

BRAND  
BOOK  
2025



# WHO WE ARE

Just 55 miles north of San Francisco, you'll find a vibrant city overflowing with all you love about California. Welcome to Santa Rosa, where everything comes together: wine country and farm country, redwood forests and rivers, lakes and ocean. And in the center, our charming, thriving downtown, lined with intriguing shops and restaurants that delight casual diners and epicureans alike. Santa Rosa was incorporated as a city by the State Legislature on March 16, 1868. Although city government has played a key role in the City of Santa Rosa's development, the true wealth of this city resides with the creative and entrepreneurial spirit of its pioneering citizens.





# MAIN LOGO PALETTE

ROSE

C 31  
M 100  
Y 68  
K 31

R 134  
G 20  
B 53

HEX  
861435

LEAF

C 54  
M 32  
Y 88  
K 11

R 122  
G 136  
B 71

HEX  
7a8847

ROSE DARK

C 42  
M 91  
Y 64  
K 59

R 83  
G 18  
B 37

HEX  
531225

ROSE LIGHT

C 6  
M 76  
Y 56  
K 0

R 227  
G 99  
B 99

HEX  
e36363

LEAF DARK

C 60  
M 42  
Y 82  
K 26

R 95  
G 105  
B 64

HEX  
5f6940

LEAF LIGHT

C 46  
M 25  
Y 74  
K 3

R 147  
G 161  
B 99

HEX  
93a163

|                                                                                                                        |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------|
| <p><b>SAGE LIGHT</b></p> <p>C 62<br/>M 4<br/>Y 52<br/>K 0</p> <p>R 98<br/>G 186<br/>B 150</p> <p>HEX<br/>62ba96</p>    | <p><b>AQUA LIGHT</b></p> <p>C 66<br/>M 24<br/>Y 33<br/>K 0</p> <p>R 91<br/>G 157<br/>B 165</p> <p>HEX<br/>5b9da5</p> | <p><b>MUSTARD LIGHT</b></p> <p>C 26<br/>M 16<br/>Y 96<br/>K 0</p> <p>R 198<br/>G 191<br/>B 58</p> <p>HEX<br/>c6bf3a</p> | <p><b>ZING</b></p> <p>C 18<br/>M 0<br/>Y 85<br/>K 0</p> <p>R 222<br/>G 242<br/>B 68</p> <p>HEX<br/>def244</p> | <p><b>SUPPORT PALETTE</b></p> |
| <p><b>GRAY DARK</b></p> <p>C 68<br/>M 65<br/>Y 63<br/>K 62</p> <p>R 49<br/>G 46<br/>B 46</p> <p>HEX<br/>312e2e</p>     |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
| <p><b>GRAY MEDIUM</b></p> <p>C 64<br/>M 56<br/>Y 55<br/>K 31</p> <p>R 85<br/>G 85<br/>B 85</p> <p>HEX<br/>555555</p>   |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
| <p><b>GRAY LIGHT</b></p> <p>C 13<br/>M 11<br/>Y 14<br/>K 0</p> <p>R 219<br/>G 216<br/>B 211</p> <p>HEX<br/>dbd8d3</p>  |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
| <p><b>GRAY LIGHTER</b></p> <p>C 8<br/>M 7<br/>Y 8<br/>K 0</p> <p>R 231<br/>G 229<br/>B 226</p> <p>HEX<br/>e7e5e2</p>   |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
| <p><b>GRAY LIGHTTEST</b></p> <p>C 3<br/>M 3<br/>Y 4<br/>K 0</p> <p>R 243<br/>G 242<br/>B 240</p> <p>HEX<br/>f3f2f0</p> |                                                                                                                      |                                                                                                                         |                                                                                                               |                               |
| <p><b>SAGE</b></p> <p>C 76<br/>M 25<br/>Y 71<br/>K 8</p> <p>R 67<br/>G 139<br/>B 102</p> <p>HEX<br/>438b66</p>         | <p><b>AQUA</b></p> <p>C 81<br/>M 40<br/>Y 45<br/>K 12</p> <p>R 51<br/>G 116<br/>B 124</p> <p>HEX<br/>33747c</p>      | <p><b>MUSTARD</b></p> <p>C 45<br/>M 38<br/>Y 85<br/>K 13</p> <p>R 137<br/>G 129<br/>B 70</p> <p>HEX<br/>898146</p>      |                                                                                                               |                               |
| <p><b>SAGE DARK</b></p> <p>C 71<br/>M 42<br/>Y 65<br/>K 24</p> <p>R 74<br/>G 105<br/>B 89</p> <p>HEX<br/>4a6959</p>    | <p><b>AQUA DARK</b></p> <p>C 93<br/>M 65<br/>Y 51<br/>K 43</p> <p>R 13<br/>G 60<br/>B 74</p> <p>HEX<br/>0d3c4a</p>   | <p><b>MUSTARD DARK</b></p> <p>C 52<br/>M 49<br/>Y 70<br/>K 27</p> <p>R 108<br/>G 99<br/>B 75</p> <p>HEX<br/>6c634b</p>  |                                                                                                               |                               |

## HORIZONTAL LOGO: **OFFICIAL**

Horizontal Official Logo is the official logo of the City of Santa Rosa. This logo should be used for formal communications and outreach materials intended for audiences outside of Sonoma County. The Vertical Official Logo may be used interchangeably for outreach materials for the same broad audience.

EXAMPLES: Legal documents, written communications, materials that will reach a statewide or broader audience.



MINIMUM SIZE 2.0"  
IN WIDTH. USE ON  
WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 2.0"  
IN WIDTH. USE ON  
WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 2.0" IN WIDTH.  
USE ON BLACK OR DARK  
BACKGROUND ONLY.

## VERTICAL LOGO: **OFFICIAL**

Horizontal Official Logo is the official logo of the City of Santa Rosa. This logo should be used for formal communications and outreach materials intended for audiences outside of Sonoma County. The Vertical Official Logo may be used interchangeably for outreach materials for the same broad audience.

EXAMPLES: Legal documents, written communications, materials that will reach a statewide or broader audience.



## HORIZONTAL LOGO: **GENERAL**

General Logos are most frequently used and may be used in outreach materials for which the audience is comprised of a local and regional audience. Do not use on formal documents. For general outreach, Horizontal and Vertical General Logos may be used interchangeably depending on design allowances.

EXAMPLES: Building signage, event posters, flyers.



MINIMUM SIZE 1.5" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 1.5" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 1.5" IN WIDTH.  
USE ON BLACK OR  
DARK BACKGROUND ONLY.

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MINIMUM SIZE 0.5" IN HEIGHT.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.5" IN HEIGHT.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 1.0" IN HEIGHT.  
USE ON BLACK OR DARK BACK-  
GROUND ONLY.

## HORIZONTAL DEPARTMENT LOGOS: **FORMAL**

Formal Horizontal Department Logos should be used for formal communications in which it's important to identify a specific department.

EXAMPLES: Meeting agendas, department memos, departmental policies, outreach materials.



MINIMUM SIZE 2" IN WIDTH.  
USE ON WHITE OR  
LIGHT BACKGROUND ONLY.



MINIMUM SIZE 2" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 2" IN WIDTH.  
ON BLACK OR DARK  
BACKGROUND.

## DEPARTMENT LOGOS: **INFORMAL**

Informal Square Logos may be used in education and outreach materials. Do not use on formal documents.

EXAMPLES: Posters, rack cards, educational materials, social media posts for local events.



This is Santa Rosa Water's official department brand color. Please see the Water Brand Book for more information on Water branding.

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 89 | R 13  | HEX    |
| 2995U   | M 0  | G 157 | 0d9ddb |
|         | Y 1  | B 159 |        |
|         | K 0  |       |        |



MINIMUM SIZE 0.75" IN HEIGHT.  
USE ON WHITE BACKGROUND ONLY.



MINIMUM SIZE 0.75" IN HEIGHT.  
USE ON BLACK OR DARK BACKGROUND,  
INCLUDING AS A WATERMARK ON  
DARKER PHOTOGRAPHS.

## SQUARE LOGO: **INFORMAL**

Informal Square Logo may be used in education and outreach materials. Do not use on formal documents.

EXAMPLES: Posters, rack cards, educational materials, social media posts for local events.



MINIMUM SIZE 0.75" IN HEIGHT.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.75" IN HEIGHT.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.75" IN HEIGHT.  
USE ON BLACK OR DARK BACKGROUND,  
INCLUDING AS A WATERMARK ON  
DARKER PHOTOGRAPHS.

## CITY SINGLE ROSE

City Single Rose may be used as a design element or website favicon when the organization is clearly identified elsewhere.

EXAMPLES: T-shirt designs, branded giveaway items, social media profile pictures, etc.



MAXIMUM SIZE 1.5" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MAXIMUM SIZE 1.5" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.3125" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.3125" IN WIDTH.  
USE ON WHITE OR LIGHT  
BACKGROUND ONLY.



MINIMUM SIZE 0.3125" IN WIDTH.  
USE ON BLACK OR  
DARK BACKGROUND ONLY.

## CITY ICON

City Icon may be used in conjunction with City name as an identifying graphic on social media, websites, and other digital platforms on which the City of Santa Rosa operates.

EXAMPLES: Social media profile pictures, website favicons, etc.



**LARGE COLOR: MAXIMUM SIZE 1.5 IN WIDTH. USE ON WHITE BACKGROUND ONLY.**  
**LARGE BLACK & WHITE: MAXIMUM SIZE 1.5 IN WIDTH. USE ON WHITE OR LIGHT BACKGROUND ONLY.**



**SMALL COLOR: MINIMUM SIZE 0.35 IN WIDTH. USE ON WHITE BACKGROUND ONLY.**  
**SMALL BLACK & WHITE: MINIMUM SIZE 0.35 IN WIDTH. USE ON BLACK OR DARK BACKGROUND ONLY.**



**MAXIMUM SIZE 1.5" IN WIDTH. USE ON  
BLACK OR DARK BACKGROUND ONLY.**



**MINIMUM SIZE 0.35 IN WIDTH. USE ON BLACK OR  
DARK BACKGROUND ONLY.**

## DO ...



MINIMUM CLEARANCE .25"

USE WHITE LOGOS ON RELEVANT DARK IMAGES  
OR AS WATERMARKS

## DON'T ...



DON'T STRETCH TO FIT



DON'T SQUISH TO FIT



DON'T MAKE TOO SMALL



DON'T USE COLORS THAT WON'T  
SHOW UP CLEARLY OR ARE NOT  
CONSISTENTLY USED COLORS  
FOR THE DEPARTMENT



DON'T CUT OFF LOGO

## LOGO USAGE



USE WHITE LOGOS ON DARK  
BACKGROUNDS



DO NOT USE NEON BACKGROUNDS.  
COMPLY WITH ALL ADA REQUIREMENTS AND  
RECOMMENDATIONS REGARDING COLOR  
CONTRAST IN DESIGN.  
SEE [ADA.GOV/RESOURCES](http://ADA.GOV/RESOURCES) FOR MORE.

# PRINT FONT USAGE

## FOR APPLICATION TO BODY COPY

### GARAMOND PREMIER PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

This font can be applied to main copy in materials other than Ordinances, Resolutions, and Board and Commission Staff Reports. For use in brochures, slideshows, etc.

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## FOR APPLICATION TO BODY COPY - MEMOS AND BOARD AND COMMISSION STAFF REPORTS

### CALIBRI REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

This font is ADA compliant. Please use it in shorter documents and memos. Additionally, this is the official font for all Board and Commission Staff Reports.

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## FOR HIGHLIGHTING WORDS WITHIN GARAMOND BODY COPY OR FOR SUBHEADS IN BODY COPY

### GARAMOND PREMIER PRO SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

This semibold version of the main logo font can be applied to subheads within copy or for highlighting text within main copy.

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## FOR APPLICATION TO FORMAL DEPARTMENT LOGOS AND TO HEADERS

### EUROSTILE EXTENDED 2:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

This font can be applied to headers or titles within a document and is used for the formal department logos.

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## FOR APPLICATION TO INFORMAL VERTICAL LOGOS AND FOR HIGHLIGHTING WORDS WITHIN HEADERS

### **EUROSTILE BOLD EXTENDED 2:**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890**

**This font is used on the informal vertical logos for departments.**

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## FOR APPLICATION TO ALL COPY IN ORDINANCES AND RESOLUTIONS

### TIMES NEW ROMAN:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

This font is ADA compliant. This is the official font for all Ordinances and Resolutions.

# WEBSITE STYLE GUIDE

## Color Palette

|                                                                                  |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |
| #0F3B48                                                                          | #302E2E                                                                           | #32747C                                                                            | #E7E5E2                                                                             | #531225                                                                             | #4B6959                                                                             | #DEF245                                                                             |

## Template Image Sizes (width x height – measured in pixels at 72ppi)

|                  |                    |                    |                  |                           |                          |
|------------------|--------------------|--------------------|------------------|---------------------------|--------------------------|
| <b>356 x 138</b> | <b>2200 x 800</b>  | <b>2200 x 400</b>  | <b>300 x 189</b> | <b>227 x 200</b>          | <b>45 x 45 (approx.)</b> |
| Site ID (Logo)   | Homepage Slideshow | Interior Slideshow | News Flash       | “Things to do” Spotlights | Graphic Icons            |
| PNG              | JPG                | JPG                | JPG              | JPG                       | SVG or PNG               |

## Interior Typography

### Figtree - Semi Bold - #302E2E

Headline

### Inter - Bold - #302E2E

Headline Level 2

### Inter - Bold - #302E2E

Headline Level 3

Inter - Normal - #383838

Normal Text

Inter - Normal - #32747C

Links

## Alert Center Bar Option

### Alert Bar Main Background

#222222

### Alert Bar Text Color

#FFFFFF

### Alert Bar Read More Color

#DEF245

## 2024 Web Standards

Above are guidelines to assist you to easily update and maintain your new CivicPlus website!

Feel free to visit <http://www.civicplus.help> for further guidance or contact your Client Success Manager with any questions.

# AMERICANS WITH DISABILITIES ACT COMPLIANCE



All City-related material distributed to the public or employees, including but not limited to legal documentation, formal documents, outreach materials, and digital and physical marketing materials, must comply with the Americans with Disabilities Act (ADA) and related City of Santa Rosa policy.

For the City's full ADA policies, visit: [SRCity.org/ADA](https://srcity.org/ADA)

For more guidance on ADA communication and design guidelines, visit: [ada.gov/resources/](https://ada.gov/resources/)

For additional guidance and recommendations on City of Santa Rosa compliance, reach out to [risk@srcity.org](mailto:risk@srcity.org).

## ADDITIONAL BRANDING AND DESIGN GUIDANCE



To access additional guidance and resources for City of Santa Rosa branding, including high-resolution files of all City and departmental logos, please visit: [cityofsantarosa.sharepoint.com/sites/branding](https://cityofsantarosa.sharepoint.com/sites/branding)

For additional guidance or assistance on City of Santa Rosa branding, please contact the Communications & Intergovernmental Relations Office (CIRO): [commsintergov@srcity.org](mailto:commsintergov@srcity.org)

Individual departments may have additional internal branding guidelines and resources. To access these resources, please contact relevant department divisions or reach out to the CIRO team.

To access more resources from the Communications & Intergovernmental Relations Office, please visit: [cityofsantarosa.sharepoint.com/sites/CIRO](https://cityofsantarosa.sharepoint.com/sites/CIRO)

