Exhibit A

BRAND
BOOK
2025

City of
Santa
Rosa

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

SUPPORT PALETTE

SAGE LIGHT	C 62 M 4 Y 52 K 0	R 98 G 186 B 150	HEX 62ba96
AQUA LIGHT	C 66 M 24 Y 33 K 0	R 91 G 157 B 165	HEX 5b9da5
MUSTARD LIGHT	C 26 M 16 Y 96 K 0	R 198 G 191 B 58	HEX c6bf3a

SAGE	C 76 M 25 Y 71 K 8	R 67 G 139 B 102	HEX 438b66
AQUA	C 81 M 40 Y 45 K 12	R 51 G 116 B 124	HEX 33747c
MUSTARD	C 45 M 38 Y 85 K 13	R 137 G 129 B 70	HEX 898146

SAGE DARK	C 71 M 42 Y 65 K 24	R 74 G 105 B 89	HEX 4a6959
AQUA DARK	C 93 M 65 Y 51 K 43	R 13 G 60 B 74	HEX 0d3c4a
MUSTARD DARK	C 52 M 49 Y 70 K 27	R 108 G 99 B 75	HEX 6c634b

ZING	C 18 M 0 Y 85 K 0	R 222 G 242 B 68	HEX def244

GRAY DARK	C 68 M 65 Y 63 K 62	R 49 G 46 B 46	HEX 312e2e
GRAY MEDIUM	C 64 M 56 Y 55 K 31	R 85 G 85 B 85	HEX 555555
GRAY LIGHT	C 13 M 11 Y 14 K 0	R 219 G 216 B 211	HEX dbd8d3
GRAY LIGHTER	C 8 M 7 Y 8 K 0	R 231 G 229 B 226	HEX e7e5e2
GRAY LIGHTEST	C 3 M 3 Y 4 K 0	R 243 G 242 B 240	HEX f3f2f0

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.

City of **Santa Rosa** CALIFORNIA

City of **Santa Rosa** CALIFORNIA

City of **Santa Rosa** CALIFORNIA

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

City of **Santa Rosa** CALIFORNIA

MINIMUM SIZE 2.0" IN WIDTH. USE ON WHITE OR LIGHT BACKGROUND ONLY.
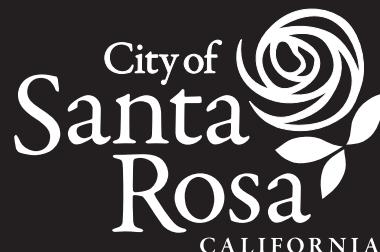
City of **Santa Rosa** CALIFORNIA

City of **Santa Rosa** CALIFORNIA

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

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.

City of Santa Rosa CALIFORNIA

City of Santa Rosa CALIFORNIA

City of Santa Rosa CALIFORNIA

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

City of Santa Rosa CALIFORNIA

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

City of Santa Rosa CALIFORNIA

City of Santa Rosa CALIFORNIA

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

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.
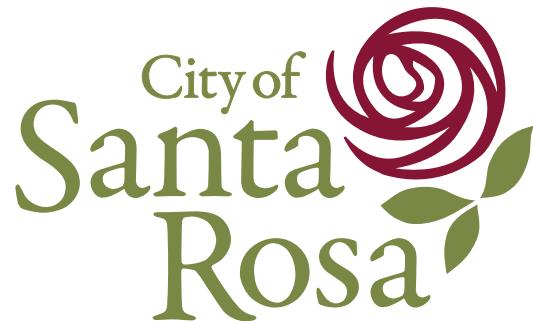USE ON WHITE OR LIGHT
BACKGROUND ONLY.

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

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 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.

City of
Santa Rosa
TRANSPORTATION &
PUBLIC WORKS

City of
Santa Rosa
WATER

City of
Santa Rosa
RECREATION &
PARKS

City of
Santa Rosa
PLANNING & ECONOMIC
DEVELOPMENT

City of
Santa Rosa
PLANNING & ECONOMIC
DEVELOPMENT

City of
Santa Rosa
PLANNING & ECONOMIC
DEVELOPMENT

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

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

City of
Santa Rosa
PLANNING & ECONOMIC
DEVELOPMENT

City of
Santa Rosa
PLANNING & ECONOMIC
DEVELOPMENT

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

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.

Santa Rosa HUMAN RESOURCES

Santa Rosa PARKING

Santa Rosa RECREATION & PARKS

Santa Rosa TRANSPORTATION & PUBLIC WORKS

Santa Rosa WATER

Santa Rosa RISK

Santa Rosa SRCITY.ORG

Santa Rosa TRANSIT

Santa Rosa WATER

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			

Santa Rosa WATER

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

Santa Rosa WATER

Santa Rosa WATER

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 . . .
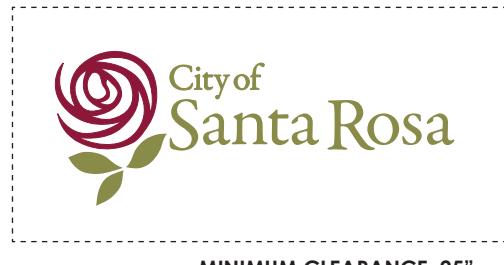
USE WHITE LOGOS ON RELEVANT DARK IMAGES
OR AS WATERMARKS

MINIMUM CLEARANCE .25"

USE WHITE LOGOS ON DARK
BACKGROUNDS

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

DO NOT USE NEON BACKGROUNDS.
COMPLY WITH ALL ADA REQUIREMENTS AND
RECOMMENDATIONS REGARDING COLOR
CONTRAST IN DESIGN.
SEE 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.

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.

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.

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.

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.

FOR APPLICATION TO ALL COPY IN ORDINANCES AND RESOLUTIONS
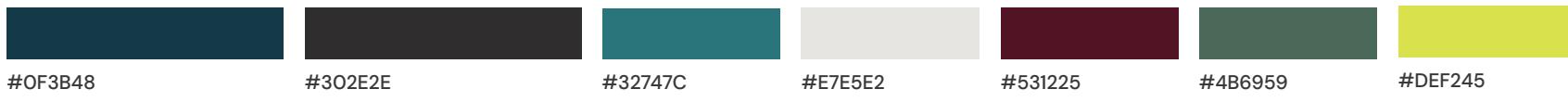
TIMES NEW ROMAN:

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	#3O2E2E	#32747C	#E7E5E2	#531225	#4B6959	#DEF245

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

356 x 138
Site ID (Logo)
PNG

2200 x 800
Homepage Slideshow
JPG

2200 x 400
Interior Slideshow
JPG

300 x 189
News Flash
JPG

227 x 200
"Things to do" Spotlights
JPG

45 x 45 (approx.)
Graphic Icons
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.

CIVICPLUS

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**
For more guidance on ADA communication and design guidelines, visit: **ada.gov/resources/**
For additional guidance and recommendations on City of Santa Rosa compliance, reach out to **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**

For additional guidance or assistance on City of Santa Rosa branding, please contact the Communications & Intergovernmental Relations Office (CIRO): **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**