



VISUAL IDENTITY

RESEARCH · BRANDING GUIDE · MOCK UPS

RESEARCH

ABOUT | GOALS | TARGET AUDIENCE · VISUAL LANDSCAPE | WORDLIST | IDENTITY GOALS | DIRECTIONS: FORWARD · CULTURED · FRIENDLY | PRELIMINARY LOGOS

OneCity is a platform for service-oriented campaigns that spin out of SF.Citi.

SF.Citi is a San Francisco organization created to leverage the power of the technology community around civic action in San Francisco.

SF.Citi supports innovative policies and works collaboratively with government to find new solutions to historic problems facing San Francisco, and consolidate a voice in promotion of tech sector interests and growth.

RESEARCH

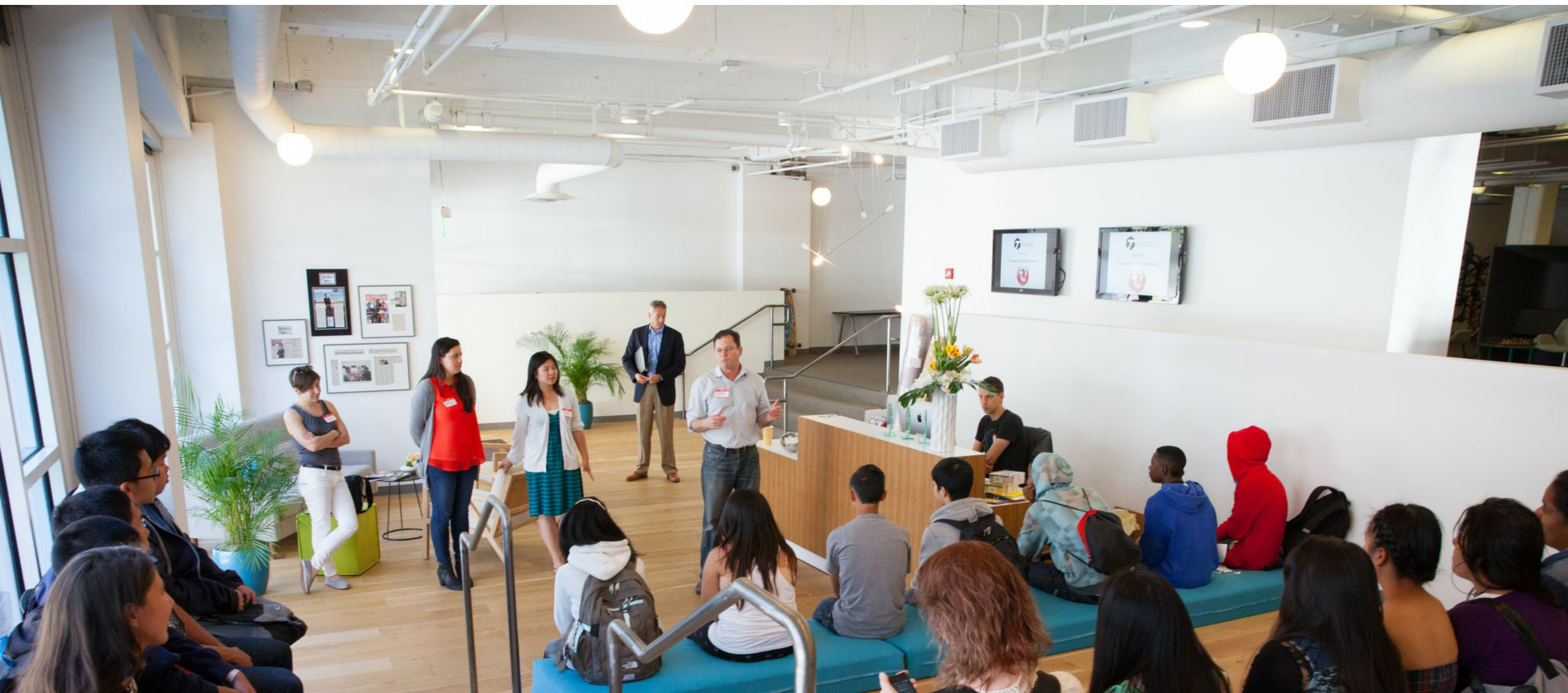
ABOUT | **GOALS** | TARGET AUDIENCE · VISUAL LANDSCAPE | WORDLIST | IDENTITY GOALS | DIRECTIONS: FORWARD · CULTURED · FRIENDLY | PRELIMINARY LOGOS

Our goal is to bring together tech and schools and move forward as OneCity.
Create a strategy using #OneCity to unify culture and technology.

- Sign up to join the program
- Sign up to volunteer
- Follow SF.Citi
- Share the campaign

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sf.citi();

San Francisco Citizens Initiative for Technology and Innovation

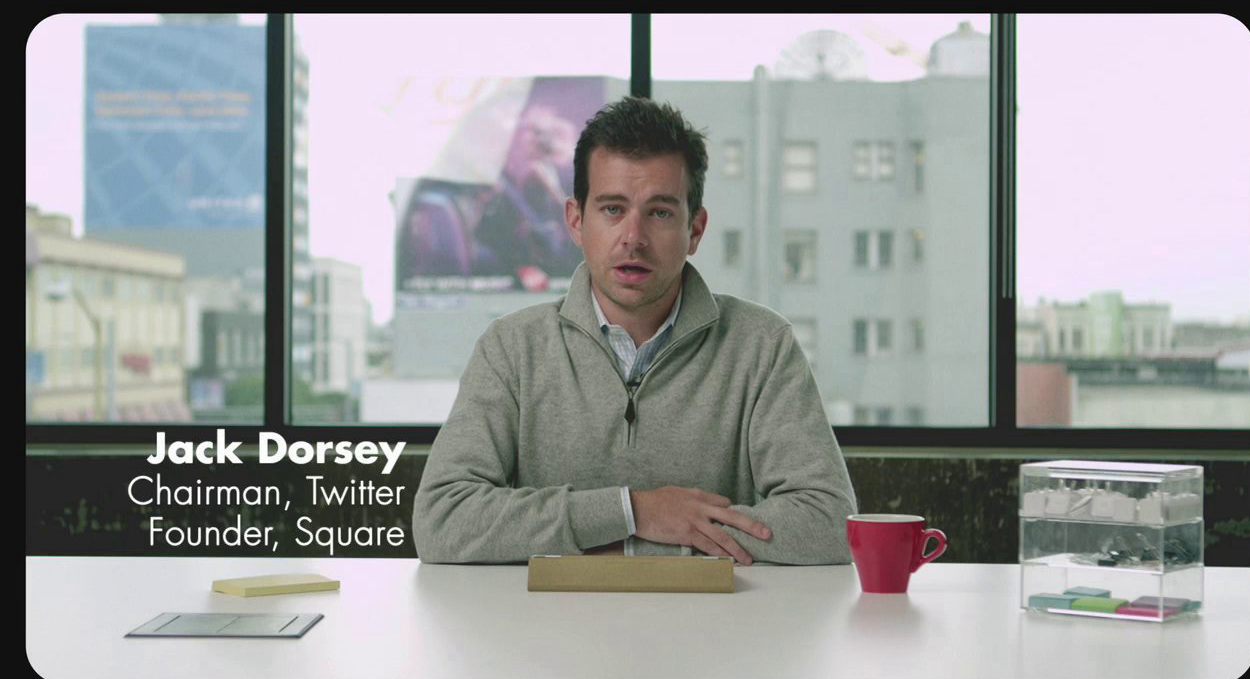
sf.citi(); san francisco education fund



circle the schools



at&t



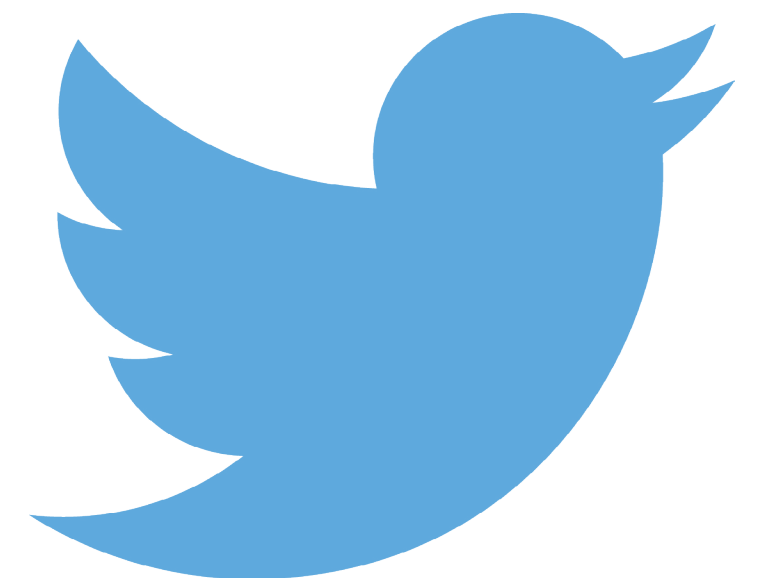
Jack Dorsey
Chairman, Twitter
Founder, Square

LEARN MORE AND GET INVOLVED

AT

sfцитi.com

330 MEMBER COMPANIES
REPRESENTING OVER 20,000 SAN FRANCISCO WORKERS



RESEARCH

ABOUT | GOALS | TARGET AUDIENCE · VISUAL LANDSCAPE | **WORDLIST** | IDENTITY GOALS | DIRECTIONS: FORWARD · CULTURED · FRIENDLY | PRELIMINARY LOGOS

A

- Affordable
- Ambitious

B

- Bottom-up

C

- Campaign
- Change
- Community
- Concise
- Convergence
- Collective action
- Culture
- City
- Civil

E

- Education
- Ease
- Engage
- Encourage
- Enduring
- Events
- Excite

F

- Forward-looking
- Friendly

G

- Good Faith
- Grassroots
- Genuine
- Goals

- Growth

H

- Health

I

- Impact-focused
- Inclusive
- Information
- Intimate
- Innovate
- Involved
- Inviting
- Initiative

M

- Meaningful
- Motivate

O

- Organization

P

- Participate
- Problem solving
- Prosperity
- Possibilities

R

- Reduce Anxiety

S

- Schools
- Service
- Social
- Solutions
- Smarter

- Support

T

- Technology
- Trust

U

- Ubiquitous
- Unify

V

- Volunteer
- Viral

W

- Warming

RESEARCH

ABOUT | GOALS | TARGET AUDIENCE · VISUAL LANDSCAPE | WORDLIST | **IDENTITY GOALS** | DIRECTIONS: FORWARD · CULTURED · FRIENDLY | PRELIMINARY LOGOS

- Excite and engage students about tech and related industries.
- Motivate students to get excited about tech to build their skills and craft.
- Students will have skills to become part of the workforce of today and the future.
- Reduce anxiety and store trust with locals. Unify and foster a forward community.
- Starts off with education, but can branch off into more sectors in the future like housing, homelessness, healthcare, political engagement etc...



RESEARCH

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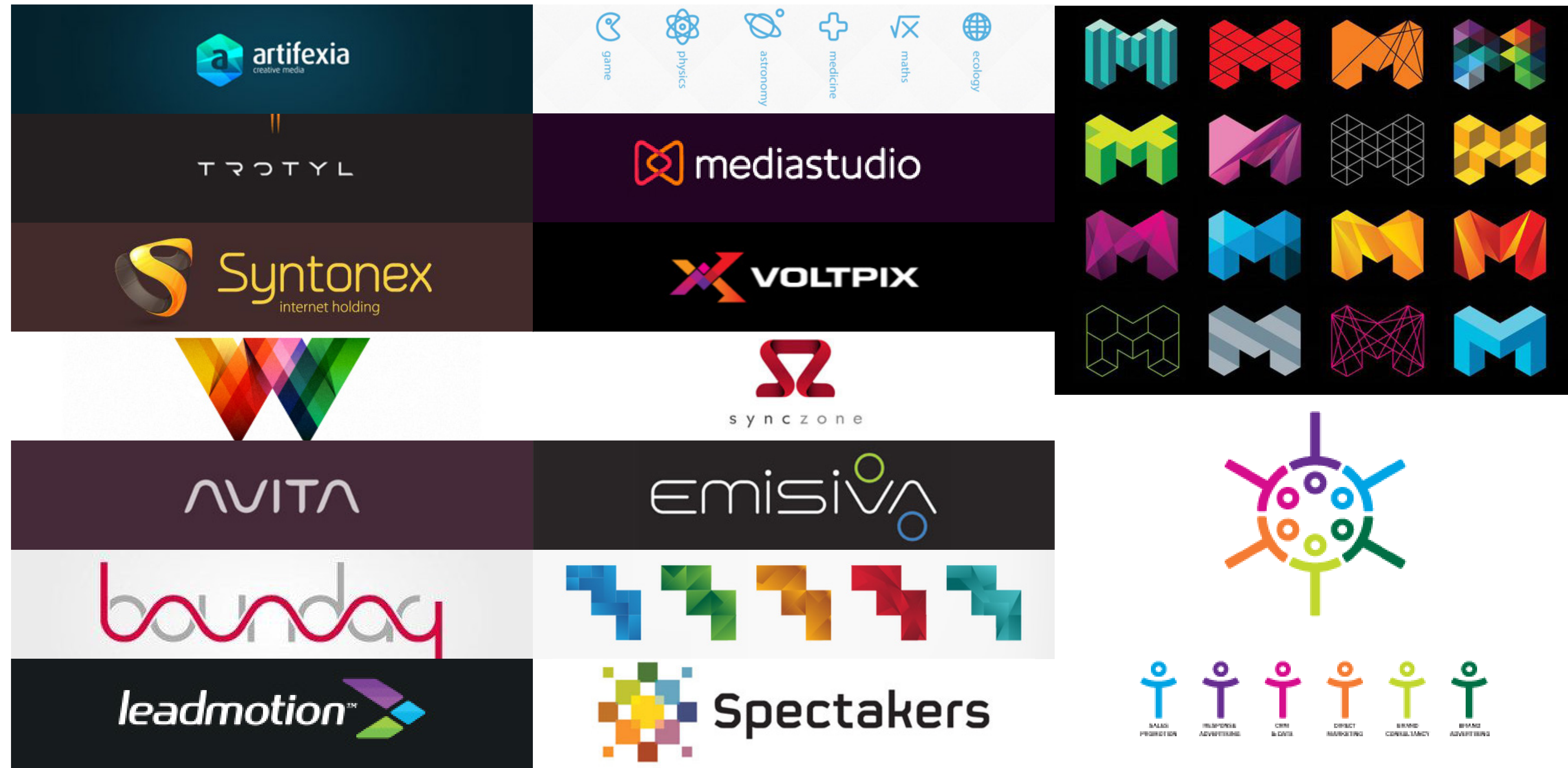
FORWARD

- Unity
- Friendly
- Trust
- Technology

- Lowercase or all caps
- Uses gestalt system to unify different sectors as a family
- Sans Serif
- Italics
- Wordmarks
- Symbols

Extra Notes

- Gestalt allows brand to provide different branches under an umbrella of similar visual elements.
- Symbols establish a relation between the name and image.



RESEARCH

ABOUT | GOALS | TARGET AUDIENCE · VISUAL LANDSCAPE | WORDLIST | IDENTITY GOALS | DIRECTIONS: FORWARD · **CULTURED** · FRIENDLY | PRELIMINARY LOGOS

CULTURED

- Social
- Culture
- Trust
- Technology

- Lowercase or all caps
- Scripts
- Slab Serifs
- Uses texture or pattern
- Handwritten quality
- Badges

Extra Notes

- Signature scripts evoke an timeless sense of personal affiliation.
- Heraldic badges create a sense of assertiveness and belonging.
- Style is a reason to affiliate and feels local.



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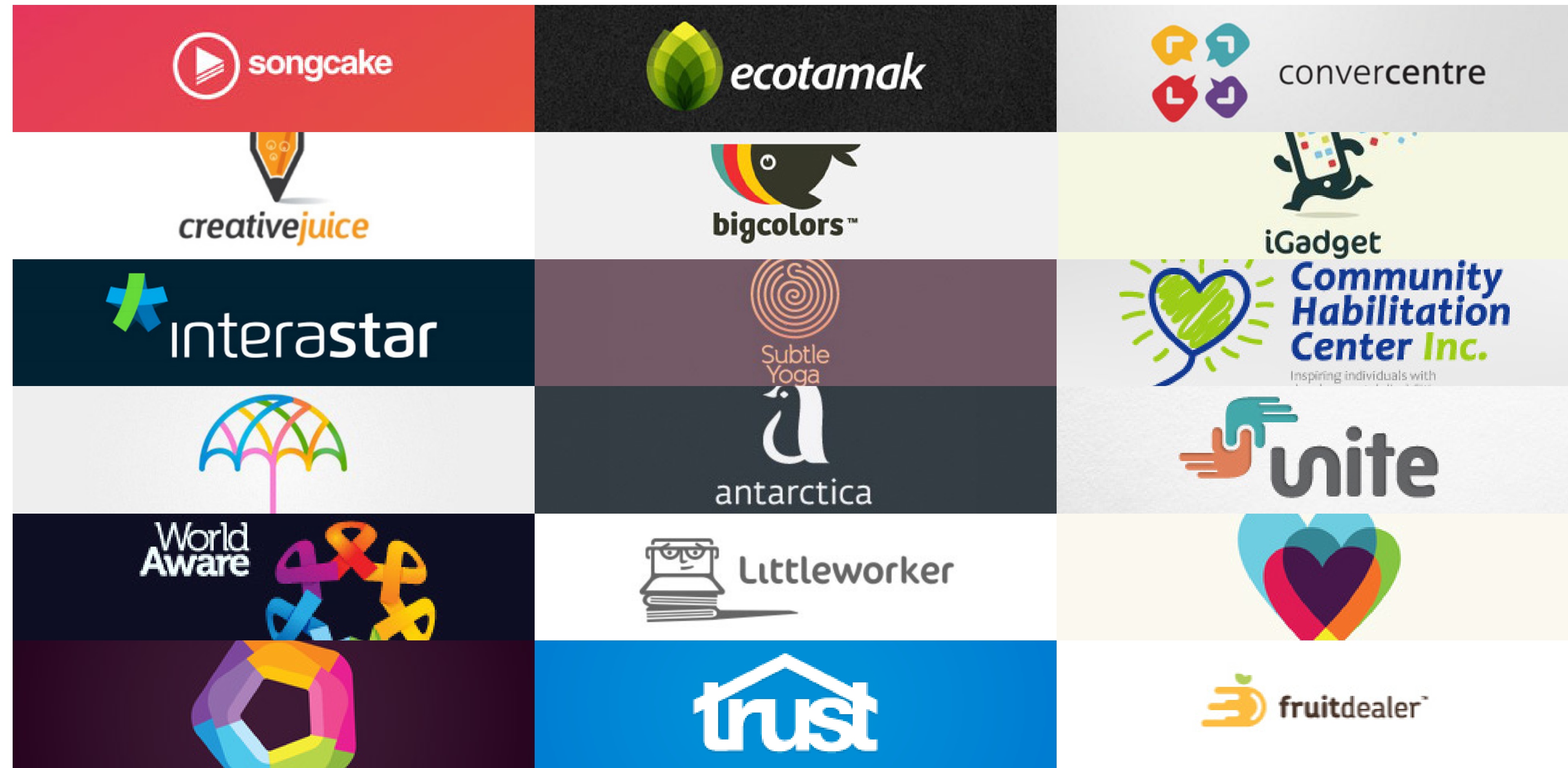
FRIENDLY

- Unity
- Excite
- Educate
- Technology

- Lowercase
- Sans Serif
- Slab Serif
- Round
- Elegant
- Linecraft

Extra Notes

- Signature Lowercase reads casual and approachable.



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onecity

ONECITY



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BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | INCORRECT USAGE | COLOR PALETTE | TYPOGRAPHY

Two divergent points converge to form a perspective of the OneCity we live in. The lines above and below the wordmark represent solidarity, the present moment, and a commitment to change.

- Clear
- Convergence
- City



BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | INCORRECT USAGE | COLOR PALETTE | TYPOGRAPHY

Four different color ways of the One City logo have been created for maximum readability in a variety of applications.

1. Full-color
2. Greyscale
3. 1-color (Orange)
4. 1-color (Black)



BRANDING GUIDE

MASTER LOGO | **CLEAR SPACE** | INCORRECT USAGE | COLOR PALETTE | TYPOGRAPHY

The OneCity logo should always be confined by a minimum area of clear space. Visual elements should never enter the isolated area; like text, headlines, and graphics.

- This area is defined by the width of a white rule on all sides

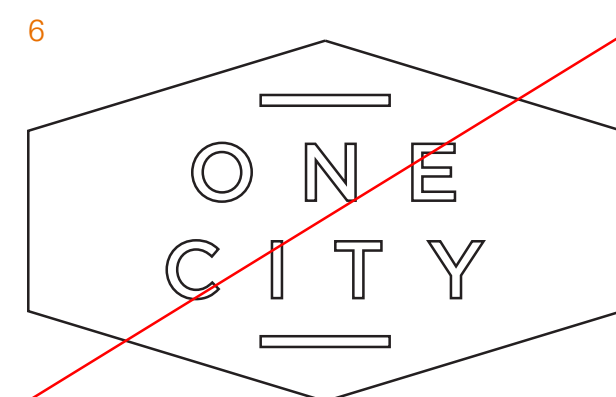
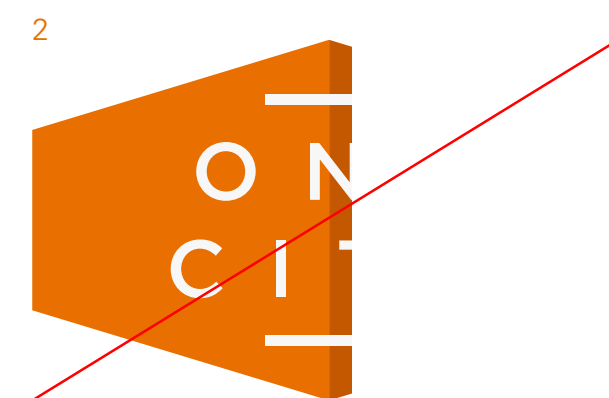


BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | **INCORRECT USAGE** | COLOR PALETTE | TYPOGRAPHY

Enforcing the correct use of the logo is vital to OneCity's identity. These guidelines help construct consistency.

1. Don't manipulate the colors
2. Don't crop the logo
3. Don't add any glow effects
4. Don't place it on vibrating background colors
5. Don't emboss and bevel
6. Don't outline
7. Don't add drop shadows
8. Don't place it in any awkward boxes
9. Don't move type in the emblem
10. Don't change the kerning or tracking
11. Don't manipulate the order of elements
12. Don't change the orientation
13. Don't stretch or squeeze



BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | INCORRECT USAGE | **COLOR PALETTE** | TYPOGRAPHY

Color is an effective and powerful method for visual association. Aesthetically we represent and associate with the SF Citi brand by using their signature warm color palette.

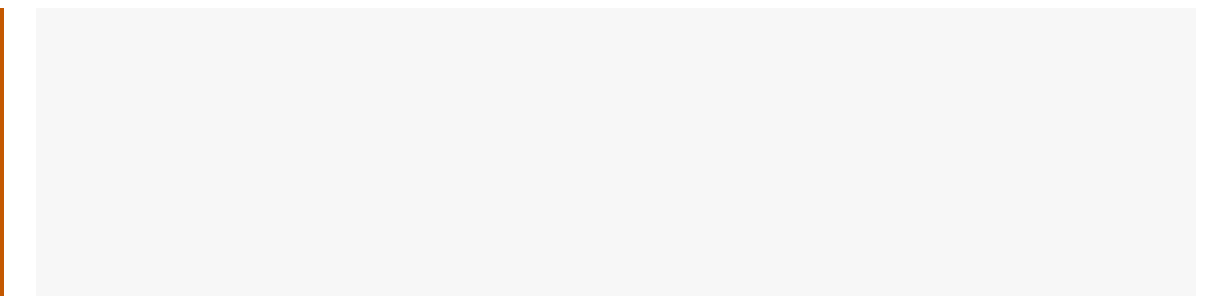
- Orange links back to SF.Citi
- Warm and inviting
- High visibility
- In heraldry, orange symbolizes strength and endurance



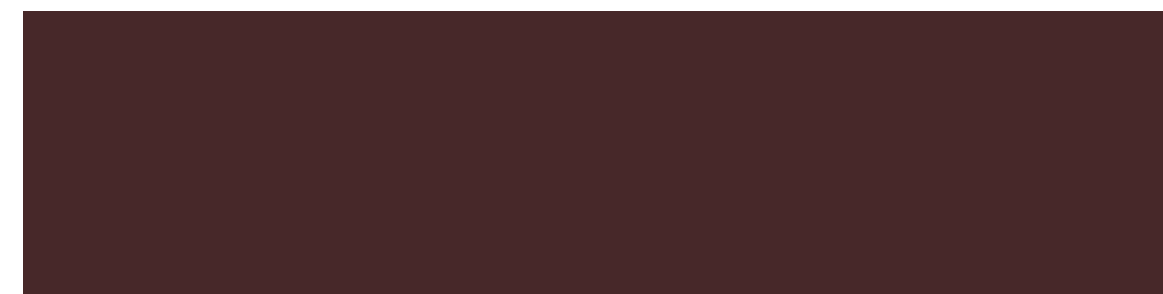
HEX #e86f00
RGB 232 · 111 · 0
CMYK 5 · 68 · 100 · 0



HEX #c45800
RGB 196 · 88 · 0
CMYK 18 · 76 · 100 · 6



HEX #f7f7f7
RGB 247 · 247 · 247
CMYK 2 · 1 · 0 · 0



HEX #472829
RGB 71 · 40 · 41
CMYK 50 · 75 · 65 · 61

BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | INCORRECT USAGE | COLOR PALETTE | **TYPOGRAPHY**

Typography reflects the tone and voice of the brand. OneCity's typography reflects modernism and strength and keeps a balance of contrast and legibility.

- Gotham is clear, assertive, friendly, confident, and direct, that reads instantly. Its neutrality transcends time and will always feel familiar
- Proxima Nova pairs well with Gotham with its hybrid elements of humanistic proportions and a geometric aesthetic

GOTHAM

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

0123456789

~ ` ! ? @ # \$ % ^ & * ()
- - - = + { } [] | \ / : ;
“ ‘ < > , .

Used in logo

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

0123456789

~ ` ! ? @ # \$ % ^ & * () - -
- = + { } [] | \ / : ; “ ‘ < > , .

Used for text

BRANDING GUIDE

MASTER LOGO | CLEAR SPACE | INCORRECT USAGE | COLOR PALETTE | **TYPOGRAPHY**

To keep things balanced and consistent, the following typographic hierarchy can be a signature of OneCity across different medias.

MAIN HEADLINES.

MAIN HEADLINES · PROXIMA NOVA · REGULAR · ALL CAPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo semper aliquam. Vestibulum a facilisis nulla, id feugiat diam. Cras tempus ullamcorper tempor. Donec erat nulla, euismod sit amet lorem non, mollis luctus purus. Donec vitae auctor nisl. Phasellus et faucibus turpis.

INTRO TEXT · PROXIMA NOVA · LIGHT · Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo semper aliquam. Vestibulum a facilisis nulla, id feugiat diam. Cras tempus ullamcorper tempor. Donec erat nulla, euismod sit amet lorem non, mollis luctus purus. Donec vitae auctor nisl. Phasellus et faucibus turpis. Pellentesque vitae erat egestas, auctor risus vitae, tristique libero. Donec fringilla molestie justo et ullamcorper. Quisque eleifend sed sapien eu ultricies. Aenean at tristique leo. Sed sit amet bibendum risus. Morbi suscipit nec magna sit amet cursus. Sed ac consectetur ligula. Phasellus placerat luctus tellus nec tempor. Integer ut lorem sit amet ante aliquam eleifend. Integer hendrerit libero sit amet eros cursus, et mollis justo laoreet.

BODY TEXT · PROXIMA NOVA · THIN · Sentence case

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MOCK UPS

STATIONERY | APPAREL | ENVIRONMENTAL SIGNAGE | SOCIAL MEDIA ASSETS: FACEBOOK · TWITTER · YOUTUBE · TUMBLR · INSTAGRAM

Beautiful stationery can make all the difference in the success of branding and brand engagement.

- Something visually impressive could be a overprint spot-UV where certain parts are reflective (like the logo and text)



MOCK UPS

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Beautiful stationery can make all the difference in the success of branding and brand engagement.

- Here are some other examples of how the logo would be printed on different materials like letterpress, cardboard, silver, and gold stamped



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- Other possible applications



MOCK UPS

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The OneCity logo can be screen printed on shirts for male and females which may increase conversation.

- Drive awareness
- May present a URL on the back of the shirt to drive to the One City web site.



MOCK UPS

STATIONERY | APPAREL | **ENVIRONMENTAL SIGNAGE** | SOCIAL MEDIA ASSETS: FACEBOOK · TWITTER · YOUTUBE · TUMBLR · INSTAGRAM

Environmental signage conveys a message and allows OneCity to brand themselves between architecture and design.



MOCK UPS

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Facebook is a powerful tool to share media and foster conversation.

- Create a fan page
- We can post statuses of press and articles, ways to get involved, and to donate
- Under "About", we can include links to our other online presences

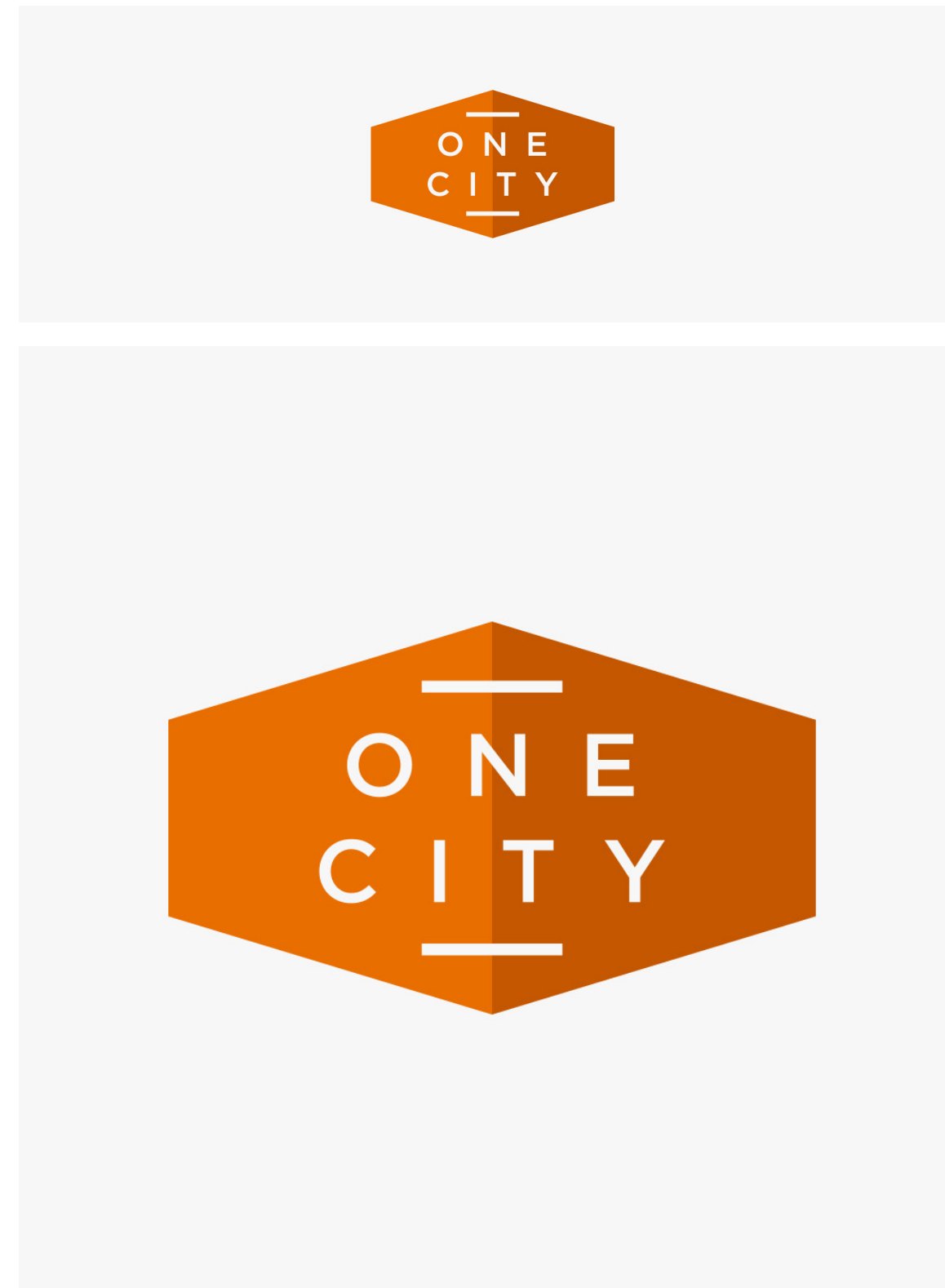


MOCK UPS

STATIONERY | APPAREL | ENVIRONMENTAL SIGNAGE | SOCIAL MEDIA ASSETS: FACEBOOK · **TWITTER** · YOUTUBE · TUMBLR · INSTAGRAM

Twitter is another great channel to rapidly broadcast short 140-character messages and to create conversation.

- Theme Color: #e87000
- We can link back to our other online presence
- Having a microblogger/mini-journalist would be very valuable

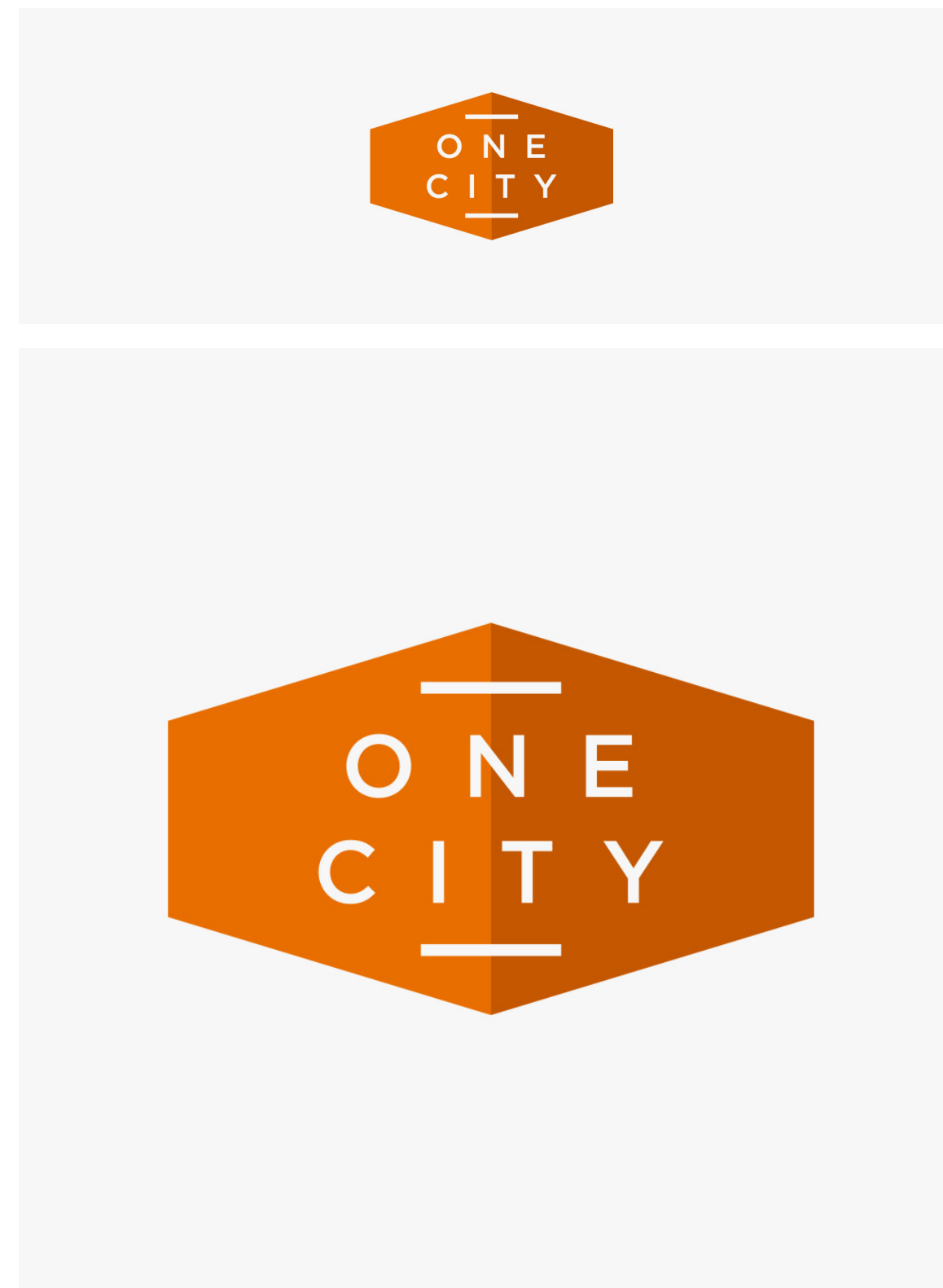


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STATIONERY | APPAREL | ENVIRONMENTAL SIGNAGE | SOCIAL MEDIA ASSETS: FACEBOOK · TWITTER · **YOUTUBE** · TUMBLR · INSTAGRAM

YouTube allows people to upload, watch, and share videos to generate dialogue.

- We can link back to our other online presence
- More than 1 billion unique users visit YouTube each month

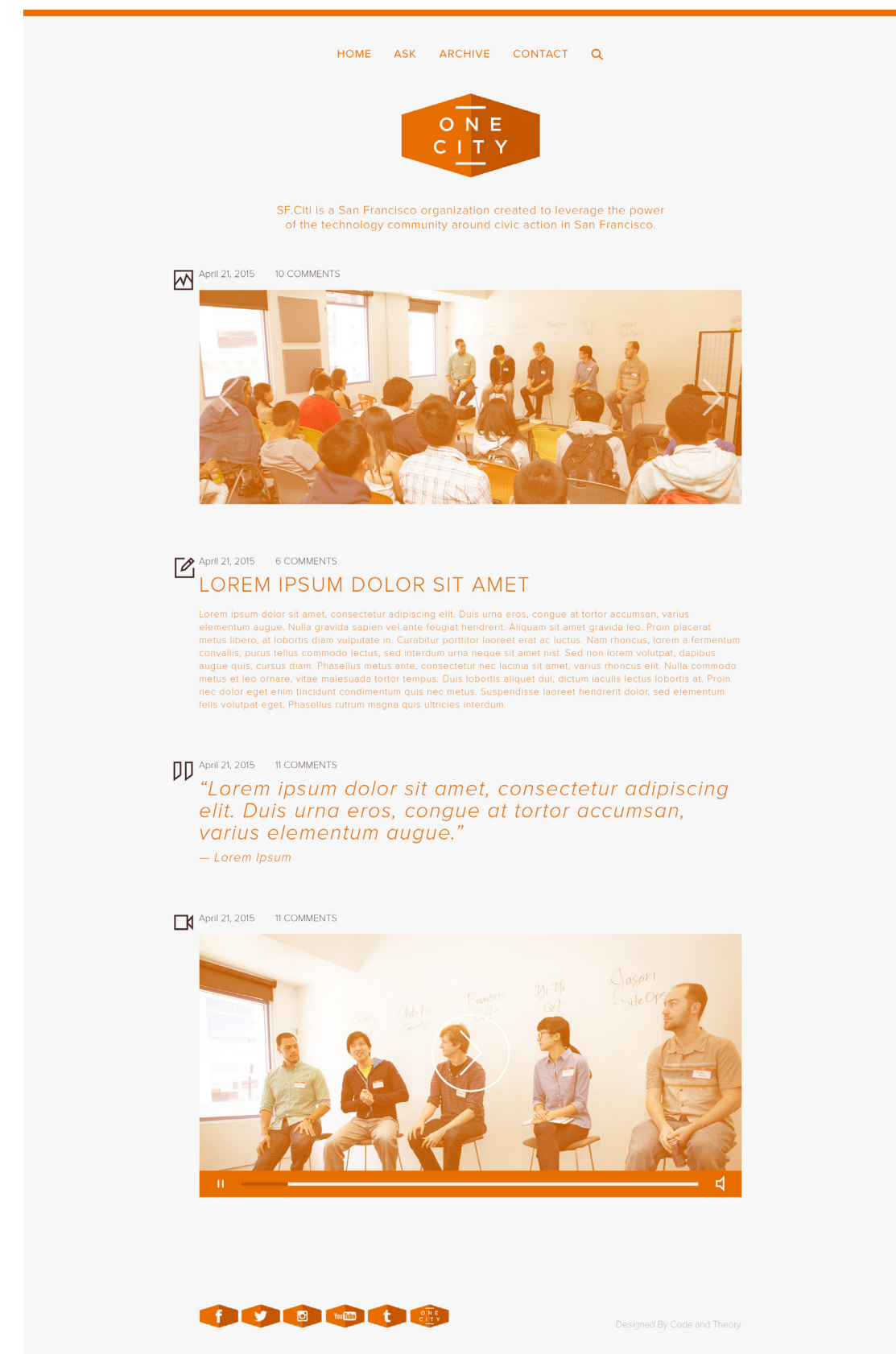


MOCK UPS

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Tumblr is a popular microblogging that allows you to easily post video, audio, words, photos, and videos; very popular and trending among youth of America.

- Custom themes supported
- We can link back to our other online presence
- The site has generated close to 24,000 meetups
- Of all the unique visits in the U.S., California accounts for 16.75%.
- OneCity can share all media like videos, audio, articles, quotes, and photos.



MOCK UPS

STATIONERY | APPAREL | ENVIRONMENTAL SIGNAGE | SOCIAL MEDIA ASSETS: FACEBOOK · TWITTER · YOUTUBE · TUMBLR · **INSTAGRAM**

Instagram is a beautiful way for us to communicate with visual conversation on a vast, young user base, social scale.

- We can link back to our other online presence
- The value of IG lies in the heavy imagery and short 15-second videos
- We can tag companies and people from our OneCity journey around the world





THANK YOU FOR VIEWING