City Street Construction Guidelines

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 reasons. Only mandatory information for public consumption is preferred. 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 font names in this description are the “first name” and the second is the “last name” of the “type” example: Gill Sans/Regular. Font typeface and weight are defined by the first description and the second description is the “style” example: Gill Sans/Regular.

What logos can I use?

Only logos from the City departments, significant sponsor, or City-department 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 subcontractor. 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 logos on the same axis, or stacked to the left and below the client department logos if there are more than three logos. For instance, a San Francisco Public Library (SFPL) would have the SFPL logo below the Department of Public Works (DPW) with significant financial support from the Friends of the San Francisco Public Library (FSFPL) would have the FSFPL logo below the DPW and FSFPL logos to the left.

Printing Specifications

Strict adherence to the printing specifications below is mandatory. The City will not accept signs unless the font size, font style, and color used by the sign creator meet the requirements below. Width may be reduced, however, 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, covered with outer layers of resin-impregnated Kraft paper. Thicknesses are 1/2 and 3/4 inch. Recommended Color® “Two Step”.

Coatings - UV Coating: UV and Anti-Graffiti coating should last at least 5 years.

Protection of finish: Any brand will work. Most street furniture is protected from graffiti. All colors should be protected by a protective coating.

Optional:

Grain or block may be used for the footer at the discretion of the client.

Additional Logos:

Additional logos may be used as long as they are in color or black and white. Logos are to be designed in a consistent look. There are a small number of logos that will be used for all public signs. The logo guide is available online.

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