City Site and Building 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 ONE SF 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 margins. Only mandatory information for public consumption is preferable. Prior to beginning any signages project, consult the fonts used in this guide from your Capital Plan sign guideline package prior to creating a new sign.

Font descriptions
The first italicized text in the font description is the "font size" and the second is the "leading" (example: 30pt/288pt). Font “Type or ‘text’” 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 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:” section of the sign. This does not include the logos for private architects, engineers, general contractors or subcontractors. Only mandatory information for public consumption is preferable. Prior to beginning any signages project, consult the logo guide from your Capital Plan sign guideline package prior to creating a new sign.

Imagery Layout Options:
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. 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

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.

Additional Logos:
Additional logos may be used as long as they are registered with ONE SF. For citywide signs, logos shall be sized and positioned according to 2/3 height of logo + 1/3 height + 1/3 logo space, ensuring visibility and legibility. Only one logo per sign is allowed for all allowable ONE SF logos. The city is discouraged from placing too many logos on a sign, which may detract from the message.