Selecting the Correct Sunnyvale Logo

Use the five steps below to select the correct version of the Sunnyvale logo. For assistance, contact the Communications Officer at communications@sunnyvale.ca.gov or 408-730-7535.

1. **Lockup** – The Sunnyvale logo is available in both vertical and horizontal versions, called lockups. Choose the version that works best with the available space and layout. **Do not** use the symbol without the "Sunnyvale" wordmark without prior approval from the Communications Officer.

Vertical Lockup

Horizontal Lockup

2. **Positive or Reverse** – The positive version of the logo allows the background to show through the central sunburst of the logo symbol. The reverse version forces the central sunburst area of the symbol as well as the "Sunnyvale" wordmark to be white. The contrast between the background and logo is the deciding factor when selecting the positive or reverse logo. The logo should always have good contrast with the background and the central sunburst area must always be a lighter value than the symbol itself. If the background is a medium or dark color or has a pattern, use the reverse logo. Review Section III of the City's Brand Guidelines for details.

Positive Logo

Reverse Logo

3. **Logo Color** – The positive 2-color logo (green symbol and gray wordmark) is the standard option and should be used whenever possible. The one-color all-black and all-gray logos should be used when green and gray are not option or when the background color is not compatible with the 2-color logo. The reverse logo is available in green and white and black and white. **Do not** reproduce the logo in any other colors without prior approval from the Communications Officer.

4. File type –

PNG: Use this file format for most digital needs (e.g., Word files, PowerPoint presentations, webpages). PNG file sizes are typically larger than JPG files, however, they can be compressed without losing quality and they support transparency which means they don't have a white box outlining the image.

JPG: This file format is commonly used for photos because it supports millions of colors, however, image quality is lost when the file is compressed. JPG files also have a white (or other colored) background behind the image. Use this file format when it is important to have a small file size for faster loading.

EPS: This is a vector file that can be enlarged to any size without losing image quality. Provide this file type when you need a high resolution file for high quality print or large scale applications (e.g., banners, billboards). Vendors creating promotional materials may also need an EPS file. If you need to create a PNG or JPG in a specific size or resolution, it is always best to start with an EPS file. Contact the Communications Officer for assistance.

DST: This file is used to create an embroidered logo. Contact the Communications Officer for assistance.

5. Color production – Determine the color need based on the process used to render the logo.

RGB: This color scheme is associated with electronic displays and should be used for the Web and other electronic display and general office printing needs (e.g., Word, PowerPoint).

PMS: This should be used for materials using spot color process (Pantone).

CYMK: This should be used for materials using 4-color process when spot color (Pantone) is not available.

RGB formatted logos are available on the City's website. Contact the Communications Officer for logo files formatted for PMS and CMYK.

Saving Files to .pdf Format

When saving a file containing the logo as a .pdf, use the "Save As" menu and advanced options features to select the highest quality resolution possible. Using the "Save as Adobe PDF" quick menu feature in Microsoft Office products (e.g., PowerPoint, Word) defaults to a very low resolution for images which results in a poor quality version of the logo.