SAN ANTONIO CONVENTION & VISITORS BUREAU

BRAND LOGO GUIDELINES

(CONFIDENTIAL UNTIL 02.14.08)
The brand logo of the San Antonio Convention & Visitors Bureau is the cornerstone of our identity. Our quatrefoil mark in combination with our logotype is the most visible symbol of our brand. It represents all of us – and the citizens of our region. So it is vital that we present it properly to strengthen our image and build positive recognition of our institution.

The quatrefoil has a proud association with our past, and it is a recognizable symbol to members of our community. We have honed this image to blend stylistically with select fonts in our logotype to create a strong, unified graphic presence that enhances key positive attributes of San Antonio.

Through the use of this manual, we will begin our journey to a stronger brand identity for the San Antonio Convention & Visitors Bureau. The following guidelines will help us to use the elements of our brand correctly and consistently in a variety of situations. If you have any questions about the proper use of our signature, please contact the San Antonio Convention & Visitors Bureau at 210.207.6700.

This is an exciting time for all of us. By working together as “brand ambassadors” we can project a consistently strong image of this institution that showcases our value to the residents and visitors of our service area. In return, we will be able to reach out to more people in our community and have a positive influence on their lives.

# Table of Contents

1. **Primary Logo**
2. **Primary Logo: Area of Isolation & Sizing**
3. **Alternative Logo**
4. **Logo Usage on Backgrounds**
5. **Logo Don’ts**
6. **Color Palette**
7. **Secondary Color Palette**
8. **Typography**
9. **Non-logo Identity Usage**
10. **Email Signatures**
The San Antonio Convention & Visitors Bureau brand logo is defined by the quatrefoil mark encapsulating the San Antonio typographic mark. The relationship between the mark and the logotype is fixed and they should not be altered in any way.

The letterforms of the San Antonio CVB brand logo have been carefully drawn and kerned based on the strengths of our typeface. Do not modify the typeface or color palette under any circumstances.

The San Antonio CVB brand logo must be consistently used following the guidelines of this manual in all printed and online communications.
To protect the visual integrity and legibility of the San Antonio Convention & Visitors Bureau logo, please follow these layout guidelines:

1. Allow for ample white space (free of text and/or graphics) around the signature as shown.
2. Do not reproduce the signature at smaller than the recommended minimum size.
3. Sizing guidelines apply to all variations of the logo.

\[ x = \text{the height of the capital "N"} \]
Some applications may require an alternative logo configuration to be used for the following:

- In masthead designs: i.e. Visitor Guides and Destination Guides is available as an alternative logo.

- On-line/digital advertising media (i.e. banners, skyscrapers, towers, e-mail)

- Allow for ample white space (free of text and/or graphics) around the signature as shown.

- Do not reproduce the signature at smaller than the recommended minimum size.

- Sizing guidelines apply to all variations of the logo.
4. LOGO USAGE ON BACKGROUNDS

Color Logo on a Background
It is acceptable to use the full color logo on a white background or light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo.

NOTE:
Do not reproduce the logo at smaller than the recommended minimum size (see page 2).

Sizing guidelines apply to all variations of the logo.

Logo on a Background or Photo
Use of the color logo on a photographic background texture is acceptable, with the use of a soft black drop shadow. Never use a hard line drop shadow, it is too distracting to the quartefoil shape.

Reversed White Logo on a Background
Use the reversed white logo on a background that provides sufficient contrast. Never use the reversed white logo on a color that is too dark or interferes with the legibility of the logo.
To ensure a consistent representation of the San Antonio Convention & Visitors Bureau brand logo, please follow the following rules:

1. Always use approved digital artwork.
2. Do not alter the quatrefoil or logotype electronically.
3. Insist on the best reproduction methods to ensure logo quality and consistency.

- Do not use shape as a stand alone graphic element!
- Do not alter the specified color palette!
- Do not stretch or condense the logo unproportionally!
- Do not tilt the logo!
- Do not enclose the logo in a shape!
- Do not reposition the elements of the logo!
- Do not use the logo on patterned background!
Each color featured in the San Antonio Convention & Visitors Bureau palette has been selected for its ability to visually reinforce specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for the SACVB brand is established.

Use the approved PANTONE® colors or CMYK builds indicated in this manual for reproduction of the logo. RGB values (for Web) are also provided. Never alter the assigned colors or values for any reason.

Please note the color samples shown in this document are for reference only and should not be matched for final artwork.

Note: CMYK and RGB colors have been designed differently to reflect a closer color match to Pantone color system.
Each secondary color featured in the San Antonio CVB palette has been selected for its ability to visually reinforce and complement our primary colors and specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for the SACVB brand is established.

Use the approved PANTONE® colors or CMYK and RGB builds indicated in this manual for reproduction of the logo. Never alter the assigned colors or values for any reason.

Please note the color samples shown in this document are for reference only and should not be matched for final artwork.
The fonts featured in the San Antonio Convention & Visitors Bureau typography family have been selected to reinforce a clean, friendly and established image. All weights shown here are available for use. Do not introduce any other weights or styles within each typeface.

**Birch Standard**
The primary typeface featured in the “San Antonio” portion of the logotype is Birch Standard. This typeface is suitable for headlines or calls-to-action. Birch Standard is also approved primarily for subhead usage. Never use this typeface for blocks of body copy.

**Adobe Jensen Pro**
For general body copy, please use Adobe Jensen Pro. Italic, Bold and Bold Italic are also appropriate for accentuation. It is also encouraged to use small caps when setting titles, headers, and subheads.

**Times New Roman**
Times New Roman is approved for small, auxiliary listings, disclaimers, footnotes and other such instances. It is also appropriate for online usage or for cross-platform applications such as PowerPoint.

Note: Times New Roman may be substituted for Adobe Jensen Pro.

Remember, the San Antonio Convention & Visitors Bureau brand logo should never be typeset (see next page). Always use approved digital artwork. Contact the San Antonio Convention & Visitors Bureau at 1-800-447-3372 with any questions concerning appropriate usage.
The fonts featured in the San Antonio CVB typography family have been selected and approved to reinforce a clean, friendly and established image. All weights shown here are available for use. Do not introduce any other weights or styles within each typeface.

**Birch Standard**
The primary typeface featured for the "San Antonio Convention & Visitors Bureau" portion of the logotype is Birch Standard. This configuration is suitable for stand alone identity usage.

The typestyle is set in the following:
- Birch Std/ Regular/ 10 pt./ horizontal tracking= 100
- Color: use only from approved palate (as shown)

**NOTE:**
A separate digital file has been designed and supplemented for the type set face.

**ALTERNATIVE TEXT GRAPHIC:**
For usage when flexibility is needed for identities in smallest format
Scott White
President, Executive Director
203 South Saint Mary’s Street, Suite 200
p 210.207.6700 • 800.447.3372
f 210.207.6768 • scott.white@sanantoniovisit.com

Adobe Jenson Pro
Regular

Preferred

1.5” Minimum

Point Size: 9.5 pt
Leading: 14 pt

Times New Roman

Acceptable

Point Size: 9.5 pt
Leading: 14 pt