San Diego Convention Center

BRAND GUIDE

SAN DIEGO
convention center

Brand Guide

Thank you for referencing our brand guide. This guide is intended for third party partners and vendors who have the need to design on SDCC's behalf. We ask that all materials be shared for approval prior to finalizing and distributing. Please share the materials with your contact at SDCC or with the Communications department at communications@visitsandiego.com.

Questions related to designing on-brand or logo usage can be sent to communications@visitsandiego.com.

In Detail

A Buttresses Icon

C Trademark Symbol

B Wordmark

A The **buttresses icon** is the term used to describe the triangular portion of the logo.

B The **wordmark** is the portion of the logo that contains only the lettering that is comprised of the words "San Diego Convention Center."

C The **trademark symbol** should always be included.

Always use the logo in its entirety. The buttresses icon, wordmark and trademark symbol should never be separated or used as individual elements.

Note: All logos with "corporation" taglines have been retired and replaced with logos seen here.

Stacked, Horizontal, and Circle

Three options are available for use depending on the space available and background elements:

Stacked Logo

For primary use. The stacked logo should be used whenever possible.

Horizontal Logo

The horizontal logo should be used only when space does not allow for the stacked logo.

Circle Logo

The circle logo should be used only when the background is not white. It can be placed over a solid color or a photo.

Human Resources Logo

Due to the nature and frequency of communications produced and distributed by Human Resources, the SDCC brand incorporates a sister logo for that department. The logo features the primary SDCC horizontal version along with the department name "Human Resources" and the tagline "People-focused. Purpose-driven."

The HR logo is to be used in place of the primary SDCC logo and is intended for use by the HR department and vendors contracted to produce communications on behalf of SDCC HR. No other departments, vendors, partners, or users should develop materials using the HR logo.

All drafted layouts should be shared with Communications for review and approval, unless developed from a standardized template such as letterhead, offer letters, or a PowerPoint presentation. Please send all materials to <u>communications@visitsandiego.com</u>, allowing adequate time for review.

In Detail

A The **buttresses icon** is the term used to describe the triangular portion of the logo.

B The **wordmark** is the portion of the logo that contains only the lettering that is comprised of the words "San Diego Convention Center."

C The **trademark symbol** should always be included.

D The **department name** Indicates this is for use within the HR department.

E The **tagline** is the portion below the department name

Note: When in doubt of which logo to use, decisions should default to the SDCC primary logo to represent the main brand.

Backgrounds

The full color logo should be placed on a solid white background.

If imagery is used, the full color circle logo should be used. It's set with the white circle at 90% opacity and the logo at 100% opacity.
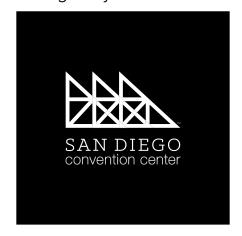
If a solid color other than black or white is used, the full color circle logo should be used. Against a solid color, both the logo and the circle should be set to 100% opacity.

Black & White

The full color logo should always be used unless a specific constraint does not allow for that, in which case the grayscale logo or white logo may be used.

When color is not an option, the grayscale logo should be used on a white background. Never use a solid black logo.

The 1-color white logo should be used only when color is not an option. Place the white logo on a solid black background.

Clear Space

The logo should always have surrounding clear space. The minimum required clear space is pre-set in the file and is consistent on all four sides.

Size Requirements

Below are the **minimum** size requirements for each logo variation.

Shown at actual size

Stacked Logo

0.5in (36px) wide

Horizontal Logo

1in (72px) wide

Palette

PRIMARY

Blue
PMS 3125
CMYK 75 / 11 / 18 / 0
RGB 0 / 171 / 199
HEX #0CABC7

SECONDARY

Berry
PMS 215
CMYK 25 / 100 / 48 / 8
RGB 178 / 31 / 89
HEX #B21F59

Sky
PMS 7690
CMYK 93 / 47 / 15 / 1
RGB 0 / 117 / 169
HEX #0075A9

Purple
PMS 254
CMYK 44 / 99 / 0 / 0
RGB 159 / 24 / 151
HEX #9F1897

Gray
PMS Cool Gray 11
CMYK 0 / 0 / 0 / 80
RGB 88 / 89 / 91
HEX #565656

TERTIARY

Yellow
PMS 144
CMYK 0 / 47 / 100 / 0
RGB 248 / 153 / 29
HEX #F8991D

Orange
PMS 7417
CMYK 3 / 86 / 85 / 0
RGB 232 / 76 / 56
HEX #E94C38

Green
PMS 368
CMYK 58 / 2 / 100 / 0
RGB 121 / 188 / 67
HEX #77BE43

GRADIENTS

Blue-Purple Gradient

Blue
CMYK 75 / 11 / 18 / 0
RGB 0 / 171 / 199
HEX #0CABC7

Navy *(for gradient only)*
CMYK 96 / 84 / 17 / 4
RGB 42 / 69 / 135
HEX #2A4586

Purple
CMYK 44 / 99 / 0 / 0
RGB 159 / 24 / 151
HEX #9F1897

Orange-Berry Gradient

Orange
CMYK 3 / 86 / 85 / 0
RGB 232 / 76 / 56
HEX #E94C38

Berry
CMYK 25 / 100 / 48 / 8
RGB 178 / 31 / 89
HEX #B21F59

Sky-Blue Gradient

Blue
CMYK 75 / 11 / 18 / 0
RGB 0 / 171 / 199
HEX #0CABC7

Sky
CMYK 93 / 47 / 15 / 1
RGB 0 / 117 / 169
HEX #0075A9

Typefaces

Use the following typefaces when laying out type to ensure all communications have a consistent look and feel. If access to branded fonts is not available, **substitute with Calibri**.

KLINIC SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()

Note: Proportional Lining is applied to numbers.

Download Typeface

KOROLEV CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()

Sync Typeface with Adobe Fonts

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()

Sample

Headline Lead-in

Klinic Slab / Book Italic
Color: Black

Headline

Korolev Condensed / Bold / All Caps
Color: Primary or Secondary

Intro Paragraph

Klinic Slab / Medium Italic or Bold Italic
Color: Black

Subhead

Klinic Slab / Bold / All Caps
Color: Secondary

Body*

Avenir / Roman
Color: Black

Bullets*

Avenir / Roman
Color: Secondary bullet with black text
Set with tabs

Hyperlinks*

Avenir / Roman / underlined
Color: Berry
Do not include "https://" or "www." unless required for address to work properly

Footer

Title: Korolev Condensed / Medium / All Caps
Color: Black

Page Number: Korolev Condensed / Bold
Color: Black or Primary
Right aligned

Calibri can be substituted if-needed

Headline Lead-in ⟶ *San Diego Convention Center's*

Headline ⟶ # ECONOMIC IMPACT

Intro Paragraph ⟶ *Your San Diego Convention Center helps drive business to local retailers, attractions and special event venues, hotels, bars and restaurants.*

Subhead ⟶ **RIPPLE EFFECT**

Body ⟶ We are an economic engine that produces a ripple effect into the economy that reaches across the county. The employees that work at our neighboring businesses are able to take their income and reinvest it throughout the County of San Diego, further benefiting the community.

Bullets ⟶
- Modita quo molore, cus pa illatiaerem quas sequiscias apitiumquam
Hyperlink ⟶ - Learn more at visitsandiego.com
- Ex et re simus, conest accatec torumquam nonseque est qui doluptiantum voloribus dolor solupta menitium aut adipidebit

Ictinto dolut expe velicid molupti animpor eperion sequidebit que omnis et que velitates demqui aliqui dem cus.

Footer ⟶ SAN DIEGO CONVENTION CENTER 1

Style Tips

Following these guidelines will ensure all communications have a consistent voice and tone.

- When referring to the San Diego Convention Center:
  - On first reference, use the San Diego Convention Center (SDCC)
  - On additional references, use the abbreviations SDCC and drop "the"
    - For example: The San Diego Convention Center (SDCC) is the region's premier gathering place. SDCC is located along the beautiful waterfront setting of San Diego Bay.
  - Never use other abbreviations such as SDCCC (with 3 Cs)

- When referring to the building or SDCC use the first person (we/us/our). Avoid using the third person (they/them/it).

- Write positively. Avoid writing in a negative tone.

- Write in professional yet easy to understand terms that are welcoming to the target audience.

- Brevity is preferred. When reviewing the work, ask yourself if it can be said in a shorter, more straightforward way. Be careful not to jeopardize professionalism and friendliness for brevity.

SAN DIEGO
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111 W. Harbor Drive, San Diego, CA 92101
619.525.5000

🔗 VISITSANDIEGO.COM