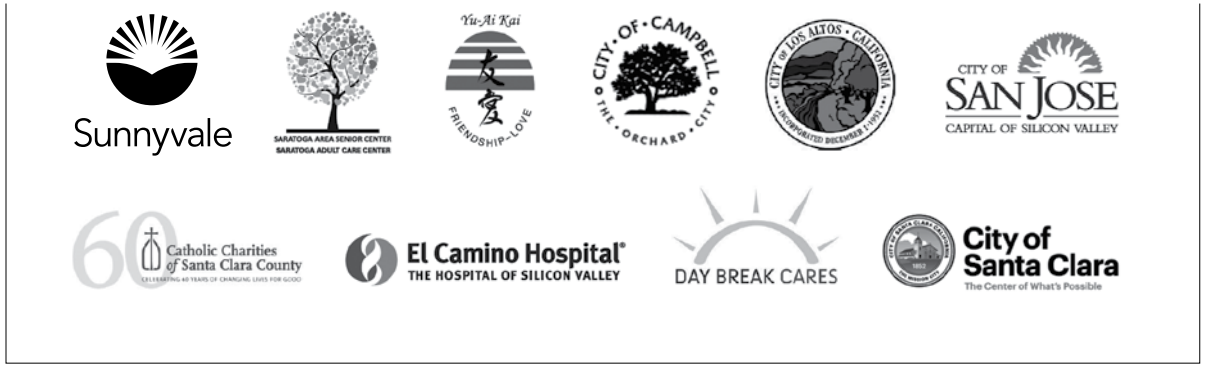
Example with Two Partner Logos

Examples with One Partner Logo

Sponsorships

In situations where multiple sponsors are listed for an event, be sure to select the Sunnyvale lockup (either horizontal or vertical) that best works with the layout.

Be purposeful with the placement of logos. For example, use a grid to organize the logos, or set the logos in grayscale or all-black so as not to compete with a layout.



Social Media Icons

The Sunnyvale symbol in its positive 1-color green format should be used for all social media icons on all City government accounts. Use of the official shield by the Department of Public Safety is the only exception. Icons should be sized based on the specifications of each application.

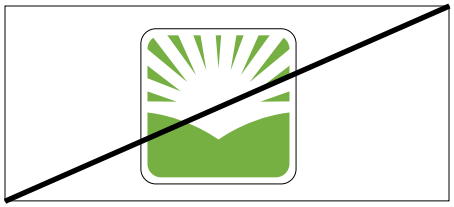
Always inset the icon so that there is enough clearance around the symbol to accommodate placement into square, rounded corner, or circular shapes.

Twitter
Rounded corners

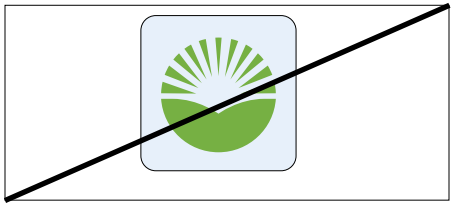
Facebook, LinkedIn, YouTube
Square corners

Google+, Vimeo, Pinterest, Yahoo!, Flickr, Nextdoor
Circle

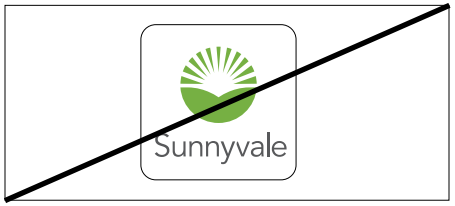
This is a good example of the Sunnyvale wordmark being used on its own to create a greater sense of propriety around the banner image.



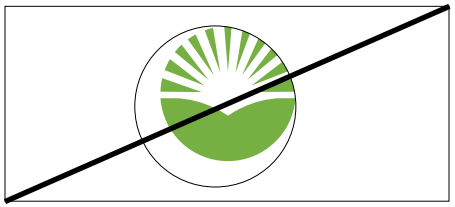
Do not crop the symbol within a shape, thereby altering its appearance and design.



Do not add a background color behind an icon. Always use a white background.



Do not use the vertical lockup in place of the symbol.



Always center the symbol within the containing shape; never allow it to be cropped.

Symbol Stories

The lower portion of the symbol—the valley—can be filled with carefully selected imagery that represents seasons, our history or services. Used in this way, the mark becomes a graphic element that acts as a window into the City.

This graphic element is best used in larger graphic formats like banners (page 28) or as a hero graphic for special events or posters.

White Background

On a white background, the rays should be in Sunnyvale Green or convert to a light neutral (showing Pantone 7527 C), allowing the inset image to be the focal point.

Colored Background

Sunnyvale Green and colors from the the accent palette can be used as background colors. The rays should be the same color as the background with the transparency set to "Multiply."

White Background

Neutral rays

Sunnyvale Green rays

Note: Symbol stories must be professionally designed and reviewed and approved by the Communications Officer.

Colored Backgrounds

It is important to select an appropriate background color that complements the desired inset image. Sunnyvale Green is shown here as the background color, with the rays set to "Multiply."

Yellow is a bright and active palette color that creates a strong background color for inset images. The rays are in Yellow with the transparency set to "Multiply."

Do not reproduce the rays in a lighter or different color than the background. The center "sun" portion of the symbol must always be a lighter value than the rays.

Symbol Stories Promotional Banners

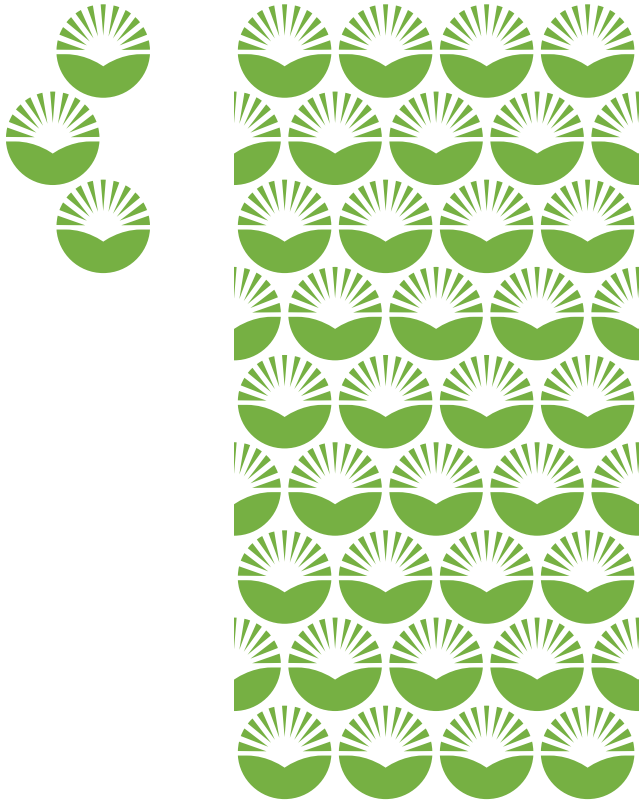
The sample banners shown here use Symbol Stories as a graphic element to support some of the local and historic aspects of Sunnyvale.

Colors are bold and bright, creating eye-catching visuals for pedestrians and vehicle traffic alike.

Line Pattern

Line pattern is a custom graphic pattern created from the Sunnyvale logo.

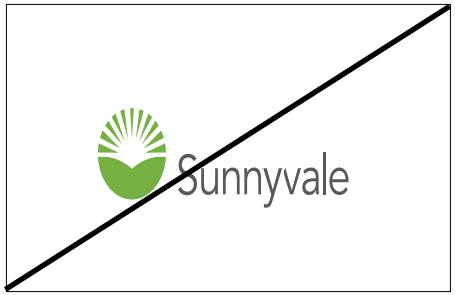
Line pattern should be used with restraint and reserved for celebratory event collateral, such as to create watermarks or an embossed texture on invitations. Line pattern should not be used as wallpaper on any electronic communications.



Incorrect Usage

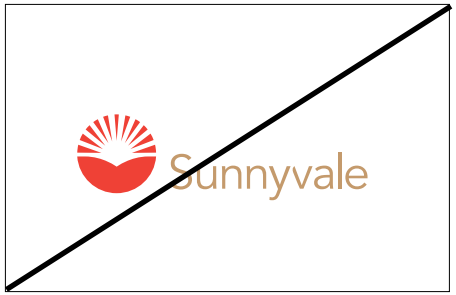
Sunnyvale's brand elements should always be reproduced from approved artwork.

These examples illustrate unacceptable uses of our brand elements. Our brand marks are not the places to exercise creativity, but rather the places to exhibit design control. Our brand elements must not be compromised or manipulated in any way.

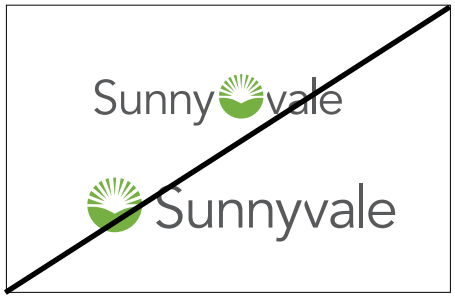


Do not alter the logo in any way. Do not stretch or compress—always scale with aspect ratio locked.

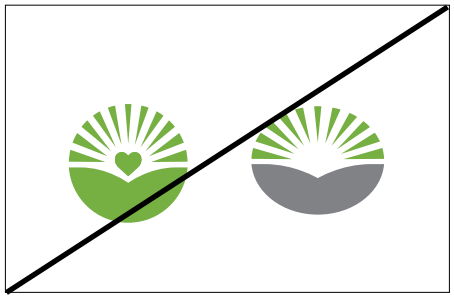
Do not add any modifiers of any kind to the logo.



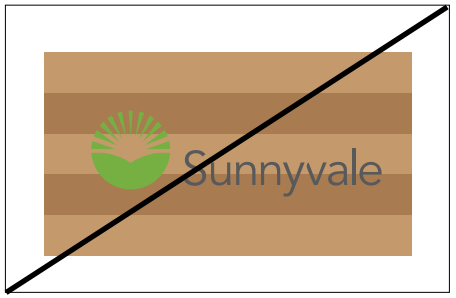
Do not reproduce brand elements in any non-approved colors.



Do not reposition or resize branding elements to create new lockups.



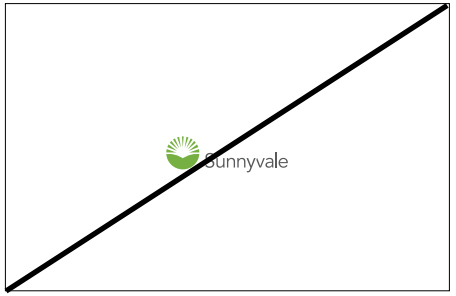
Do not alter the symbol in any way—via color, configuration or added elements.



Do not reproduce the logo on a background that has insufficient contrast or would compromise legibility.

Do not add any typographic effects (drop shadows, filters, outlines, etc.) to the logo.

Do not change the logotype in any way or set the wordmark in a typeface.



Do not reproduce the logo at sizes smaller than those specified.

Section IV

Design Principles

Preserve, convey and enhance our brand

Designing with Purpose

From our identity to our communications materials to our messaging, we celebrate our strengths—we are vital, we are current and we have an exceptionally talented team providing services to our community and partners.

Like the solutions we provide, our identity and communications materials are distinctive and finely crafted. And to keep our brand visually cohesive we must use these guidelines as our foundation.

Design should always support the idea (i.e., main theme or message) that you are trying to communicate. If design is not grounded in an idea it will not resonate with your audience.

The graphic toolkit (branding, typography, color, imagery) contains the elements that comprise Sunnyvale's visual vocabulary. These elements ensure a consistent look and feel across all media—print, PowerPoint, web, correspondence and signage—such that our materials are part of a family.

Remember to design—not decorate. Extraneous elements not only dilute your message but they create visual clutter.

Exercise your creativity—not individuality. Design should be an expression of the Sunnyvale brand and its attributes, not a personal expression. Always keep the Sunnyvale brand mirror in mind and use it as a benchmark to assess whether the way you are communicating (design, message, distribution vehicle) is targeting your audience and is on-brand.

Creative Checklist

Always refer back to the brand mirror when producing any communications.

Before you begin any design, define the idea—or concept—behind it. This idea should come out of the creative brief which includes the target audience and objective and should give continuity to an individual piece or a collateral system. Once the idea is defined, the format, layout, color, type, imagery and message should be used to bring the idea to life.

- ◯ Have I **identified my audience** and reached them clearly and memorably?
- ◯ Have I **created a focal point**, through message or image or the integration of both?
- ◯ Have I **presented information** in a dynamic, engaging way?
- ◯ Have I used the **brand elements** effectively and confidently?
- ◯ Is my piece **cohesive** in message, voice, imagery and layout?
- ◯ Can I remove **anything extraneous** in my design that is not necessary to make my point?
- ◯ Have I created a piece that is **distinctive to Sunnyvale**?
- ◯ If what I am designing is **part of a system** of materials, does it fit?
- ◯ Is the **content** current, compelling and accurate? Is it written in succinct, plain language?
- ◯ Has my piece been **proofread** for spelling, punctuation and grammar?

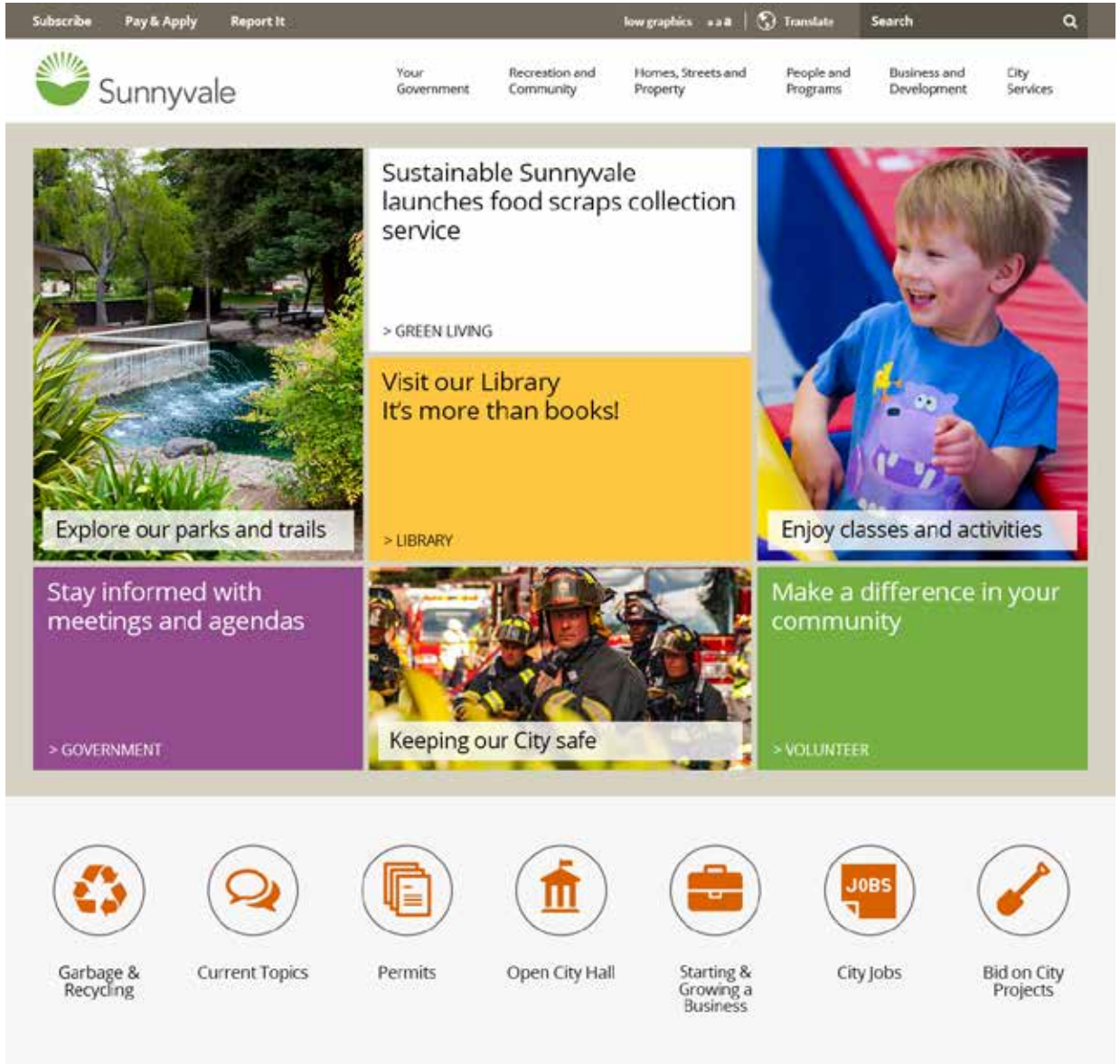
Using Color

Our palette (solids and tints) provide a broad spectrum of colors that capture the Sunnyvale brand. Always start with the palette when designing materials.

The palette can be extended where colors may have specific relevance to special events.

Remember, using imagery brings an even greater range of color to a layout as well as a strong viewer connection.

Sample Website Layout



Using Typography

Clear

Be Clear

Clear and consistent use of typography is one of the most effective ways to build and maintain a strong brand identity.

Consistent

Use Consistency

Always keep the styles of typography consistent throughout a document.

SIMPLE

Think Simplicity

The use of different weights and sizes of typeface should be kept to a minimum when differentiating body copy, captions, and headlines.

Engaging

Be Engaging

It's not just what you say, it's how you say it. Use typography in a graphic way to create energy and messaging hierarchy in a layout.

General Guidelines:

Alignment
The preferred type alignment is left aligned and ragged right. Fully justified text should be avoided.

Leading (Line Spacing)
Leading that is too tight or too open can compromise readability. As a general rule, leading should be set between 10–40% higher than the type size. For example, 9 pt type could be set on 10–12 pt leading.

Case
Upper and lower case is to be used wherever possible to aid legibility.
All caps or small caps should be used with restraint and should have a minimum of 20 points of letter-spacing added to aid legibility. (Letter-spacing is called tracking by typographers and refers to a consistent degree of increase (or sometimes decrease) of space between letters to affect density in a line or block of text.)

Format
Underlining should never be used and avoid using hyphenation.

Using Imagery

The use of imagery is a key component of our brand. We serve real people and real companies with real stories, so photography is a perfect way to capture immediacy, the richness of our City's story, the breadth of the services we provide and the diversity and vitality of our community.

The following guidelines will help to ensure that the imagery is used to maximum effect.

Quality

Image quality—resolution, focus, contrast—should always be of the highest level possible. If the quality of an image is poor or suboptimal, it is best to choose an alternative image.

Contrast & Tone

Ensure there is good lighting and contrast in all images to maximize impact and visual interest.

Cropping

Well-cropped images add energy and drama to a layout and emphasize the form of the subject matter.

Color

In addition to the color palette, imagery is a good way to bring color into a piece—the color palette isn't the only source of color. Imagery should capture or be inspired by the diversity of the Sunnyvale community and its geography. There may, however, be situations where black-and-white imagery would have a stronger impact.

Focal Point

Always ensure there is a focal point in your image to grab the interest of the viewer and make a connection.

Special Effects

Visual interest should come through the image itself, not through the use of special effects. Do not use filters or gels, and do not layer images on top of each other.

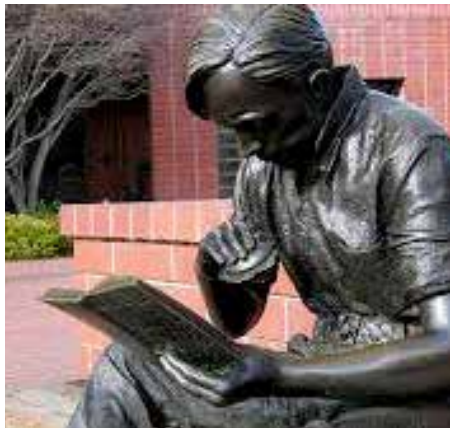
Illustration

When choosing to use illustration as part of a design solution, it must be contemporary, sophisticated and in keeping with our brand personality.

Using Imagery Photography

Always use high quality images that are in focus, crisp and have good lighting and contrast.

Use cropping to emphasize form and add drama to create greater viewer interaction.



Crop in on an image to create a focal point and greater viewer engagement.

Immerse the viewer in the action: select images that have emotional appeal, feel contemporary and celebrate the spirit of Sunnyvale.

Good lighting and thoughtful cropping creates a professional image with a stronger viewer connection.

Refrain from using canned, expected or artificially posed photographs that can come across as dated and unnatural.

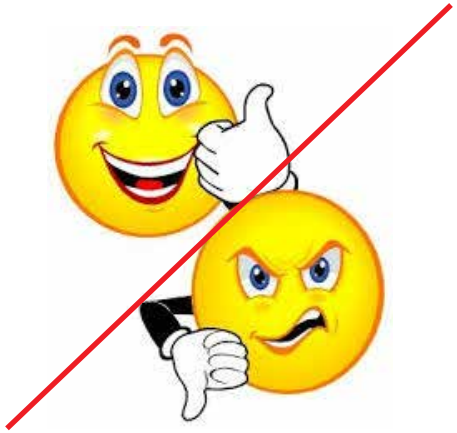
Using Imagery Illustration

When choosing to use illustration as part of a design solution, it must be contemporary, thought-provoking, and in keeping with our brand attributes.

Use illustrations when appropriate that are bold, clever and captivating.

Don't use illustrations that are clichéd, dated or expected.

Select illustrations very thoughtfully. They are especially helpful in conveying ideas that are difficult to convey through photography.



Don't use clip art that imparts a generic or unsophisticated feeling.

Example Activity Guide

This is an example of how color, typography and imagery work together to support the brand and celebrate the diversity and vitality of our City.

Bold and engaging, the masthead is as active as the title of the guide. The cover image conveys the spirit of the season, and targeted messaging creates additional points of entry for viewer engagement.

Department name positioned on back of publication

Image Credit Index

The images used in this guideline are for demonstration only. If you are interested in using any of these images, please contact the Communications Officer to determine availability or to negotiate usage rights.

Page 1
Tree Fields
Credit: Public Domain

Iron Works
Credit: Public Domain

Hangar One (Circa 1934 with the airship U.S.S. Macon)
Credit: NASA Ames Research Center

Yahoo! Headquarters
Credit: Public Domain

Page 22
Wastewater Treatment Plant
Credit: City of Sunnyvale

Page 26
iPhone Inset Images
Credit: Getty Images

Page 27
Apricots
Credit: Orly Jaffe @yumivore

Tomatoes
Credit: iStockPhoto

Technology
Credit: City of Sunnyvale

Page 28
Tomatoes
Credit: iStockPhoto

Cherry Blossoms
Credit: City of Sunnyvale

Page 33 (Website Images)
Website Images
Credit: City of Sunnyvale

Page 36 (clockwise from the left)
Library sculpture, "Out To Lunch" by sculptor J. Seward Johnson
Credit: City of Sunnyvale

Young Girl
Credit: City of Sunnyvale

Deputy City Clerk, Lisa Natusch
Credit: City of Sunnyvale

Group Shot
Credit: City of Sunnyvale

Page 37 (clockwise from the left)
Computer Illustration
Credit: Christian Montenegro

Technology Montage
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Flower Illustration
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Faces
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Page 38
Nature Hike
Credit: Sunnyvale Sun

Girl in Pool
Credit: Shutterstock

Sunnyvale

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