



The 300th Anniversary of San Antonio | Logo Brand Guidelines

Implementing the brand in communications

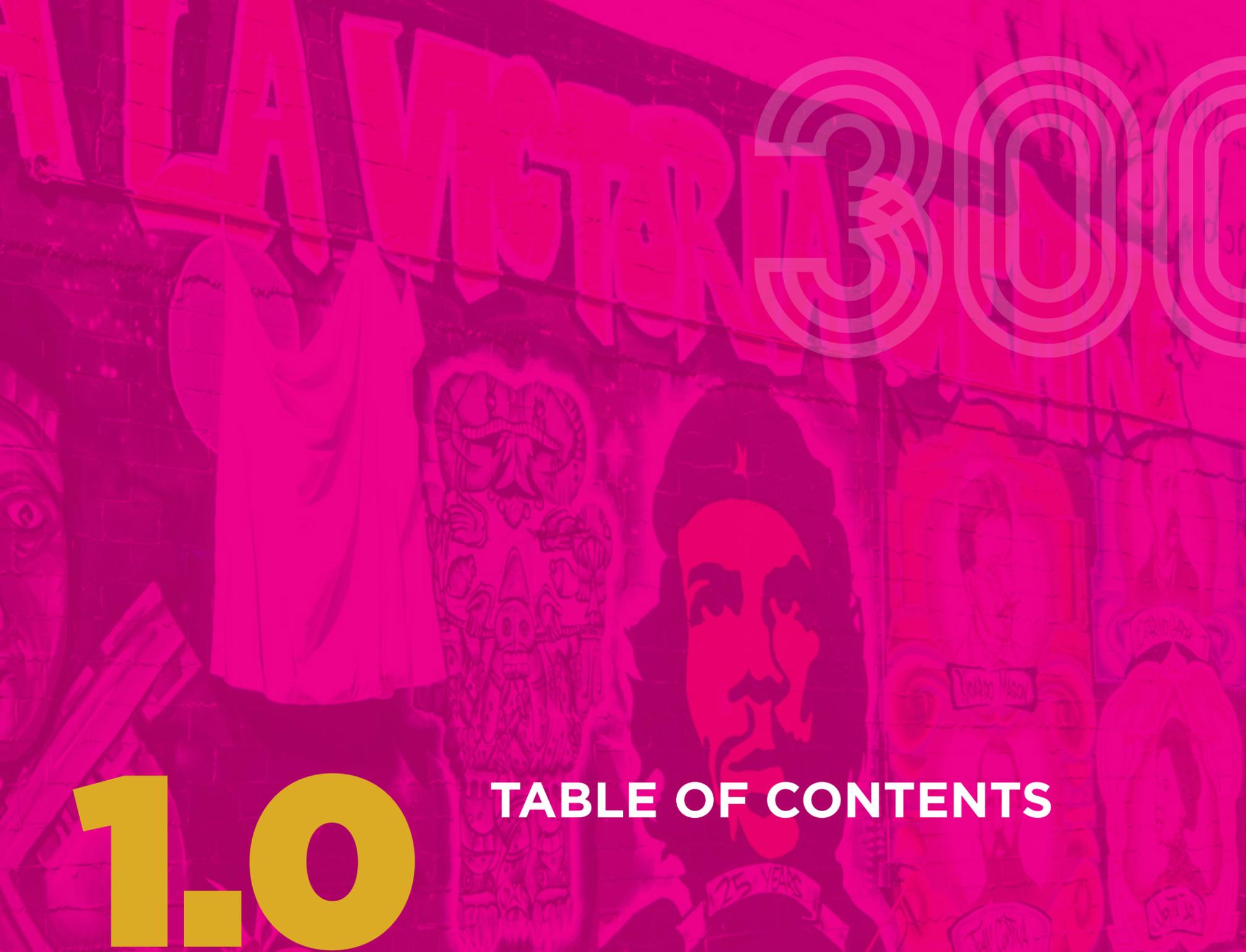


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2.0 BRAND POSITIONING

2.0 Brand Positioning

Purpose: Inspire local residents and others to join the 300th Anniversary

Personality: Welcoming, vibrant, modern, aspirational, cosmopolitan, fun and traditional/historical

Emotional/Cultural Benefits: A shared sense of pride in helping to make the 300th Anniversary celebration a success; a reborn urge to discover the hidden treasures of San Antonio; a recognition of the inclusive nature of the event

Economic/Civic Benefits: Elevate the profile of the City, increase community engagement, drive tourism and create vast opportunities

Attributes: UNESCO World Heritage Site, Spurs, Riverwalk, Military City, U.S.A, diverse culture, expansive variety of museums



3.0

LOGO SPECIFICS

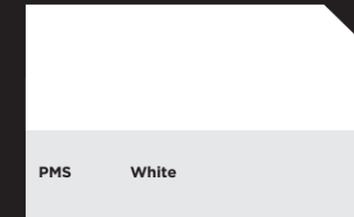
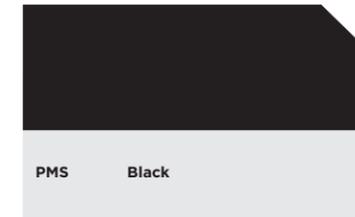


PMS 110	
PROCESS	C-16 M-31 Y-100 K-1
SCREEN	R-210 G-170 B-0
WEB	HTML #DBAA00

PMS PROCESS MAGENTA	
PROCESS	C-0 M-100 Y-0 K-0
SCREEN	R-236 G-0 B-140
WEB	HTML #EC008C

3.0 Standard Logo Lockup

The standard 300th Anniversary logo is utilized at all times. The logo consists of a custom design mark. Each ring of the 300 signifies a century of San Antonio's history. It is intended to be modern and simple.



3.1 One-Color Spot Logo

A one-color version of the 300th Anniversary logo can also be utilized, but only in the approved colors listed above. The one-color option exists to provide a cost-effective option for black-plus-one print jobs.

3.2 Black & White Logo

A black and a reversed white one-color 300th Anniversary logo may also be utilized if needed.



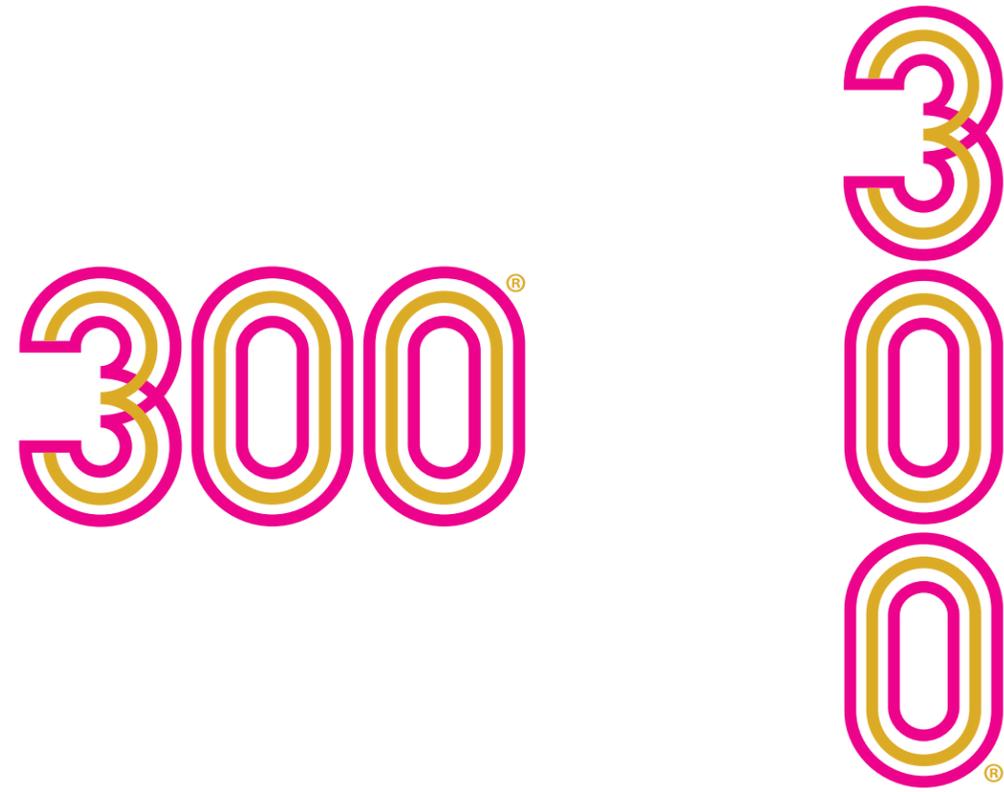
3.3 Horizontal Logo

The horizontal logo version features the 300 in front of the San Antonio type treatment. The San Antonio type treatment is equal in height to the center ring of the 300 zero. The horizontal logo must also utilize the approved color palette.



3.4 Vertical Logo

The vertical logo version features the 300 to the left of the San Antonio type treatment. The San Antonio is equal in height to the 300. The vertical logo must also utilize the approved color palette. This vertical logo is meant for vertical signage and both must always utilize the approved color palette.



3.5 300 ONLY Logo; Horizontal & Vertical

The horizontal and vertical stacked 300 graphic can exclude the San Antonio type treatment and quatrefoil. The vertical logo is meant for vertical signage and both must always utilize the approved color palette.



3.6 Minimum Size

The standard lockup logo must always be at least 1" wide.

The horizontal logo must always be at least 2.5" wide.



4.0

LOGO MISUSE



4.0 Safe Distance

Always make sure there is an adequate amount of space between the logo and any other element; including other logos, text or images. The logo's "safe distance" is equal to the height of the zero in 300.



4.1 Color Misuse

Never utilize the 300th Anniversary logo in any other colors than the approved color palette.

4.2 Alteration Misuse

The 300th Anniversary logo should never be rotated, stretched or skewed. The 300th Anniversary logo lockup should never be altered. Most importantly, the 300th Anniversary logo should never be used without the 300. The two-color logo can only be placed on white, black, magenta or pms 110. The white one-color logo can be place on images and alternate colors.



KATE GARNER
Phrenic Transit
124 E. HOUSTON ST

5.0

INITIATIVES LOGOS



5.0 Serve SA Logo

A subset of the 300th Anniversary logo, this logo is to be used in conjunction with community service initiatives.



5.1 Spark SA Logo

A subset of the 300th Anniversary logo, this logo is to be used in conjunction with initiatives focusing on history and education.



5.2 Shine SA Logo

A subset of the 300th Anniversary logo, this logo is to be used in conjunction with initiatives focusing on arts and culture.



5.3 Commemorative Week Logo

A subset of the 300th Anniversary logo, this logo is to be used in promoting Commemorative Week, the highlight of the celebration.



5.4 Group Logo Color Variation

When all Initiative logos are presented together, each one is a solid color from the approved color palette.



300

6.0 TYPEFACE DETAILS

Neutraface Text (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+

Neutraface Text (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+

5.0 Typography

Neutraface Text is the primary typography to be used in: stationery, website design, brochures and all forms of general correspondence.

Note: the 300 treatment is a custom design and not a typeface.

BIG JOHN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$ % & ' () * +

POWERED BY
HISTORY
DEFINED BY
CHARACTER

THE FIRST 300
STARTED WITH A
MISSION
SO WILL THE NEXT

**GREAT
THINGS
COME IN
THREES**

WE'VE MADE
HISTORY
FOR 300 YEARS.
WHY STOP NOW?

5.1 Headline Typography

Big John is the typography to be used for headlines and headers.

5.2 “Slam” Headline Treatment

Part of the distinct visual identity of the 300th Anniversary campaign is the use of the “slam” headline treatment. The headline is set in the Big John typeface in white with a 3D pulldown of the copy shape added. The treatment is pulled down at an approximate 60° angle (angle can be adjusted based on positioning needs) and must be anchored to an edge of the page. The pulldown can be in any of the allowed colors (Process Magenta/PMS 110/PMS 659).

300

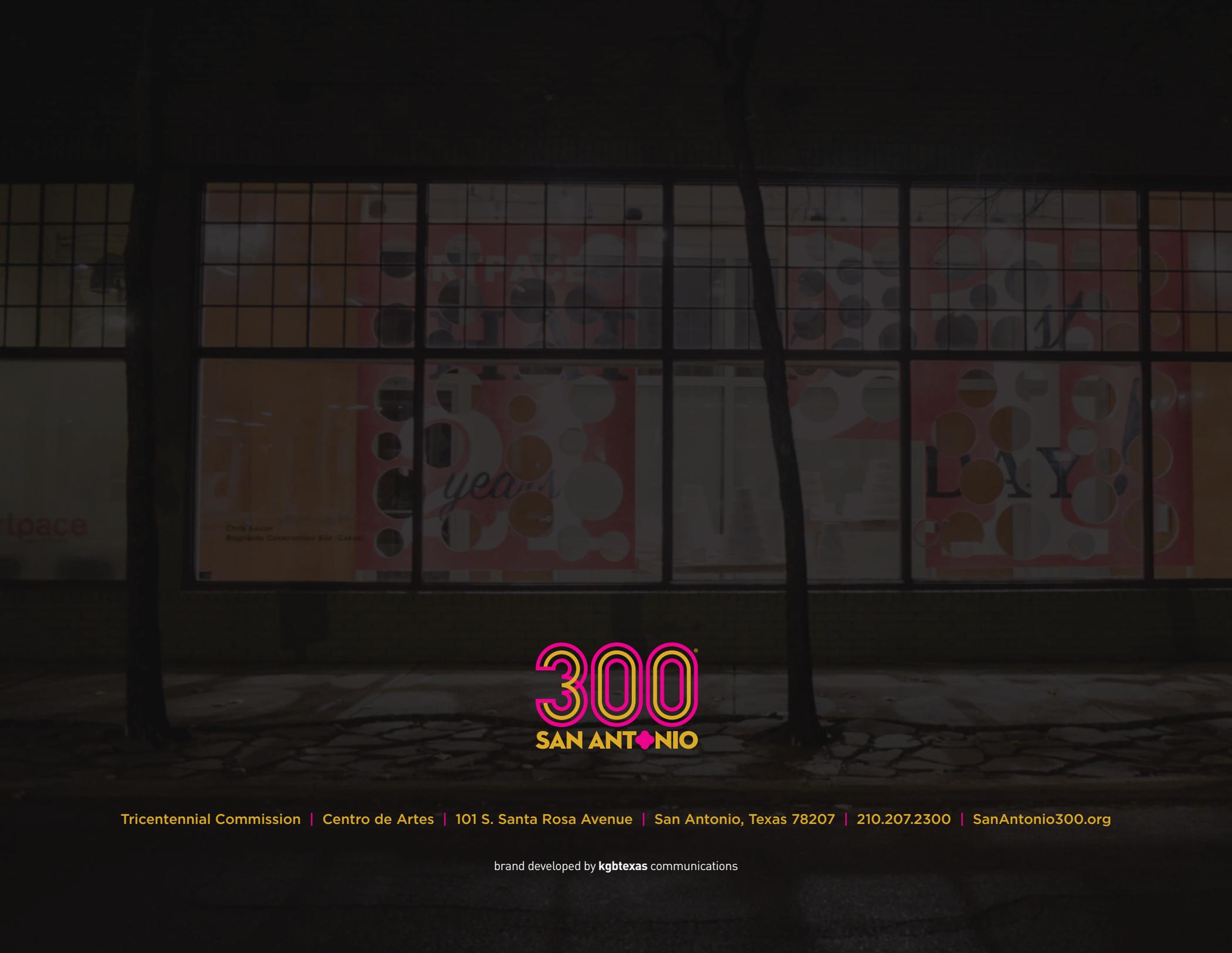
7.0

IMAGERY DETAILS



6.0 Images

To highlight the unique and festive personality of the city, images should combine an appropriate main visual element (culture/citizens/locations), with a halftone background. The size of the halftone pattern should be scaled appropriately to match the main image.



Tricentennial Commission | Centro de Artes | 101 S. Santa Rosa Avenue | San Antonio, Texas 78207 | 210.207.2300 | SanAntonio300.org

brand developed by **kgbtexas** communications