

2023 City of Santa Fe



Brand Guidelines

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Brand standardization creates a consistent and unified brand aesthetic across all City of Santa Fe departments and divisions. A consistent and unified brand builds recognition and trust, increases the effectiveness of communication to and with constituents, and fosters confidence in city government. Brand standards are the foundation of a city government that looks, acts, and is perceived as one organization with one purpose: excellent public service for all Santa Feans.

Why Brand Standardization?



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Logos

Official City Seal

The official City seal (single-color) should be used for all official City documents including, proclamations, policy, licenses, legislation, and elected official communication materials.

The full-color seal should only be used with the prior approval of the Communications Department and is reserved for plaques, signage, and commemorative memorabilia. Approval is given on a case-by-case basis.

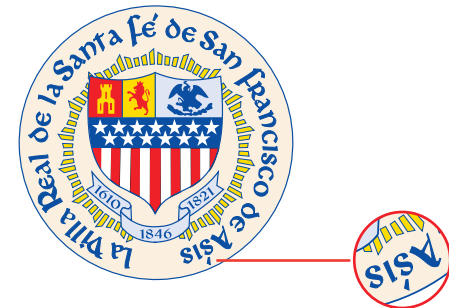
One Color



Full Color



Wrong Seal



Wrong Seal - Accent in the wrong place.

Primary Logo

The City of Santa Fe logo is a combination of established iconography (City shield) and clean visual elements (line, typography) that create a unique, recognizable aesthetic, subtly balancing modern and traditional elements while prioritizing versatility and concision.

Primary Logo



Alternate Primary Logo - Stacked



Icon (Shield)

The traditional City shield uses a single color treatment for consistency, as well as thicker strokes to contain and clarify the individual graphical elements.

The adaptation of the *Heart Shield* logo is for the purpose of highlighting City employees, chartable outreach, and donations.

Icon



Icon Variation (Only to be used in specific situations)



Department/Division Variations

Department/Division logo variations are consistent with the overall brand aesthetic. Individual department/division logos are issued by the City of Santa Fe Communication Department and should not be created/used without consent from the Communications Manager or their designee.

Examples



CITY OF SANTA FE
ARTS & CULTURE



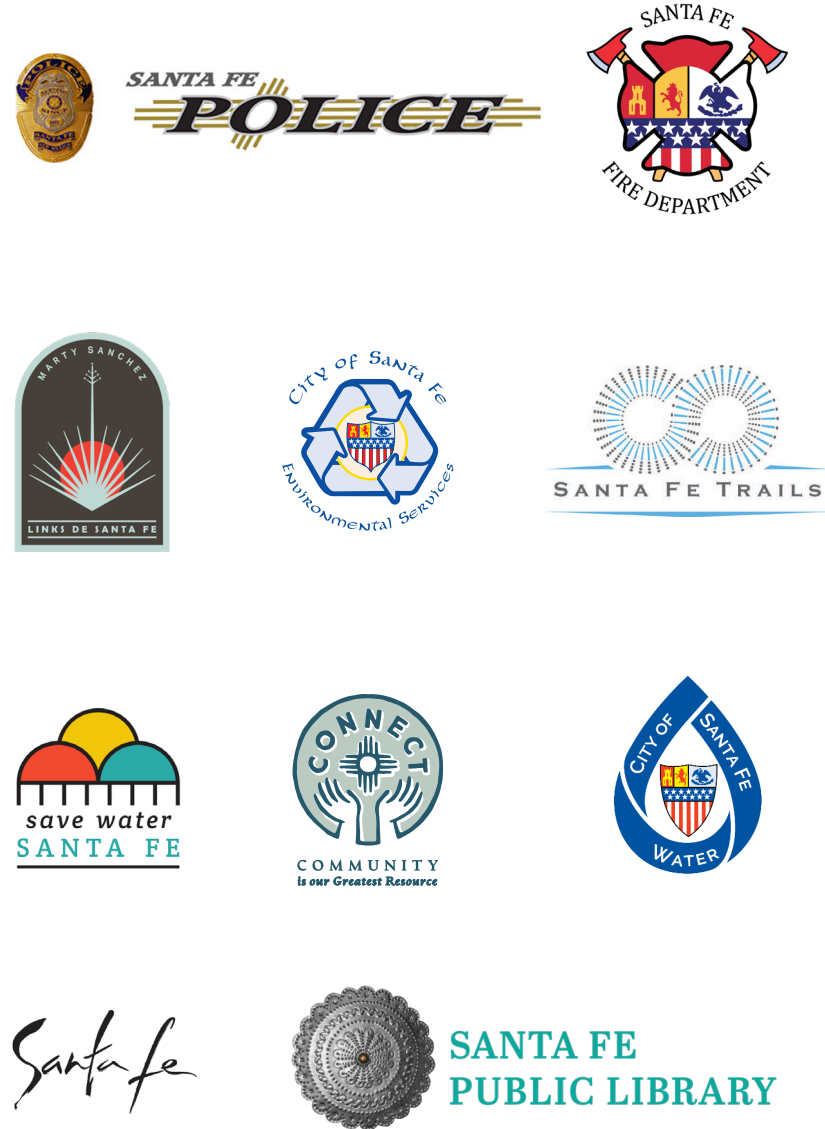
CITY OF SANTA FE
COMMUNITY ENGAGEMENT



CITY OF SANTA FE
ECONOMIC DEVELOPMENT

Department/Division Variations (Exceptions)

Department/Division logo exceptions are established brand identities within the City of Santa Fe brand umbrella. Any logo exception is approved by the City of Santa Fe Communication Department and should still be used in conjunction with City brand standards.



Logo Color Variations

Logo color variations should be limited to the designated City of Santa Fe color palette. In the event logo application is on a dark background white (knock out) should be used.

Alternate logo color variations may be used occasionally, but any color variation outside of the establish palette is contingent on approval from the City Communications Department.

White (Knock out)



Color Variation (Only to be used in specific situations)



Logo Application & Usage

¹ Logo should be scaled proportionately, should not be stretched or distorted. ² Proper file formats and resolution should be used dictated by the application or medium to prevent pixelation. ³ Logo should be placed on contrasting background colors or images to ensure legibility. ⁴ Logo clear of obstruction from other items.

Correct Application



Incorrect



Logo Application & Usage (Continued)

- 1 Logo elements should not be broken apart or rearranged.

Incorrect



Scaling

- 2 Primary logo should not be scaled smaller than 1.25" W x .25" H. Alternate stacked logo should be used when logo size drops below minimum size requirements.
- 3 Official seal should not be scaled smaller than .36" in diameter.

Logo Scale Limit (Smallest)



Alternate



3





Color Palette 01

Tint 02

Colors

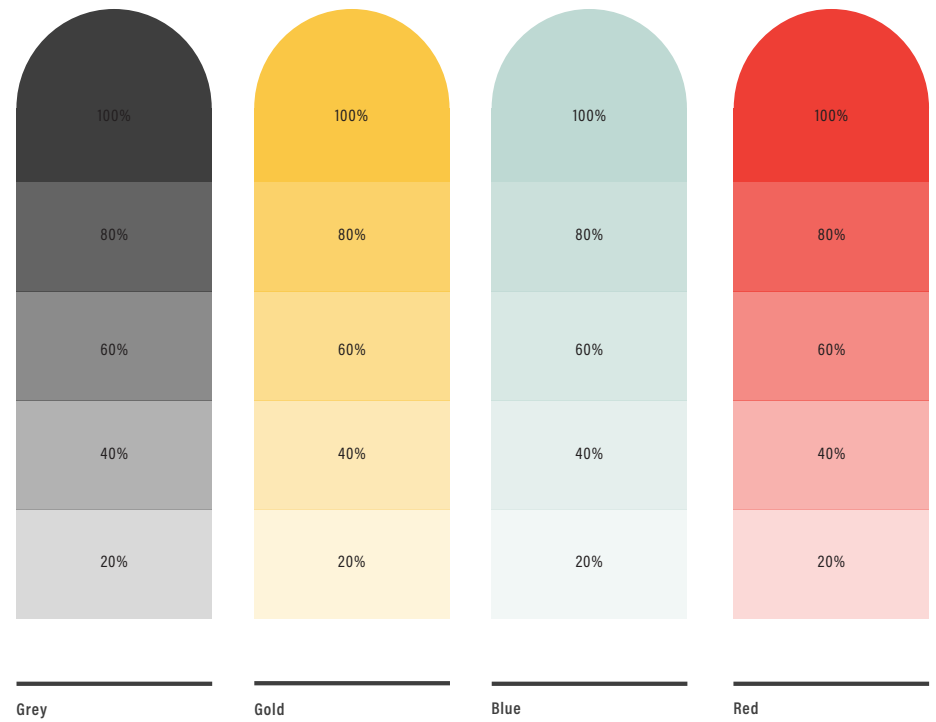
Brand Colors

The City of Santa Fe color palette consists of vibrant earth tones lending to Santa Fe’s natural beauty. The palette also draws from the traditional full color City seal and utilizes color theory to achieve a balanced, versatile aesthetic that allows the City brand to stand out while remaining harmonious with regional geographic identifiers unique to Santa Fe, the place.

Grey	Gold	Blue	Red
Cmyk 68/61/60/49	Cmyk 02/22/83/00	Cmyk 25/05/17/00	Cmyk 00/90/85/00
Rgb 62/62/62	Rgb 249/198/71	Rgb 191/216/210	Rgb 239/65/54
Hex #3E3E3E	Hex #F9C647	Hex #BFD8D2	Hex #EF4136
Pantone 447C	Pantone 123C	Pantone 628C	Pantone P 48-7 C

Brand Color Tints

See chart on the right for color opacity and tint modifications.



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Title Typeface 01

Body Typeface 02

Typography

Title Typeface

Primary typeface for all titles, headers, sub-headers/subtitles.

Acumin Pro is a refined modern sans serif typeface which provides an interesting contrast against Santa Fe's traditional aesthetic. When used as a title/header font, Acumin Pro is well balanced and versatile allowing for wide ranging application.

Acumin Pro Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\

Acumin Pro ExtraCondensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\

Body Typeface

Primary typeface for paragraph type and long-form copy.

Aktiv Grotesk is a sans serif which is similar to other standard copy typefaces.

This provides familiarity and legibility, and pairs well with designated title fonts.

Aktiv Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\

Aktiv Grotesk Condensed

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/**

Alternate Typefaces

When primary typefaces are inaccessible, alternate typefaces Arial Narrow Bold (title) Arial (body) should be used.

Arial Narrow (Title)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/**

Arial (Body)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\