

San Diego Convention Center

BRAND GUIDE



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In Detail



- A** The **buttresses icon** is the term used to describe the triangular portion of the logo.
- B** The **wordmark** is the portion of the logo that contains only the lettering that is comprised of the words "San Diego Convention Center."
- C** The **trademark symbol** should always be included.

Always use the logo in its entirety. The buttresses icon, wordmark and trademark symbol should never be separated or used as individual elements.

Note: All logos with "corporation" taglines have been retired and replaced with logos seen here.

Vertical & Horizontal

Three options are available for use depending on the space available and background elements:

Vertical Logo (Stacked)

For primary use. The vertical logo should be used whenever possible.



Horizontal Logo

The horizontal logo should be used only when space does not allow for the vertical logo.



Circle Logo

The circle logo should be used only when the background is not white. It can be placed over a solid color background or a photo.



Backgrounds



The full color logo should be placed on a solid white background.



If imagery is used, the full color logo should be placed within a white circle, with the circle at 90% opacity. The logo should have 100% opacity.



If a solid color other than black or white is used, the full color logo should be placed within a solid white circle. Both the logo and the circle should have 100% opacity.

Black & White



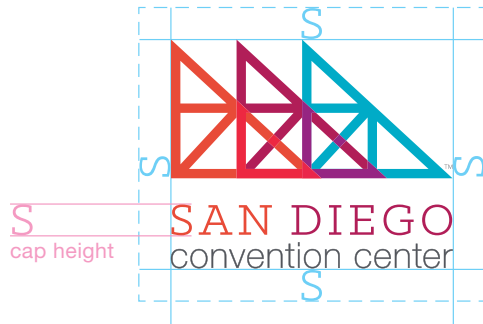
When color is not an option, the grayscale logo should be used on a white background. Never use a solid black logo.



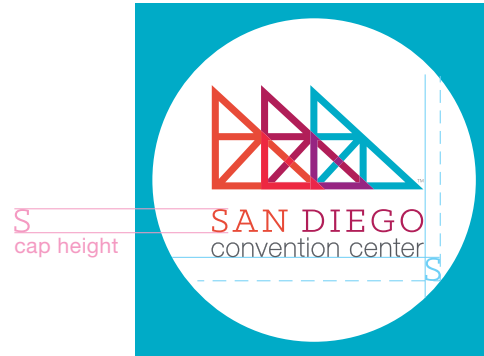
The 1-color white logo should be used only when color is not an option. Place the white logo on a solid black background.

Clear Space

The logo should always have minimum surrounding clear space of the cap height of the letter “S” in the wordmark.



The clear space should be consistent on all four sides.



When used within a circle, the logo should have clear space of the cap height of the letter “S” in the wordmark in the bottom corner of the logo as shown. From there, center the logo within the circle.

Size Requirements

Below are the **minimum** size requirements for each logo variation.

Shown at actual size

Vertical Logo

0.5in (36px) wide



Horizontal Logo

1in (72px) wide



Palette

PRIMARY



Blue

PMS 3125
 CMYK 75 / 11 / 18 / 0
 RGB 0 / 171 / 199
 HEX #0CABC7

SECONDARY



Orange

PMS 7417
 CMYK 3 / 86 / 85 / 0
 RGB 232 / 76 / 56
 HEX #E94C38



Berry

PMS 215
 CMYK 25 / 100 / 48 / 8
 RGB 178 / 31 / 89
 HEX #B21F59



Purple

PMS 254
 CMYK 44 / 99 / 0 / 0
 RGB 159 / 24 / 151
 HEX #9F1897



Gray

PMS Cool Gray 11
 CMYK 0 / 0 / 0 / 80
 RGB 88 / 89 / 91
 HEX #565656

TERTIARY



Yellow

PMS 144
 CMYK 0 / 47 / 100 / 0
 RGB 248 / 153 / 29
 HEX #F8991D



Green

PMS 368
 CMYK 58 / 2 / 100 / 0
 RGB 121 / 188 / 67
 HEX #77BE43

GRADIENTS

Blue-Purple Gradient



Blue

CMYK 75 / 11 / 18 / 0
 RGB 0 / 171 / 199



Navy (for gradient only)

CMYK 96 / 84 / 17 / 4
 RGB 42 / 69 / 135



Purple

CMYK 44 / 99 / 0 / 0
 RGB 159 / 24 / 151

Orange-Berry Gradient



Orange

CMYK 3 / 86 / 85 / 0
 RGB 232 / 76 / 56



Berry

CMYK 25 / 100 / 48 / 8
 RGB 178 / 31 / 89

Sky-Blue Gradient



Blue

CMYK 75 / 11 / 18 / 0
 RGB 0 / 171 / 199



Sky (for gradient only)

CMYK 89 / 53 / 10 / 0
 RGB 13 / 112 / 170

Typefaces

Use the following typefaces when laying out type to ensure all communications have a consistent look and feel. If access to branded fonts is not available, substitute with Arial.

KLINIC SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

**Note: Proportional Lining is applied to numbers.*

[Download Typeface](#)

KOROLEV CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

[Sync Typeface with Adobe Fonts](#)

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

HELVETICA NEUE LT STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

Sample

Headline Lead-in

Klinik Slab / Book Italic
Color: Black

Headline

Korolev Condensed / Bold / All Caps
Color: Primary or Secondary

Intro Paragraph

Klinik Slab / Bold Italic
Color: Black

Subhead

Klinik Slab / Bold / All Caps
Color: Secondary

Body*

Avenir / Book
Color: Black

**Helvetica or Arial can be substituted if-needed*

Bullets*

Avenir / Book
Color: Secondary bullet with black text

**Helvetica or Arial can be substituted if-needed*

Footer

Title: Korolev Condensed / Medium / All Caps
Color: Gray

Page Number: Korolev Condensed / Bold
Color: Primary

Headline Lead-in

San Diego Convention Center's

Headline

ECONOMIC IMPACT

Intro Paragraph

Your San Diego Convention Center helps drive business to local retailers, attractions and special event venues, hotels, bars and restaurants.

Subhead

RIPPLE EFFECT

Body

We are an economic engine that produces a ripple effect into the economy that reaches across the county. The employees that work at our neighboring businesses are able to take their income and reinvest it throughout the County of San Diego, further benefiting the community.

Bullets

- + Modita quo molore, cus pa illatiae rem quas sequiscias apitiumquam
- + Liquis mos utationest, sae nam et mi, quia soloria estionest et aborem venienti resed maionseque dipsam dolora dictur, ut modit endi ab in
- + Ex et re simus, conest accatec torumquam nonseque est qui doluptiantum voloribus dolor solupta menitium aut adipidebit

Ictinto dolut expe velicid molupti animpor eperion sequidebit que omnis et que velitates demqui aliqui dem cus.

Footer

SAN DIEGO CONVENTION CENTER 1

Style Tips

Following these guidelines will ensure all communications have a consistent voice and tone.

- + When referring to the San Diego Convention Center:
 - + On first reference, use the San Diego Convention Center (SDCC).
 - + On additional references, use the abbreviations SDCC and drop “the.”
 - + For example: The San Diego Convention Center (SDCC) is the region’s premier gathering place. SDCC is located along the beautiful waterfront setting of San Diego Bay.
 - + Other abbreviations such as SDCCC should **not** be used.
- + When referring to the building or SDCC use the first person (we/us/our). Avoid using the third person (they/ them/it).
- + Write positively. Avoid writing in a negative tone.
- + Write in professional yet easy to understand terms that are welcoming to the target audience.
- + Brevity is preferred. When reviewing the work, ask yourself if it can be said in a shorter, more straightforward way. Be careful not to jeopardize professionalism and friendliness for brevity.



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