

SAN FRANCISCO CITY IMPACT

# BRAND GUIDELINES

VERSION 1.0 – 2022

# MISSION + CORE VALUES

We care for the Tenderloin by providing relief, building meaningful relationships, and reuniting people with Jesus.

## MISSION

We exist to intervene on behalf of the people of the Tenderloin.

## CORE VALUES

### **Love God**

*“Love the Lord your God with all your heart, all your soul, all your mind, and all your strength.”*

We are authentic, devoted, and passionate about Jesus and His work

### **Love Your Neighbor**

*“Love your neighbor as your yourself.”*

We love the Tenderloin through providing relief, building relationship and reunion with Jesus.

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01

# VOICE AND TONE



# VOICE AND TONE

## Hope

A feeling of expectation and desire for a certain thing to happen.

## Hero

One who shows great courage.

## Community

A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

## Compassion

Sympathetic consciousness of others' distress together with a desire to alleviate it.

## Life

Vitality, vigor, or energy.

## Impact

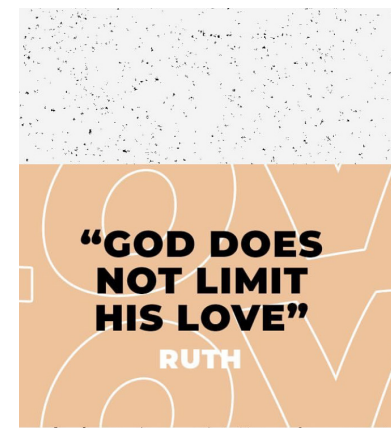
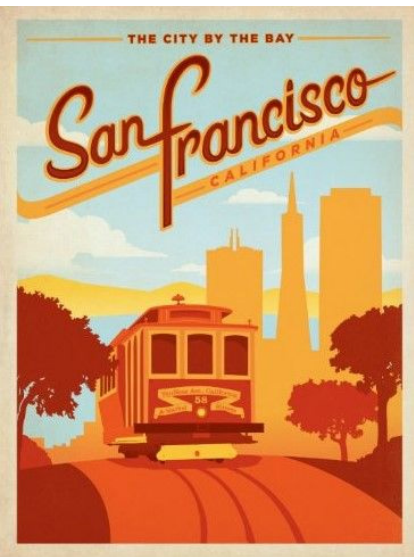
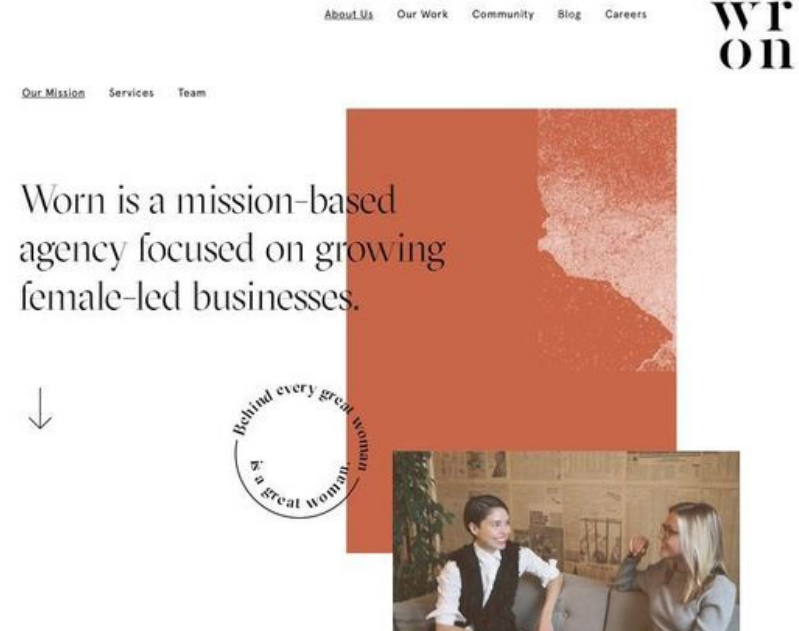
The force of impression of one thing on another: a significant or major effect.

03

# BRAND IDENTITY



# INSPIRATION



# LOGO

## OVERVIEW

As the primary visual expression of the brand, the San Francisco City Impact logo should appear as shown in all print and/or electronic applications. The logo consists of two basic elements, the logotype (“San Francisco City Impact”) and the logomark (sun).

For logo usage, these elements should not be separated, rearranged, or altered in any respect. In some applications, the logotype can be placed to the right of the logomark.





# LOGO

## CLEAR SPACE

Every logo lives in a variety of environments, surrounded by various design elements—patterns, images, graphic elements, or even other logos. For this reason, the space allotted around the logo is essential to properly representing the brand. As a rough rule of thumb, one eighth of the height (X) should be left on all sides of the logo.



## MINIMUM SIZE

To protect legibility and impact, the San Francisco City Impact logo must be reproduced no smaller than shown on this page (1 inch wide). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.



## ALTERNATIVES

In some cases the logo may change the logotype to white when it needs to be seen on a darker background.

The logo can also be used in black or white with the logotype on the right side of the sun mark.



# LOGO

## MISUSE EXAMPLES

To establish and reinforce awareness of the San Francisco City Impact brand, consistent reproduction of the logo is essential. In order to maintain that consistency, never alter the color or typeface of the logo. Always use the approved logo art provided in the electronic templates included in these guidelines. The San Francisco City Impact logo must never be typeset. Use only the approved digital files that accompany these guidelines.



This example does not follow brand standards due to distortion.



This example does not follow brand standards due to part of the logo being covered up.



This example does not follow brand standards due to the color being altered.



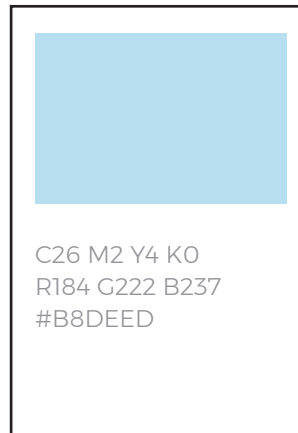
This example does not follow brand standards due to shadows and/or embellishments being added.

# COLOR

## COLOR PALETTE

This is the color palette used for San Francisco City Impact. It is comprised of six colors, with the orange represented in the sun part of the logo. Black should be used as the primary body text color and occasionally gray can be used.

The bottom row of colors should be used sparingly and mainly as accent colors.



# TYPOGRAPHY

## PRIMARY TYPEFACE

**Montserrat** is the primary typeface that should be used on all materials. It is recommended to use contrasting weights, Light and Bold. Designers can also play with increasing the kerning to add a modern flair to headlines.

Montserrat is available to download in the Adobe Font library if you have an Adobe CC subscription or on Google fonts for free.

## SECONDARY TYPEFACE

*Marydale* can be used to add a fun accent, such as sunheaders, callouts and captions. It can be used in Regular and Bold weights.

Marydale is available to download in the Adobe Font library if you have an Adobe CC subscription.

## Montserrat

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

## Marydale

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# PHOTOGRAPHY

Photography is a primary element of the San Francisco City Impact brand and should embody the community and San Francisco City Impact values. We want to represent what living in the Tenderloin means and how San Francisco City Impact will help make these people's lives better for future generations. Photos will typically show those we serve, the kids we sponsor, those who volunteer with us, and/or local San Francisco landmarks (examples shown to the right).

Photos should pair well with the color palette, by including one or more colors. The photos should have an overall bright, golden hue, with subjects that portray hope, authenticity, and/or joy. Use photos that show where you work: the beautiful, unique architecture that is San Francisco and contrast it with shots of the gritty Tenderloin.

Photography is provided by our professional photographer and stock photo sites, like Shutterstock and Unsplash.



# PHOTOGRAPHY CONT.

Our photography should tell a story. Focus on candid shots and if needed, set up staged photos to create our ideal shots. Follow the subject's journey to create a wholeness of what is going on with them at City Impact.

Take multiple shots of the same subject at different angles to create diversity and more options. Try to always take a close-up and far-away shot, such as at their door, on the sidewalk and then from across the street. For portraits, take close-up shots and full body.

Overall, we want to show life, color and excitement. We want timeless photos, not fad, that will last us many years.

## REQUIREMENTS:

- Shoot in raw
- Include subject name
- Meta data tags:

### - Programs:

AAB  
SFWC  
H&W  
Missions  
Rescue  
Mission  
SFCA  
CILS  
TFT  
City Kids

### - Outreach or event

- Homeless  
- Kids  
- Families  
- Feeding  
- Play  
- Special Guest  
- Smile



## DON'T CAPTURE

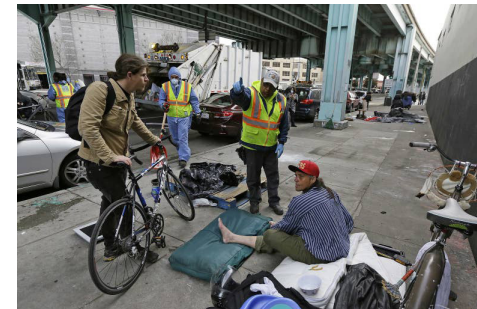
- Drool
- Flies
- Drugs/ open wounds
- If sleeping on street, no face
- Dark/ dingy look
- No gritty filters



## DO CAPTURE

- Dignity
- Humanity
- Smile
- Eyes open

## EXAMPLES OF WHAT **NOT** TO CAPTURE:



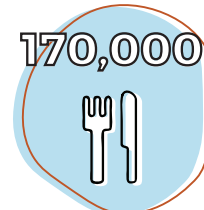
# ICONOGRAPHY + ACCENTS

## ICONOGRAPHY

Iconography is a large part of the San Francisco City Impact brand that sets our visual identity apart from the rest. Our unique icons and illustrations are created just for San Francisco City Impact and can be used on all of our marketing collateral.



PEOPLE SERVED



MEALS SERVED



## ACCENTS

Accent visuals can be used across all marketing collateral. Some examples are shown on the right, but this library will expand over time. The goal of the accents is to bring a sense of grittiness that the Tenderloin is, while still having an overall polished and professional brand identity. Examples include, rough outlines around photos, hand-drawn squiggle lines, spray paint designs that allude to graffiti, and background colored textures of rough surfaces.



This could be used as a text divider!  
This could be used as a text divider!  
This could be used as a text divider!



Or even to emphasize something.  
Or even to emphasize something.  
Or even to emphasize something.



# LEADERSHIP SCHOOL BRAND





## LOGO

### OVERVIEW

As the primary visual expression of the brand, the City Impact Leadership School logo should appear as shown in all print and/or electronic applications. The logo consists of two basic elements, the logotype (“City Impact Leadership School”) and the logomark (sun).

For logo usage, these elements should not be separated, rearranged, or altered in any respect. In some applications, the logotype can be placed to the right of the logomark.

All three options here can be used and interchanged as necessary. All-black and white options are also available for use.



# COLOR

## COLOR PALETTE

This is the color palette used for City Impact Leadership School. It is comprised of six colors, with the orange represented in the sun part of the logo. Black should be used as the primary body text color and occasionally gray can be used.

This palette is complimentary to the San Francisco City Impact color palette.

## PRIMARY



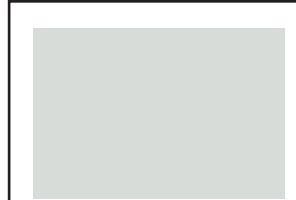
C0 M45 Y98 K0  
R255 G158 B24  
#FF9E18



C78 M31 Y6 K0  
R29 G144 B197  
#1D90C5



C93 M61 Y33 K13  
R19 G91 B125  
#135B7D



C15 M8 Y12 K0  
R215 G220 B216  
#D7DCD8



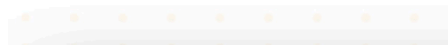
C1 M12 Y66 K0  
R254 G219 B115  
#FEDB73

# IDENTITY ELEMENTS

## TEXTURES



## DIVIDERS



## ICONS



**SNEAK PEEK**



**ABOUT US**



**SF LIFE**

17

# CHILD SPONSORSHIP BRAND



## CHILD SPONSORSHIP

# LOGO

### OVERVIEW

As the primary visual expression of the brand, City Impact Child Sponsorship should appear as shown in all print and/or electronic applications. The logo consists of two basic elements, the logotype (“SF City Impact Child Sponsorship”) and the logomark (sun).

For logo usage, these elements should not be separated, rearranged, or altered in any respect. In some applications, the logotype can be placed to the right of the logomark.

Both options here can be used and interchanged as necessary. All-black and white options are also available for use.

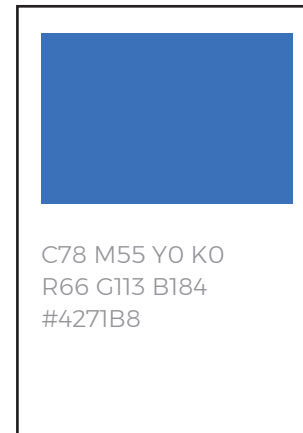


# COLOR

## COLOR PALETTE

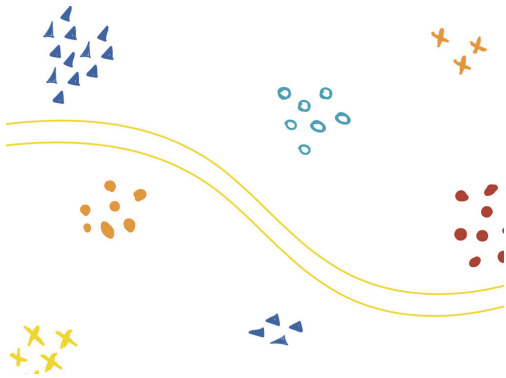
This is the color palette used for City Impact Child Sponsorship. It is comprised of five colors, with the orange represented in the sun part of the logo. Black should be used as the primary body text color and occasionally gray can be used.

This palette is complimentary to the San Francisco City Impact color palette.



# IDENTITY ELEMENTS

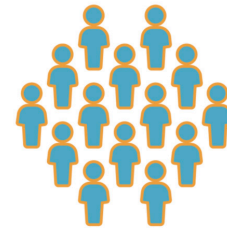
## TEXTURES



## PHOTO TREATMENT



## ICONS



# CITY ACADEMY BRAND





# LOGO

## OVERVIEW

As the primary visual expression of the brand, San Francisco City Academy should appear as shown in all print and/or electronic applications. The logo consists of two basic elements, the logotype (“SF City Academy”) and the logomark (sun).

For logo usage, these elements should not be separated, rearranged, or altered in any respect. In some applications, the logotype can be placed to the right of the logomark.

Both options here can be used and interchanged as necessary. All-black and white options are also available for use.

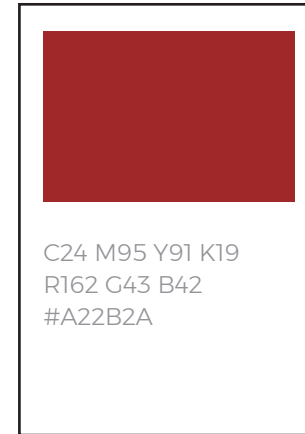


CITY ACADEMY  
**COLOR**

COLOR PALETTE

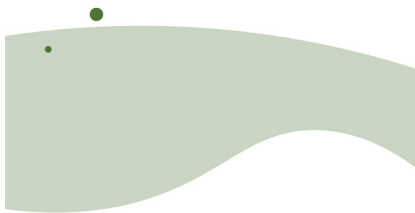
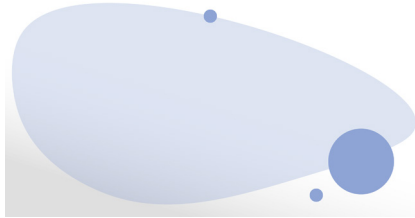
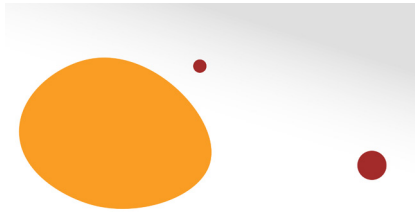
This is the color palette used for San Francisco City Academy. It is comprised of five colors, with the orange represented in the sun part of the logo. Black should be used as the primary body text color and red should be used as the primary color.

This palette is complimentary to the San Francisco City Impact color palette.

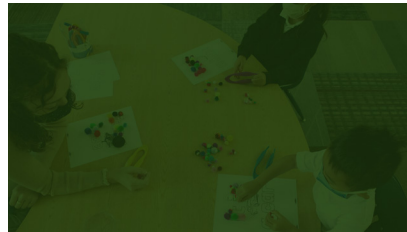
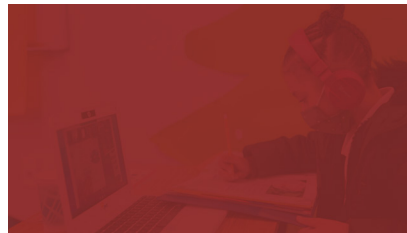
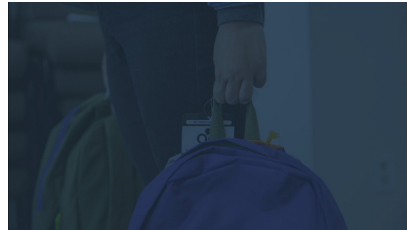


# IDENTITY ELEMENTS

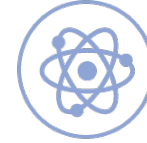
## TEXTURES



## PHOTO TREATMENT



## ICONS





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