

Sunnyvale Brand Guidelines At-A-Glance

Logo Lockups

Our logo has two standard lockups—horizontal and vertical. These provide maximum flexibility across portrait and landscape formats.

Horizontal Lockup



Vertical Lockup



The Sunnyvale symbol represents the sun and the valley as well as the perfect balance of energy and stability within our organization. Its circular shape evokes the earth for sustainability and our global context of Silicon Valley.



Minimum Size & Clear Space

To preserve the integrity of our brand elements, ensure that both the lockups and wordmark are always recognizable and readable and that the branding stands out from all other design elements.



Print & Digital: .9375" (23.8 mm)
Web: 150 px



Print & Digital: .3125" (8 mm)
Web: 40 px

Surround the mark by an area of clear space of 1/4 the diameter of the symbol. More clear space is always preferred.

Print & Digital: .625" (15.9 mm)
Web: 100 px

Typefaces

Typography is a strong element in Sunnyvale’s visual vocabulary. When used consistently, it will contribute to a unified appearance across all media and materials.

For Print (Professionally printed collateral)

Avenir Family
Roman and Italic cuts of the following weights:
Light, Book, Medium, Heavy, Black

abcd ABCD 01234 @!#&

Electronic (Word documents, PPT Presentations, correspondence)

Calibri Family
Roman and Italic cuts of the following weights:
Light, Regular, Bold

abcd ABCD 01234 @!#&

Heavy Text (Print and electronic)

Times New Roman Family
Roman and Italic cuts of the following weights:
Regular, Bold

abcd ABCD 01234 @!#&

Color Palette

Color is essential to Sunnyvale’s visual image. Used thoughtfully and purposefully, color adds energy, richness and vibrancy to a layout. The color green symbolizes strong attributes of Sunnyvale: growth, energy, sustainability, balance, parks and green space. The range of accent colors reflects the energy and boldness of the City of Sunnyvale and its communities.

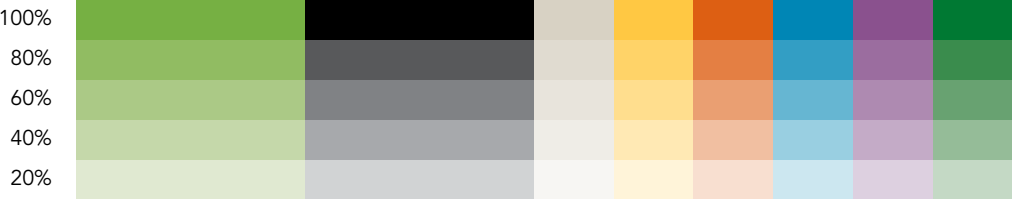
Core Palette	Color	Pantone Coated	Pantone Uncoated	CMYK Match	RGB	HEX#
	Sunnyvale Green	2294 C	2294 U	60c 10m 100y 0k	123-176-62	7BB03E
	Sunnyvale Gray	Cool Gray 10 C	Cool Gray 11 U	58c 47m 42y 32k or Grayscale 75k	100-101-105	646569
	White	n/a	n/a	0c 0m 0y 0k	256-256-256	FFFFFF
	Black	n/a	n/a	0c 0m 0y 100k or rich black build	0-0-0	000000

Accent Palette

	Sand	7527 C	7527 U	3c 4m 14y 8k	214-210-196	D6D2C4
	Yellow	1225 C	128 U	0c 19m 79y 0k	255-200-69	FFC845
	Terra Cotta	1595 C	1595 U	0c 71m 100y 3k	216-96-24	D86018
	Blue	2390 C	2185 U	86c 31m 11y 5k	7-124-171	077CAB
	Violet	2354 C	7656 U	48c 78m 9y 7k	146-78-140	924E8C
	Dark Green	2273 C	2273 U	84c 0m 100y 39k	37-114-38	257226

Screen Tints

Screen tints can be used to provide greater flexibility across all applications.



Positive and Reverse

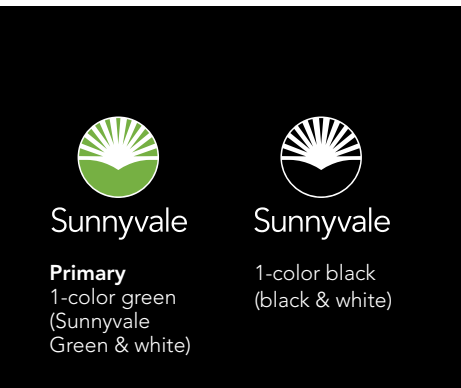
Colors below apply to both vertical and horizontal lockups



Primary
2-color
(Sunnyvale Green & Gray)

1-color gray
(Sunnyvale Gray)

1-color
(all-black)



Primary
1-color green
(Sunnyvale Green & white)

1-color black
(black & white)

Incorrect Usage

Do not alter the logo in any way. Do not stretch or compress—always scale with aspect ratio locked.



Do not add any modifiers of any kind to the logo.



Do not change the color of the brand elements.



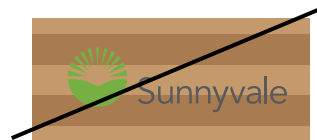
Do not reposition or resize branding elements to create new lockups.



Do not alter the symbol in any way: color, configuration or added elements.



Do not reproduce the logo on a background that has insufficient contrast or would compromise legibility.



Do not add any typographic effects (drop shadows, filters, outlines, etc.) to the logo.



Do not change the logotype in any way or set it in a typeface.

