



**San Francisco Arts Commission**  
Identity Guidelines 05.21.12



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Core Logotype

The new San Francisco Arts Commission brand is anchored by a Core Logotype: a customized rendition of our acronym that reflects the many connections we create between arts & our community. The Core Logotype is the primary visual representation of our agency, and should appear on all materials we produce and support.



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Vertical Logotype

When the Core Logotype is used alone, the full name of our agency must be clearly spelled out somewhere in the piece being produced.



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Horizontal Logotype

When space does not allow for a full spelling of the agency's name elsewhere, Logotypes that incorporate our full name should be used. The Vertical Logotype is the preferred version of these elements, and should be used whenever possible. The Horizontal Logotype can be used where proportions or space limitations are not as well suited for use of the Vertical Logotype.

Third parties, such as our grantees and cultural centers, should always use either the Horizontal or Vertical Logotypes—not the Core Logotype alone.

Clear Space



Interaction with Edges



Minimum Size



To maximize clarity, a clear space equal to the height of the Core Logotype's x-height must be maintained around all elements. No other predominant graphic elements should appear within this space.

When the application allows for more graphic flexibility, the Core Logotype may bleed off the edges of any materials being produced, as long as legibility is not compromised and our full name appears clearly somewhere on the piece. (see page 7 for more examples)

To maintain the integrity and legibility of the Logotypes, they should never be used at widths smaller than those specified. Note that these sizes are not recommendations—they are limits. Logotypes should always appear larger than this.

## Color

sfac\_pms  
sfac\_cmyk

sfac\_v\_pms  
sfac\_v\_cmyk

sfac\_h\_pms  
sfac\_h\_cmyk

## Black

sfac\_k

sfac\_v\_k

sfac\_h\_k

## Reverse

sfac\_rev

sfac\_v\_rev

sfac\_h\_rev

The Core, Vertical and Horizontal Logotypes are available in the versions shown: Color, Black & Reverse. They may be used as appropriate or needed. The Black & Reverse versions should be used, in particular, when background colors cannot be controlled (i.e., if appearing in materials from another organization that the agency is supporting).

For print, files are available in PMS and CMYK color formats. For web usage, files are provided in RGB format. (Color & Black versions only)

All files are named as shown. Refer to this page to ensure you find the artwork needed for any particular case and printing method. All files are provided in Adobe Illustrator (AI) and JPEG formats. Any other pixel-based formats that become necessary (PNG, GIF, etc.) should be generated—using the AI files as source—according to the size & resolution required for any given application.



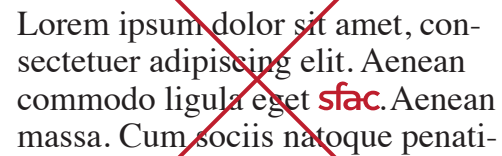
1



2



3



4



5



6

To retain the integrity, legibility and design intent of all our Logotypes, these treatments should be avoided.

**1. Do Not** attempt to typeset or recreate the Logotypes.

**2. Do Not** apply the Logotype's design to other acronyms.

**3. Do Not** alter the arrangement of the Logotypes.

**4. Do Not** embed the Logotypes within a body of text.

**5. Do Not** reproduce any Logotype at a smaller size than the minimum size requirement.

**6. Do Not** distort, modify, or add dimension to the Logotypes.