MOLLY DUGGAN ASSOCIATES, LLC
Branding | Strategy | Creative Solutions

Purpose

These guidelines have been created to enforce a consistent and coordinated design for all citywide capital project signs and to communicate the shared citywide goals of the City's ten-year Capital Plan.

Font usage

The fonts represented in this guideline are vital to the cohesiveness of the ONESF campaign and should not be deviated from. The font size, leading and kerning have all been pre-selected for optimum viewing from maximum viewing distances. Kerning may be adjusted in order to fit the appropriate copy within editing reason. Only mandatory information for public consumption is preferable. Prior to beginning your signage project, install the fonts used in this guide from your Capital Plan sign guideline package prior to creating a new sign.

Font descriptions

The first number in the font description is the "font size" and the second is the "leading" (example: **306pt/288pt**). Font "type" or "face" is defined by the first description and the second description is the "style" (example: **Gill Sans/Regular**).

What logos can I use?

Only logos from client City departments, significant fiscal sponsors, or City departments who have contracting authority for the delivery of the project shall be included on the sign. This does not include the logos for private architects, engineers, general contractors or subcontractors. The client department logo shall be placed directly below the "This project is brought to you by:" All other logos shall be placed to the left of the client department logo on the same axis, or stacked to the left and below the client department logo if there are more than three logos. For instance, a San Francisco Public Library (SFPL) district library designed and managed by the Department of Public Works (DPW) with significant financial support from the Friends of the San Francisco Public Library (FSFPL) would have the SFPL logo below "This project is brought to you by:" with the DPW and FSFPL logos to the left.

72"

3.25" — 6.875" — 2.25" — 22.25" approx. — 37.25" — 3.25"

ONESF ①
Building Our Future

onesanfrancisco.org

Left Aligned

306pt/288pt **Gill Sans/Regular** −34 Kerning

216pt/288pt **Gill Sans/Regular** −25 Kerning

SCOTT STREET WATER MAIN REPLACEMENT PROJECT

144pt/180pt **Gill Sans/Regular** 0 Kerning

Union Street to Pacific Avenue, Clay Street to Post Street WD-2453 ②

72pt/135pt **Gill Sans/Regular** 0 Kerning

BEGINS SPRING 2010, COMPLETION DATE: DECEMBER 2010

117pt/134pt **Gill Sans/Regular** 0 Kerning

MORE INFORMATION:
Please visit us at
www.sfwater.org

CONTACT:
SF Public Utilities Commission
415-999-9999

AFTER HOURS:
J. Flores Construction
415-999-9999

162pt/153pt **Myriad Pro/Bold** 0 Kerning

126pt/92pt **Myriad Pro/Semibold** 0 Kerning

A PROJECT OF THE CITY'S TEN-YEAR CAPITAL PLAN
There is only one San Francisco and we're taking care of it.

90pt/92pt **Myriad Pro/Semibold** 0 Kerning

This project is brought to you by:

SAN FRANCISCO PUBLIC WORKS

SAN FRANCISCO RECREATION & PARKS ③

MAYOR
Honorable Gavin Newsom

BOARD OF SUPERVISORS
London Breed, President
Sandra Lee Fewer
Mark Farrell
Aaron Peskin
Katy Tang
Malia Cohen
Jane Kim
Norman Yee
Jeff Sheehy
Hillary Ronen
Malia Cohen
Ahsha Safai

① Use only approved ONESF logo.

② Optional: Designation #
100pt/180pt **Gill Sans/Reg** 0 Kerning

104pt/124pt **Franklin Gothic Medium/Regular** − 0 Kerning

78pt/94pt **Gill Sans/Regular** −25 Kerning

35pt/46pt **Franklin Gothic Medium/Regular** − 0 Kerning

37pt/46pt **Franklin Gothic Medium/Regular** − 0 Kerning

35pt/46pt **Franklin Gothic Medium/Regular** − 0 Kerning
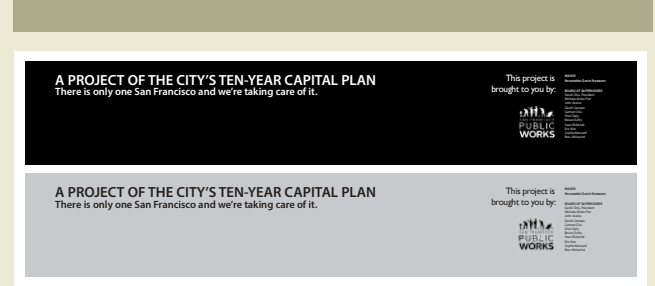
34pt/40pt **Franklin Gothic Medium/Regular** − 0 Kerning

1.5" / 6.875" / 1.625" / 2" / 22.25" / 48" / 1.875 / 1.875" / 1.5" / 6.25" / 1.5" / 1.75" / 8.25"

Printing Specifications:

Strict adherence to the printing specifications should be followed. Do not deviate from the specifications below. Vinyl may only be used indoors and not in direct sunlight.

All signs should last at least 3 years using the minimum requirements below.

Mounting Material - **Medium Density Overlay**:
MDO board is a wood panel. It is usually made of plywood, coated with outer layers of resin-impregnated kraft paper. Thickness are 1/2 and 3/4 inch. Recommend Crezon®Two Step®.

Coatings - **UV coating**:
UV and Anti-Graffiti coatings should last at least 3 years.

Laminate - **Anti-Graffiti laminate**:
Any brand will work. Only swift removal of graffiti can ensure this laminates durability.

Color - **4-color printing**:
All colors should be printed on a 4-color CMYK printer.

OPTIONAL:

Gray or Black may be used for the footer at the discretion of the author.

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PANTONE ® Cool Gray 4 C

PANTONE: PMS
Cool Gray 4 C
CMYK: 24K
RGB: 201R, 202G, 204B
HEX: C9CACC

Additional Logos:

Additional logos may be used as long as they are 1-color (white) and proportionally equal and horizontally spaced 1/2 logo apart. For 3 and 4 logos groups, see below for allowable examples. Logo Heirarchy is discouraged.

③

1/2 logo   2-1/2" logo