SanFrancisco Travel ®

SAN FRANCISCO TRAVEL / DECEMBER 2016

BRAND IDENTITY GUIDELINES

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INTRODUCTION

THE IMPORTANCE OF BRANDING

What is our brand? Is it our logo? Yes, but it's much more than that. It's a message, an emotion, a promise.

Our brand is exhibited on our website, social channels, advertisements, business interactions, office space and even our staff. Brands are living things and just like us, brands need time, focus and discipline to reach their potential. They can even get hurt. We've created these guidelines so that so that everyone who interacts with our brand understands not only what we look like, but who we are.

One thing is certain. The more we stay true to our brand, the more consistent we are, the stronger the emotional connection will be to our customers—and the stronger their loyalty will be to our business.

CURATORS OF THE CITY BY THE BAY

San Francisco Travel is much more than a Destination Marketing Organization (DMO). We're a people organization. One that strives to go above and beyond to help people with our knowledge about the one thing we know best: San Francisco. Whether you're writing for the web, advertising, collateral or simply tweeting, this guide will cover the basics about our voice and tone, types of content we produce and the other fun ways we live and breathe our brand.

San Francisco is full of dynamic sights, diverse flavors and personalities, exotic cultures, and thrilling activities. Our identity was designed to complement that wonderous mix and offer a clear portal to all the city has to offer.

Our role is that of an insightful, trustworthy tour guide, collecting and showcasing the far-flung wonders of our fair metropolis and making them accessible to all who journey to the City by the Bay.

We are innovators whose tone and voice is warm and knowledgeable. We're proud of San Francisco's rich variety and diversity. Authoritative and informed yet welcoming, inclusive, enthusiastic and affable — these traits embody the spirit of our brand and are a good reference when formulating communications.

MANIFESTO: WHY DO PEOPLE VISIT SAN FRANCISCO?

The sights and scenery. The one-of-a-kind events and world-class food. The welcoming people, the diversity and rich history. It is for all these reasons and others, of course.

But perhaps more importantly, it has to do with the fact that no other city is as adept at combining disparate elements to create something new: taking the familiar and marrying it to the unknown; merging people's expectations to moments of unpredictability; uniting long-held notions with startling innovations. Clearly, the attraction of San Francisco is not any one thing, but rather the combination of many different things.

As an organization, we see the city in its entirety — through the eyes of the people who live here, the people who love it, and the people who love to come here. And as proud as we are to help people arrange their visits to San Francisco, we see our mission in even broader scope: We believe our true value lies not just in our ability to sell our city, but in our role as curators of the most interesting 49 square miles on the planet. We are the San Francisco Travel Association. And we are the window into The City by the Bay.

BRAND VOICE

BRAND POSITIONING

For travelers who want to think differently and broaden their perspective, San Francisco's romantic beauty, innovative spirit and expressive cultural pulse never cease to evolve and inspire all those who visit.

BRAND PROMISE

San Francisco never ceases to evolve, but its spirit remains the same. Driven by innovation, immersed in groundbreaking arts, participatory culture, breathtaking scenic beauty and memorable cuisine, this diverse city thinks and acts differently—and once you visit, you'll know why so many people have left their hearts here.

BRAND PERSONALITY

- Romantic

- Offbeat

- Innovative

- Fun

- Passionate

VOICE AND TONE

Voice is the way San Francisco Travel sounds and tone is the way we adapt our voice to different audiences. Here's a refresher on who our audiences are:

- Leisure visitors
- Business travelers
- Meeting Planners
- Travel Trade
- Visiting Journalists
- Partners

That might sound like a lot, but regardless of the audience there are the three base notes of our voice. We always want to come across as:

- Confident, but not cocky or arrogant
- Thoughtful, but not indulgent or pushy
- Colorful, but not outrageous or over the top

Example: We wouldn't say: "Eat at State Bird Provisions because it's the best." Instead, we would say: "State Bird Provisions was already one of San Francisco's hottest tickets—and then it was named Best New Restaurant in the country by *Bon Appétit* magazine."

WRITING TIPS

Remember, our audience is coming to us for help or to show us something. By engaging with them, consider their needs and how you want them to feel:

- Noticed and heard
- Relieved at finding exactly what they are looking for
- Anticipation and excitement to visit San Francisco or to continue engaging with us.

To make them feel this way, you should write to them with an answer to a question they have in mind.

- What are you answering?
- What emotional state are they in?

RULES WE LIVE BY

1. Be evocative, but not overly dramatic. Avoid hyperbole.

2. Be illustrative. Focus on specific examples rather than broad generalizations: "dozens of innovative, award-winning restaurants" vs. "amazing dining scene."

3. Be consistent. There are exceptions to every rule except this one.

4. Do not bestow unearned status. Be an authority through quality of content, not self-proclamation.

5. Focus on benefits to the audience from their point of view. Writing should always be directed at the needs of the visitor and improving the quality of their experiences in San Francisco, not the organization.

6. Content for external audiences should be direct and personable, utilizing second-person ("you," "your") when appropriate, but not excessively. An exception to this rule is press releases which will usually be written in the third person and adhere to the The Associated Press Stylebook.

7. Simplify. Do not make writing unnecessarily complicated.

8. Avoid slang, idioms and colloquialisms to ease comprehension for an international audience.

9. Be conscientious of the audience and the platform you are writing for.

SIGNATURE

San Francisco Travel Wordmark

Egiziano

Serifa Light

GGB Bridge Icon

The San Francisco Travel identity consists of the Golden Gate Bridge Icon and San Francisco Travel Wordmark. Frequently cited as one of the "Seven Wonders of the Modern World," the Golden Gate Bridge is our trillion dollar asset. Recognized internationally, it is an enduring symbol of San Francisco and the perfect landmark to feature in our logo.

As the authority on all things San Francisco, San Francisco Travel's perspective is unique, evidenced by our depiction of the bridge: this is not a panoramic or standard gift shop photo, but the bridge from an unconventional, up-close-and-personal angle. A grid overlaying the dramatic and intimate shot creates a window, underscoring our organization's ability to frame the San Francisco experience like no other.

The San Francisco Travel Wordmark is comprised of two typefaces: Egiziano and Serifa Light. Egiziano is a classic wood foundry type, dating back to the 1800s and recognizable from "Wanted" posters of the era. Its bold look conveys authority, tempered by the letterforms' eccentricities. Serifa is complementary and contemporary, sophisticated and svelte; it balances the tone between the classical and progressive range of our voice.

Primary Signature

Official Destination Marketing Organization

Primary Email Signature

Primary and Email Signatures

The Primary Signature is available as two file types: vector and raster. Vector is used for oversized printing and interactive media. Raster is best used for most standard printing applications—documents, collateral, and magazines.

The raster signature is a full color (CMYK) file. The vector signature can be reproduced either in full color or three spot colors.

When quality is a concern, best practice is to use the vector version of the Primary Signature.

SIGNATURE—ALTERNATIVES

San Francisco
Travel ®

San Francisco Travel Wordmark
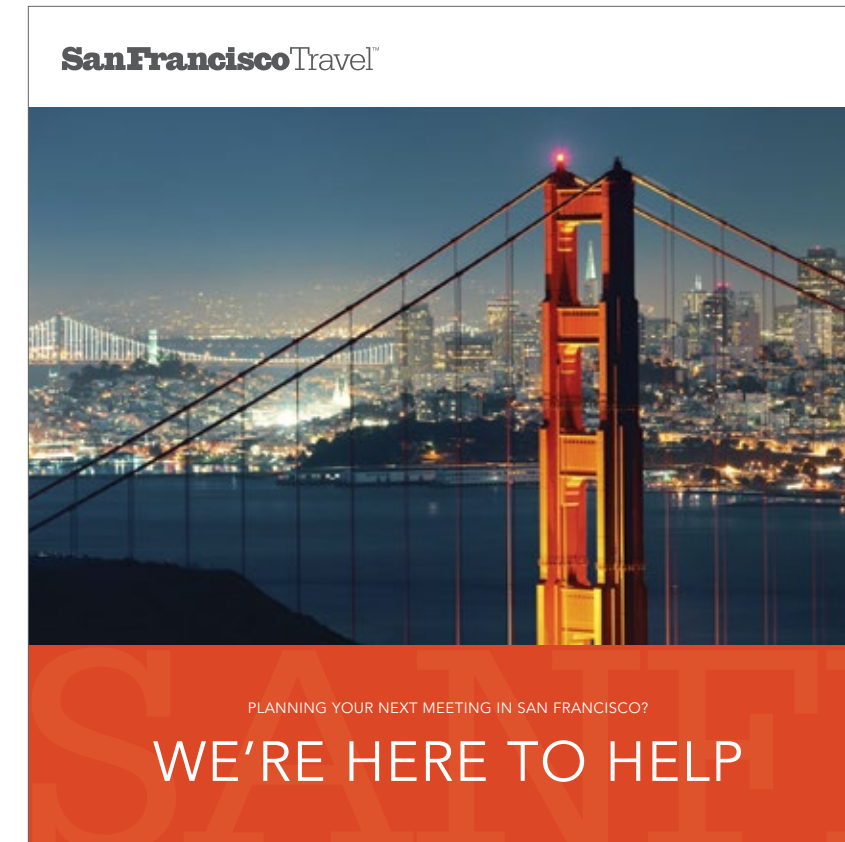
San Francisco Travel ®

One-line San Francisco Travel Wordmark

San Francisco Travel Wordmark Signatures
Use the Wordmark logos when your project calls for a
smaller sized logo, placement over a busy photograph,
a mark below the minimum size allowed for the Primary
or if you require a logo for one-color reproduction.
When using our alternative sigantures, brand colors
may be used.

SIGNATURE—ALTERNATIVE EXAMPLES

San Francisco Travel ™

PLANNING YOUR NEXT MEETING IN SAN FRANCISCO?
WE'RE HERE TO HELP

2015-2016

STRATEGIC
BUSINESS
PLAN

San Francisco Travel ™

SIGNATURE—INCORRECT USES

Do not alter wordmark (including ® mark).

Do not add outlines or other design elements to logo.

Do not reposition elements.

Do not distort, stretch or compress the logo.

Maintaining the integrity of the Primary Signature design is vital to the brand. Its elements and configuration should not be altered. The same rules apply to the Alternative Signatures.

Our GGB Icon and San Francisco Travel Wordmarks can stand on their own however they must be set as distinctive elements with a minimum clearance equal to the width of the wordmark.

SIGNATURE—CLEAR SPACE

Primary

Cap Height = X

1X
1X
.25X

San Francisco Travel Wordmark

Cap Height = X

1X
1X

One-line San Francisco Travel Wordmark

Cap Height = X

1X
1X

Primary Signature
The Primary Signature needs a specific amount of empty space around it to maximize its impact.

The minimum clear space is defined as X, measured by the cap height of the "S" in "San Francisco Travel." Clear space of 1X on all sides is the minimum allowable; greater clear space is encouraged whenever possible.

San Francisco Travel Wordmark Signatures
The minimum spacing of at least 1X also applies to the Wordmark Signatures. Again, more space is encouraged whenever possible.

SIGNATURE—MINIMUM SIZE

1.5 in.

Primary

.75 in.

San Francisco Travel Wordmark

1 in.

One-line San Francisco Travel Wordmark

The Signature needs to appear large enough to be entirely visible and clear in all placements. The minimum size specifications for each version accommodate a range of applications.

Interactive placements require the minimum measurements to be made in pixels.

SIGNATURE—BRAND ARCHITECTURE

Sub-brand mark

Sub-brand

MYSF™ Training Wordmarks

SFMeetCulture™ Wordmarks

Brand architecture is the structure of our sub-brands. Sub-brands are the distinct entities that fall under the San Francisco Travel umbrella and cumulatively shape our company.

Never create new sub-brands or sub-brand marks without first consulting Creative Services.

Minimum size requirements for sub-brands are the same as the specifications set for our primary signature and wordmarks (.75 in. for stacked and 1 in. for one-line).

SIGNATURE—COLOR VARIATIONS

Four-Color Signature

Altering the colors of the Bridge Icon or San Francisco Travel Wordmark when using the Primary Signature is not within brand guidelines. When using our primary signature, the San Francisco Travel type can be black or white. Examples illustrate common misuses to avoid.

One-Color Alternative Signatures

When using our alternative sigantures, brand colors may be used.

SIGNATURE—BACKGROUND CONTROL

Color Behind Signature

When placed against backgrounds that are too similar in color to the palette featured in the Bridge Icon, it is important to use a version of the logo that includes a thin white stroke around the icon. This will prevent the logo from melding with the background. Examples of background colors that present contrast issues are sky and turquoise blues, as well as reds, vermillions and red-based oranges.
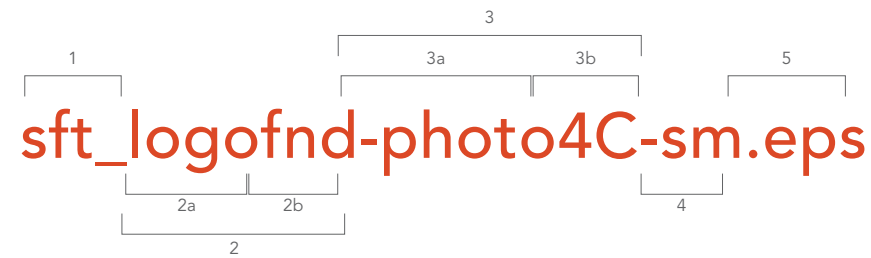
The white stroke version of the logo should be used only when contrast is lacking between a background and the Bridge Icon. Do NOT create your own version. There are two official versions — one with black type, the other with white — that can be obtained through Creative Services.

Images Behind Signature

Working with the Signature over images can be a bit more complicated — with images you're dealing not just with color, but with shapes and patterns as well. As with solid colors behind the signature, the goal is to acheive optimal contrast.

If the logo appears against predominately red, orange or blue photographs, the white stroke version of the logo should be used. The color of the type — white or black — depends upon the relative darkness of the background. We also encourage usage the Wordmark Signatures if that provides better contrast.

```
                           3
    1              3a          3b              5
```

sft_logofnd-photo4C-sm.eps

```
       2a      2b                    4
              2
```

1	sft_	=	San Francisco Travel. All files sent outside of San Francisco Travel should bear this prefix.

2		=	**what the file is**
	a. logo	=	logo file
	b. fnd, ptnr	=	sub-brand logo. Use "fnd" for "foundation" and "ptnr" for "partner."

3		=	**graphical formatting/visual appearance**
	a. -photo, -illus, -type, -typeshort	=	format of graphics in logo. Files that contain raster bridge icon are labeled "photo;" those that contain vector bridge icon are labeled "illus." Type-only logos are "type" and "typeshort" (latter is abbreviated version).
	b. 4C-, BW-, 1C- PMS-, R-, strk-	=	describes color. "4C" means full (four) color, "BW" denotes grayscale, "1C" denotes one color (black), and PMS denotes a file containing Pantone spot inks. The addition of 'R' indicates reversed (white) type. Addition of "strk" indicates icon has thin white stroke around it.

| 4 | sm, lg | = | size of logo. Size labels appear only on logos containing raster bridge icon. Files labeled "sm" can be used at widths of 6" or less; "lg" files can be used at widths of 17.8" or less. |

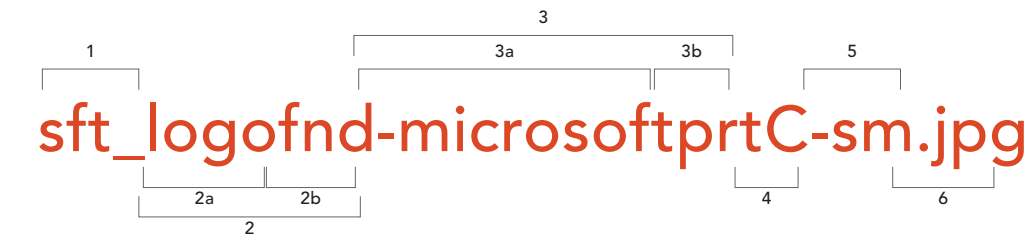| 5 | .eps | = | file extension; all press-quality logos are Adobe Illustrator EPS files, compatible back to version CS1. |

High-Resolution Press Files

Effective file sharing begs naming conventions that are clear and consistent.

Files should include a branded prefix, "sft_", so that when we send them outside of our organization they are not simply labeled "logo." This will also ensure that, when more than one file is sent to an external party, the files will show up together in directory listings.

The sample file name to the left details the other markers of classification necessary for company-wide synchronization of electronic assets.

```
                           3
    1              3a          3b              5
```

sft_logofnd-microsoftprtC-sm.jpg

```
       2a      2b                    4       6
              2
```

1	sft_	=	San Francisco Travel. All files sent outside of San Francisco Travel should bear this prefix.

2		=	what the file is
	a. logo	=	logo file
	b. fnd, ptnr	=	sub-brand logo. Use "fnd" for "foundation" and "ptnr" for "partner."

3		=	formatting
	a. -microsoft	=	indicates logos formatted specifically for use in Microsoft Office.
	b. scrn, prt	=	indicates whether logo is formatted for use on screen ("scrn") or in documents to be printed on office printers and copiers (prt). "Prt" files are not for use on professional printing equipment.

| 4 | C-, BW- | = | color. 'C' indicates full color; 'BW' indicates grayscale. All Microsoft-optimized files are in RGB color mode, which is not appropriate for use on professional printing equipment. |

| 5 | sm, lg | = | size of logo. Files labeled "sm" are the same size as those appearing on our stationery system; "lg" files can be used at widths of 10.5" or less (the size of a full, letter sheet in landscape orientation, minus quarter inch margins to account for printer clipping). |

| 6 | .jpg | = | file extension; all Office-optimized logo files are JPEGs. |

Files Optimized for Microsoft Office

Naming conventions for Microsoft Office-optimized files are similar to those for the high resolution press files. The anatomy of these file names is detailed to the left.

While some of the Office-optimized files are appropriate for printing on office printers and copiers, they are NOT intended for use on professional printing equipment due to compression and improper color modes. Please use high-resolution print files when producing professional-quality graphics instead (see Creative Services if you require assistance).

COLOR PALETTE

COLOR PALETTES

PANTONE® 1665 C	PANTONE® 292 C	PANTONE® Black C
C / M / Y / K 8 / 87 / 100 / 1	C / M / Y / K 59 / 11 / 0 / 0	C / M / Y / K 0 / 0 / 0 / 100
R / G / B 220 / 72 / 38	R / G / B 105 / 179 / 231	R / G / B 0 / 0 / 0
Hex #DC4405	Hex #69B3E7	Hex #000000

PANTONE® 7690 C	PANTONE® 430 C
C / M / Y / K 95 / 41 / 10 / 0	C / M / Y / K 33 / 18 / 13 / 40
R / G / B 0 / 118 / 168	R / G / B 124 / 135 / 142
Hex #0076A8	Hex #7C878E
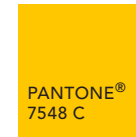
PANTONE® 368 C	PANTONE® 7548 C	PANTONE® 2607 C	PANTONE® 7609 C
C / M / Y / K 58 / 2 / 100 / 0	C / M / Y / K 0 / 14 / 100 / 0	C / M / Y / K 83 / 100 / 0 / 2	C / M / Y / K 0 / 81 / 73 / 54
R / G / B 119 / 188 / 31	R / G / B 255 / 198 / 0	R / G / B 80 / 7 / 120	R / G / B 130 / 59 / 52
Hex #77BC1F	Hex #FFC600	Hex #500778	Hex #823B34

Primary Palette
The three primary colors of our palette are derived from the Bridge Icon and Wordmark. The hero of our palette, PMS 1665 C, is inspired by International Orange, which is the color of the Golden Gate Bridge. The blue is inspired by the color of the sky behind the bridge. Lighter and darker tints of brand colors are not allowed.

Secondary Palette
The secondary palette includes a stronger take on the blue in our logo, which can be used for type and other touches that need to be dark. It also includes a gray, echoing of the fog that often envelopes The City.

Tertiary Palette
The tertiary palette is to be used in moderation and is meant to provide on-brand variety/options for advertising campaigns and other materials. Use of these colors must be approved by Creative Services.

TYPOGRAPHY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Avenir
The Avenir type family is our primary font and a group of sans serif typefaces available in various weights and widths. The Avenir type family is very versatile and can be used for both body and headline copy. Egiziano, and Serifa are not readily available to San Francisco Travel staff; please consult Creative Services if you feel you might require a copy of one of these fonts.
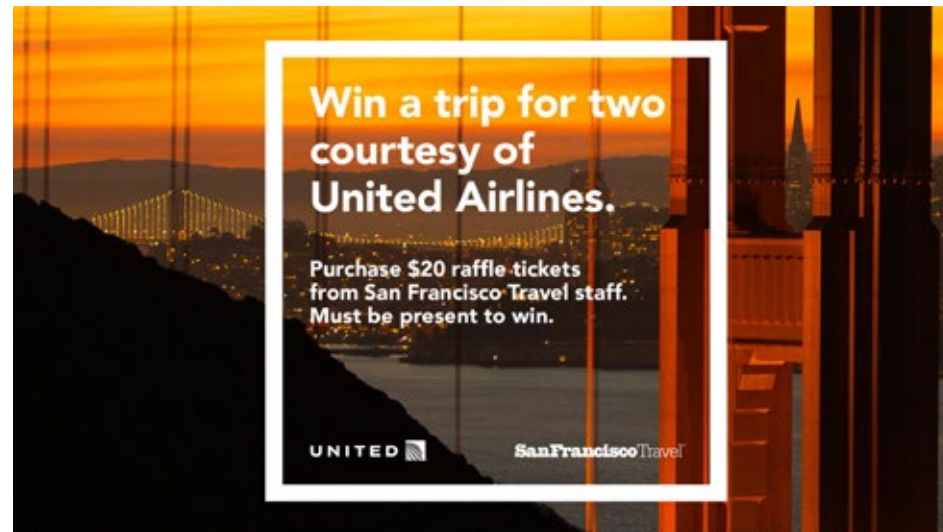
Serifa
Serifa 45 Light is the typeface for "Travel" in the Wordmark. It can be used for brief body copy, not set too large and afforded ample leading (line spacing). Serifa 55 Roman may be used for subtle bolding effects, headlines and type reversed out of dark backgrounds (to compensate for dot gain). Serifa Bold or Black may be used for headlines, but should not be mixed with Egiziano; select one or the other, not both.

Egiziano
Egiziano is the hero typeface used for "San Francisco" in our Signatures. As a bold, blocky wood cut display face, its voice is strong. Due to its heft and quirks, Egiziano should be used with restraint, reserved for short bursts of type meant to command immediate attention (e.g., numbers and infographics). Note: Egiziano Italic is NOT approved for use.

ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica—Mac Platform

ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial—Windows Platform

ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Georgia

Typefaces for Use in Business Materials

The typefaces selected for use in our everyday business materials have been chosen first and foremost for their universality. This is important as SF Travel continues to cement its place internationally; our press releases, and other live, electronic documents must hold up no matter where they are sent.

Helvetica/Arial

Helvetica is a modern, universal, sans serif typeface, widely used and popular for its clarity and versatility. Acknowledging that Helvetica is available by default on machines running Mac OSX and not on those running Windows, Arial is an acceptable alternative.

Georgia

Georgia is a transitional serif font, available by default on both Mac and Windows systems. Unlike most serif typefaces, it was designed for optimal viewing on a monitor, even at small sizes. It also holds up well in print.

Helvetica and Arial are best suited for extended, onscreen-only text or, in print, for short bursts of type (headlines and captions, for example). Georgia is to be used for extended printed text (printed press releases, lengthy printed letters, etc.).

IMAGERY

Selecting Photography
San Francisco is vibrant and one-of-a-kind; our photos should be, too. Use these criteria to guide selections:

Quality
Shots should be crisp — no film grain or visible pixels.

Palette
Shots should be vibrant, with pure, bright colors. No excessive filters or Photoshop effects.

Setting
Shots should include San Francisco elements, not be generic. If the photo you've selected could have been taken anywhere, then it's probably not the best choice.

Perspective
Shots should capture an intimate, unique point of view: taken close up vs. far away (when possible), taken from unexpected angles, and feature unique composition.

Authenticity
Shots should not look overly airbrushed, or staged/posed. No studio shots — photos should be taken "in the field."

Photo Shoots
If you are commissioning photography, please work with Creative Services to ensure photographers are given appropriate creative direction, a use contract, and are aware that model releases are required for people shots.

IMAGERY—PHOTOGRAPHY

People

People in shots can be tricky because of the legalities associated with model releases, but it's great to show our city being enjoyed by visitors when possible.

People shots should feel spontaneous and natural. For shots being added to our library permanently, clothing should be timeless. For shots being used temporarily, clothing may reflect current fashion trends.

As a location famous for its diversity and inclusiveness, it's important to represent a variety of demographics. Consider the best possible photo and where applicable try to include people of different ethnicities, sexual orientations, ages and social groups.

Photo Shoots

If you are commissioning photography, please work with Creative Services to ensure photographers are given appropriate creative direction, a use contract, and are aware that model releases are required for people shots.

IMAGERY—PHOTOGRAPHY EXAMPLES

PRINTING + PRODUCTION

Coated Stocks

New Leaf Reincarnation Matte is the official coated stock of the San Francisco Travel Association. If unable to print on this stock, seek a white (not off-white) stock with matte, satin, silk or velvet finish. High-gloss sheens are not in line with our brand aesthetic and should be avoided.

Uncoated Stocks

Mohawk Options Smooth 100% PC White is the official uncoated stock of the San Francisco Travel Association and is used for our stationery system, as well as any other collateral that needs to be written upon by hand or run through office printers. If unable to print on this stock, seek a white (not off-white) stock with ultra-smooth finish.

Recycled Content

As an organization that values environmental responsibility, and a certified Green Business, the San Francisco Travel Association is committed to using stocks that are not just recycled, but that specifically contain 50% or more post consumer waste (PCW). New Leaf Reincarnation Matte contains 50% PCW, while Mohawk Options Smooth 100% PC White contains 100% PCW. Please take this into serious consideration when selecting a stock other than our official coated and uncoated sheets. For large runs and publications please consider using stocks that contain recycled content.

VISITOR INFORMATION CENTERS

VISITOR INFORMATION CENTERS & NEWS STORES — ENVIRONMENTAL GRAPHICS
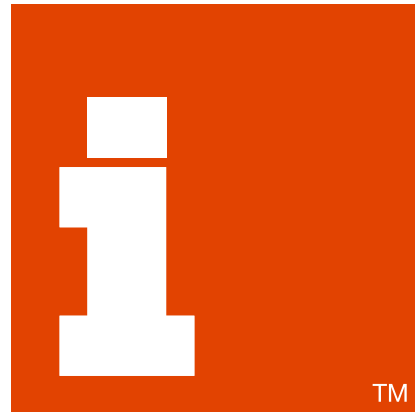

HALLIDIE PLAZA

MACY'S UNION SQUARE

MOSCONE CENTER RENDERING

SFO NEWS STORE

TM

TM

What is a Visitor Information Center?

What speaks 14 languages and always has the scoop on what's happening in San Francisco? The answer is the Visitor Information Center (ViC). The San Francisco Travel ViCs are the city's official front desk, serving 400,000 visitors annually. ViC staff and volunteers curate the San Francisco experience, providing one-on-one interaction with visitors from around the world.

Designation as an official SF Visitor Information Center or use of the Information Center "i" marks come with a responsibility to meet standards for training, operations, and branding set by San Francisco Travel Association.

The core mission for an official ViC is: To be transparent and authentic in purpose; providing destination expertise to visitors by representing the inclusiveness and diversity of San Francisco and all San Francisco Travel partner services. Provide services that enhance the experience of our diverse international audience; and influence their desire to return, extend their stay, and intent to recommend. Use of these wordmarks must be approved by the Visitor Experience team and Creative Services.
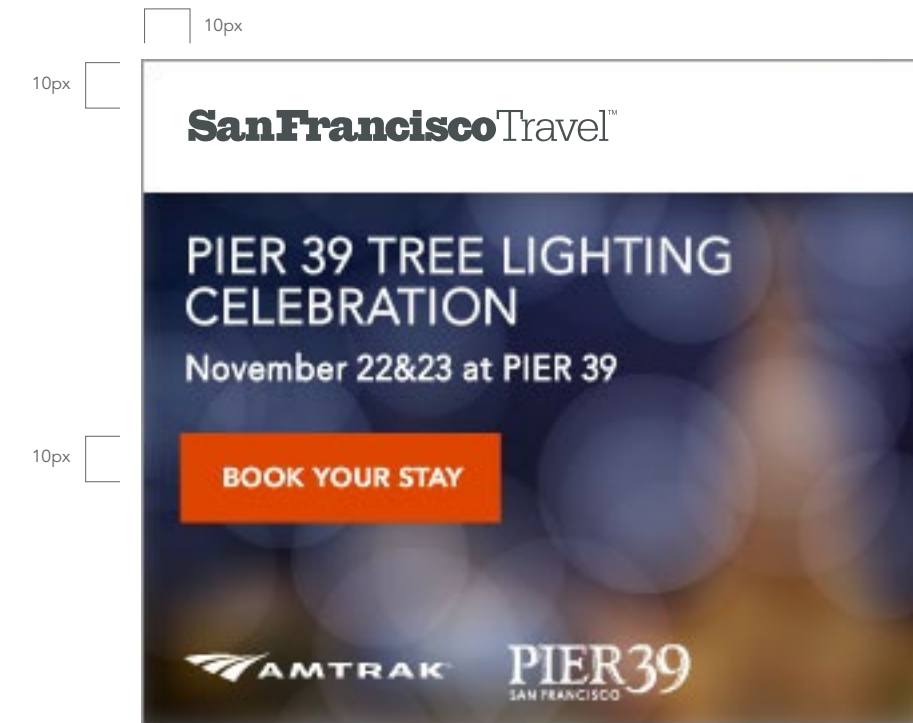
Wayfinding and Brochure Category Icons

In addition to our signature "i" there are also wayfinding signs to direct visitors to our Centers. At the cable car turnaround at Powell Street, vertical banners hang from the flag poles pointing visitors down the stairs to our Information Center. At the Powell BART Station signage points visitors from transit to our Center.

At Hallidie Plaza, our largest Center, icons were developed to categorize our Partner brochures and improve the visitor experience. Use of directional signage and icons must be approved by the Visitor Experience team and Creative Services.

ONLINE GUIDELINES

10px

10px

10px

10px

Digital creative examples, 300x250 and 728x90.

Consistency
In order to keep our brand consistent across digital channels please follow the guidelines below when creating ads for San Francisco Travel.

Specs
• Minimum 10px padding
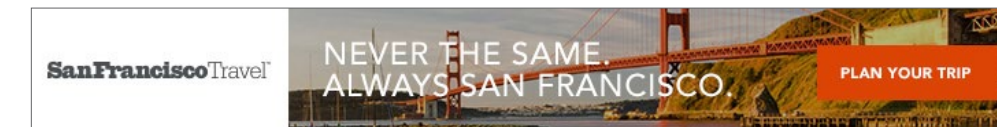• Button/Call to Action 10px padding
• Brand orange #DC4405

Sizing Examples
Small
Spec: 300p x 250p / 160p x 600p
Headline: Avenir Roman, 18pt (uppercase)
Body: Avenir Heavy, 12pt (lowercase)
Button: Avenir Black, 10pt (uppercase)

Large
Spec: 728p x 90p / 300p x 600p
Headline: Avenir Roman, 23pt (uppercase)
Body: Avenir Heavy, 14pt (lowercase)
Button: Avenir Black, 12pt (uppercase)

ONLINE GUIDELINES—CONTENT CREATION

For digital content creation guidelines such as website articles, email newsletters, social media, and sftravel.com we've also created an evolving and shared document online. This online document includes among other things preferred spellings, a glossary on frequently used acronyms in our industry and templates for our business correspondence.

CLICK HERE TO LEARN MORE

THANK YOU

SanFranciscoTravel®

QUESTIONS? CONTACT US:
Marketing Support Center

San Francisco Travel Association
One Front Street, Suite 2900 / San Francisco, CA 94111
sftravel.com