

SAN JOSÉ

BRAND GUIDELINES

PLACEMARK

SANJOSE

VALLEY

Silicon Valley is a mindset and a launchpad for those willing to create.



ACCENT MARK

We celebrate the cultural heritage and rich diversity of our city.



REGENERATION

Circular movement and flow drives our rapid cycle of innovation.



TYPOGRAPHY

Letterforms are inspired by both street culture and sleek tech brands.

VERSIONS

SANJOSE

SANJOSE

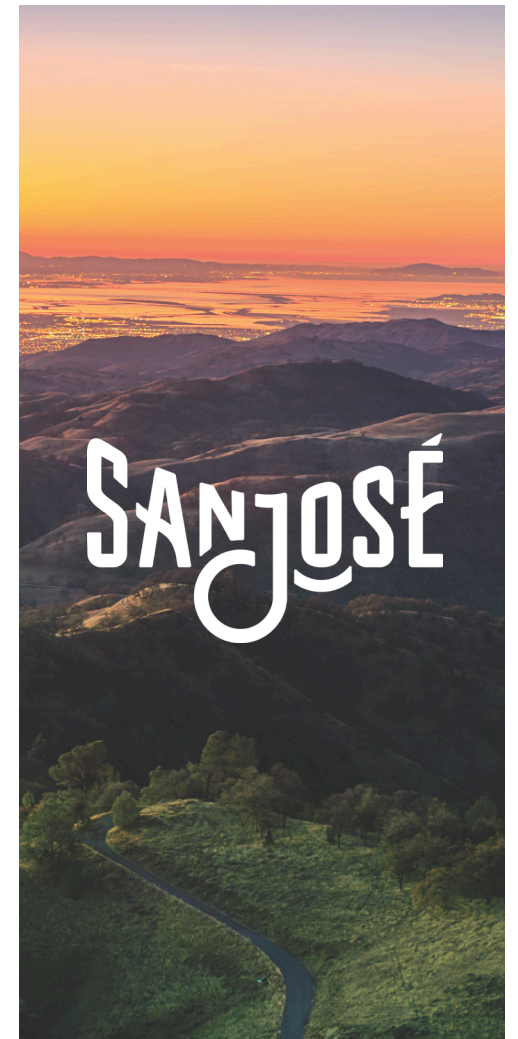
SANJOSE

SANJOSE

Color options on white.



Color options on various backgrounds.



Use only white placemark when on non-treated photos.

SIZE & MARGINS



Clear space around placemark no less than shown

WHAT NOT TO DO

- Diagonally rotate
- Vertically rotate
- Add visible drop shadow
- Display in non-brand color
- Separate words
- Add elements to mark

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COLOR PALETTE

This is our primary color palette. Navy is most often used as a background. Teal and Light Blue are used most often in duotone overlays on photos. Gold is used as an accent color. In graphic layouts with no photos, navy and gold are used as primary color blocks. The gradient should be used sparingly, and as a hero element — not in conjunction with other duotone or filter affectations.

BLACK PMS X C50 M30 Y40 K90 R55 G58 B54 HEX #373a36	NAVY PMS 309 C100 M64 Y52 K945 R0 G59 B73 HEX #003a49	TEAL PMS 315 C100 M46 Y39 K14 R0 G101 B128 HEX #00657f	LIGHT BLUE PMS 310 C53 M0 Y11 K0 R103 G207 B227 HEX #66cfe3	GOLD PMS 7752 C20 M28 Y100 K0 R210 G175 B31 HEX #d1ae1e
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GRADIENT



TYPOGRAPHY

We use Proxima as our primary font. For display headlines, we use Prohibition.

SUBSTITUTES

Font for web: Open Sans

HEADLINE FONT

Prohibition Regular

ABC

SUBHEADLINE FONT 1

Proxima Nova Bold

Aa

HEADLINE FONT DIGITAL

Open Sans Bold

Aa

LONG BODY PRINT FONT

Proxima Nova Regular


Aa

LONG BODY DIGITAL FONT

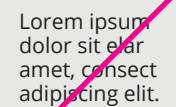
Open Sans Regular

Aa

OPEN LEADING



Lorem ipsum
dolor sit elar
amet, consect
adipiscing elit.



~~Lorem ipsum
dolor sit elar
amet, consect
adipiscing elit.~~

QUESTIONS?

CONTACT

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BRAND ARCHITECTURE DEVELOPED BY

NATIVE DIGITAL

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