City Site and Building Construction Guidelines

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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.
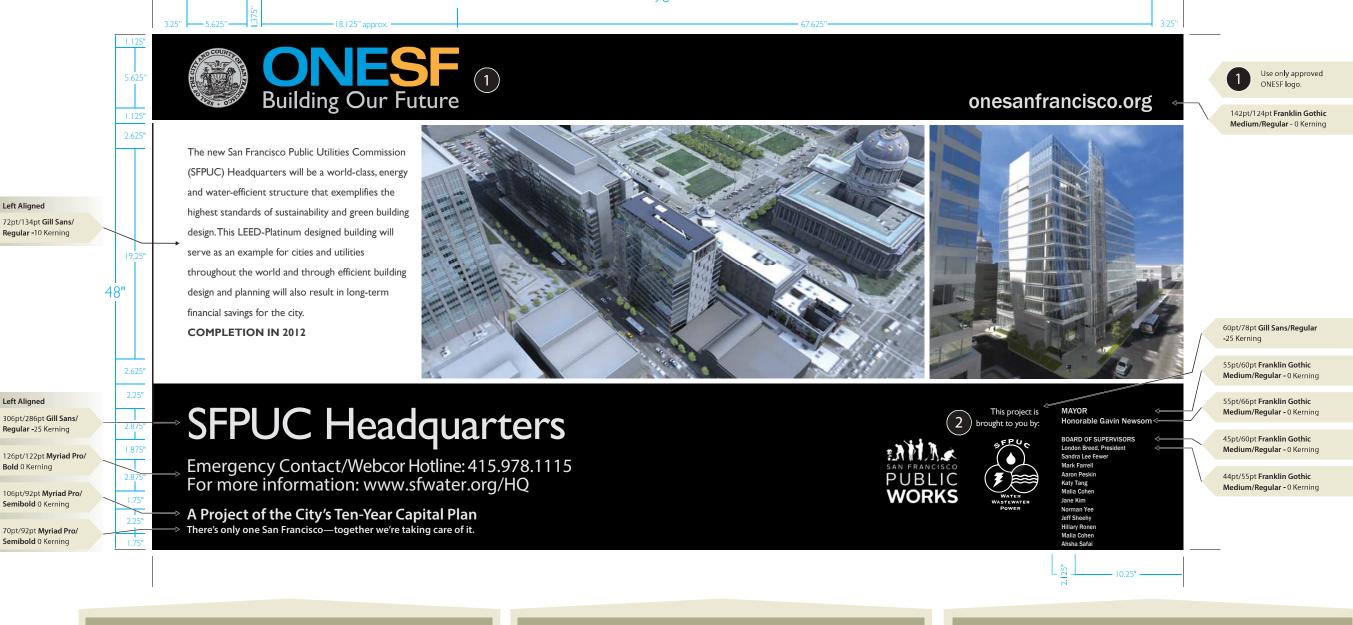
Font usage

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.

Sign layout

96"

3.25" | 5.625" | 1.375" | 18.125" approx. | 67.625" | 3.25"

48"

1.125" / 5.625" / 1.125" / 2.625" / 19.25" / 2.625" / 2.25" / 2.875" / 1.875" / 2.875 / 1.75" / 2.25" / 1.75"

ONESF
Building Our Future

onesanfrancisco.org

(1) Use only approved ONESF logo.

142pt/124pt **Franklin Gothic Medium/Regular** - 0 Kerning

The new San Francisco Public Utilities Commission (SFPUC) Headquarters will be a world-class, energy and water-efficient structure that exemplifies the highest standards of sustainability and green building design. This LEED-Platinum designed building will serve as an example for cities and utilities throughout the world and through efficient building design and planning will also result in long-term financial savings for the city.
COMPLETION IN 2012

Left Aligned
72pt/134pt **Gill Sans/ Regular** -10 Kerning

SFPUC Headquarters

Emergency Contact/Webcor Hotline: 415.978.1115
For more information: www.sfwater.org/HQ

A Project of the City's Ten-Year Capital Plan
There's only one San Francisco—together we're taking care of it.

Left Aligned
306pt/286pt **Gill Sans/ Regular** -25 Kerning

126pt/122pt **Myriad Pro/ Bold** 0 Kerning

106pt/92pt **Myriad Pro/ Semibold** 0 Kerning

70pt/92pt **Myriad Pro/ Semibold** 0 Kerning

(2) This project is brought to you by:

SAN FRANCISCO
PUBLIC WORKS

SFPUC
WATER
WASTEWATER
POWER

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

60pt/78pt **Gill Sans/Regular** -25 Kerning

55pt/60pt **Franklin Gothic Medium/Regular** - 0 Kerning

55pt/66pt **Franklin Gothic Medium/Regular** - 0 Kerning

45pt/60pt **Franklin Gothic Medium/Regular** - 0 Kerning

44pt/55pt **Franklin Gothic Medium/Regular** - 0 Kerning

2.125" | 10.25"

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.

Imagery Layout Options:
There are 4 options (1st option above) for imagery layouts available. Use only images of highest resolution (minimum 300dpi). If you have only 1 image, use the 4'x6' sign template available at onesanfrancisco.org.

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.

Official City of San Francisco style guide created by Molly Duggan Associates, LLC