



Brand Guidelines

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Different visual elements work together to form the graphic representation of SFO's brand. Among these, our logo, signature, color palette and typeface are important tools we have for introducing our brand and identifying the airport in all communications. The consistent use of these elements is crucial to building clear communications and brand awareness.

Logo

The logo serves as a visual guidepost that is present throughout a customer's journey with SFO. To maintain SFO's positioning as a world-class airport, it is important to apply consistent and correct usage of the logo across all communications.



Logo

Variations

The SFO logo is available in two configurations: the logo and the logo signature. The logo should be used when context clearly indicates SFO as the communicator, and in on-airport messaging. The logo with signature provides additional identity support where necessary (for example: advertising beyond the Bay Area market, external publications, and other instances where the name of the airport needs to appear). For guidance on when to use the signature, see page 17. Contact Robin.Brown@flysfo.com for guidance on selecting a logo or signature.

Logo



Signature



Logo

Usage Specifications

Primary: SFO Blue and Reversed



The primary logos will work for most applications, and should be used whenever possible.

Special Usage: Black



When color isn't an option or when the highest contrast is needed, use the black version of the logo.

Logo

Color Specifications

It's important to use the correct color specification. Always use the formulas provided rather than approximating and visually matching the colors.

Color



SFO Blue

PMS 308
C100 M18 Y8 K50
R0 G88 B124
#00587C

Black and White



Black

C0 M0 Y0 K100
R0 G0 B0
#000000

Logo

Clear Space and Minimum Size

Clear Space



To ensure that the logo is clear and visible, keep a clear space around all four sides of the logo that is equal to the length of the top right of the logo down to the flight line.

Minimum Size



The minimum size allowed for the logo in print and digital media is 0.75", 19 mm, or 54 pixels.

Logo

Edge Placement

The SFO logo can be placed along the top edge of communication materials, but it can't be placed along a vertical edge.

To ensure that the logo is placed correctly along the top, measure the full width of the "F" in "SFO" to ensure that it is equal to the distance between the top of the page and the top of "SFO" within the logo.

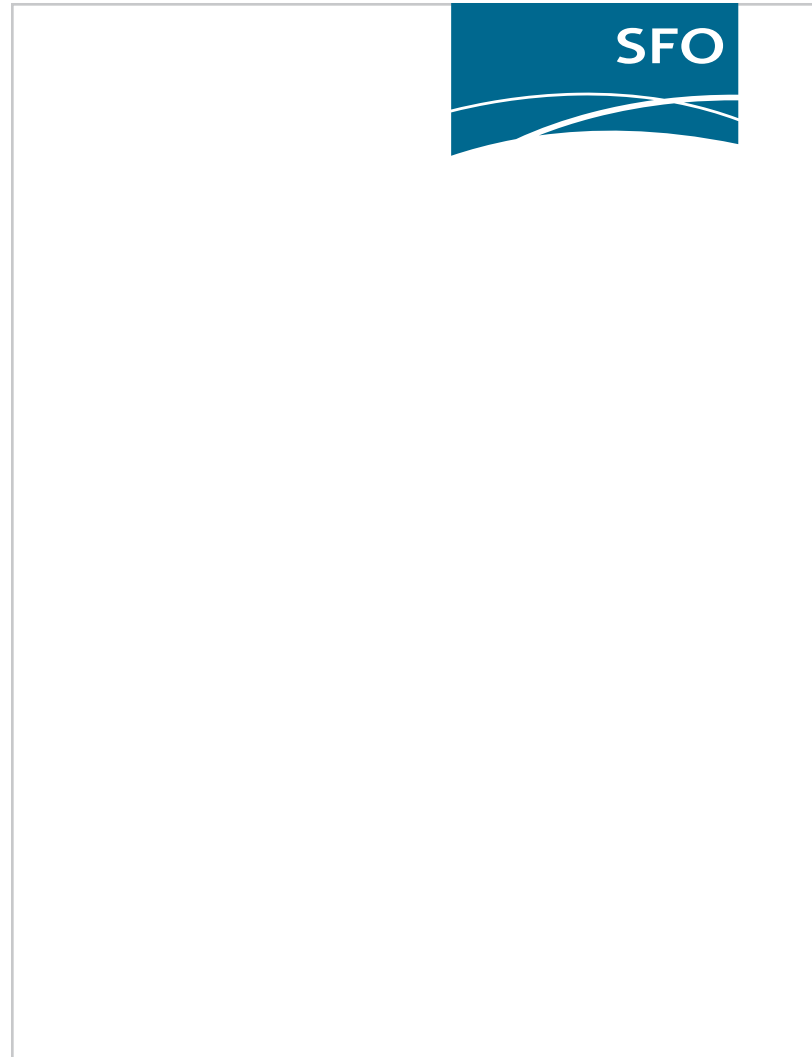
The minimum space allowed between the logo and the vertical edge should be equal to or greater than the total length of the top right of the logo down to the flight line.



Logo

Maximum Proportional Size

The SFO logo should be clearly visible without overwhelming the communication piece. While the guidelines on this page detail the maximum allowable size, the logo can be smaller depending on the type of communication.



For media that's 4"x 5" or larger, the logo shouldn't take up more than 7% of the area.

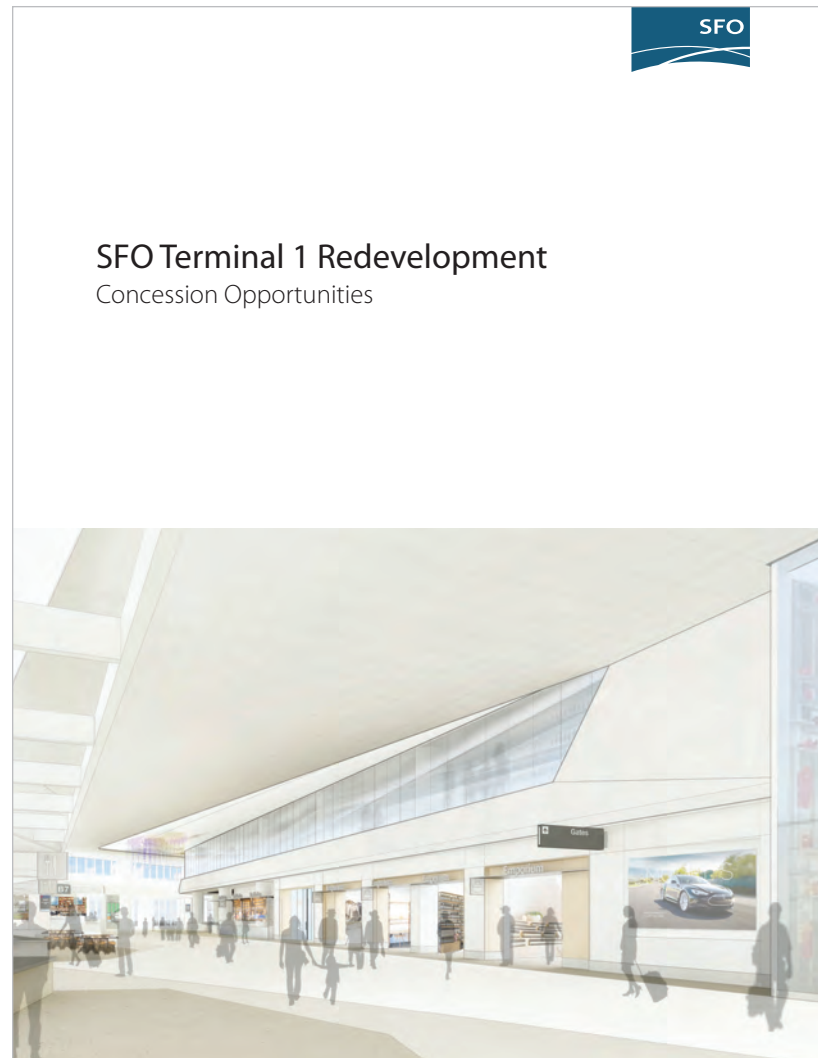


For media that's smaller than 4" x 5", the logo shouldn't take up more than 20% of the area. Keep in mind that the minimum width of the logo is .75".

Logo

Maximum Proportional Size

Below are examples of the proportional logo size for communication pieces that are 4" x 5" or larger. In these examples, the logo does not take up more than 7% of the communication piece.



Brochure: original size 8.5" x 11"



Video Aspect Ratio: 16:9

Logo

Maximum Proportional Size

Below are examples of the proportional logo size for communication pieces that are smaller than 4" x 5". In these examples, the logo does not take up more than 20% of the communication piece.



Social post



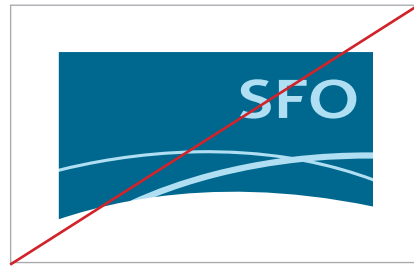
Social post

Logo

Incorrect Usage



Do not use an unapproved logo color.



Do not use a background color other than white for "SFO" text and flight lines in the blue logo.



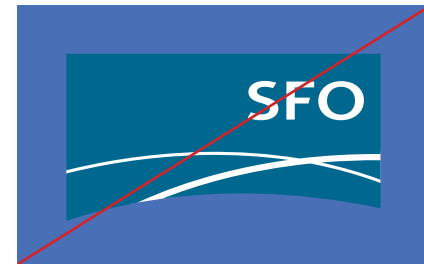
Do not scale the logo disproportionately.



Do not add to the top of the logo, changing the shape.



Do not place the logo along a vertical edge. The logo can only be placed along a top edge.



Do not use a background color that has insufficient contrast to the blue logo.



Do not change the thickness or the font of the letters "SFO."



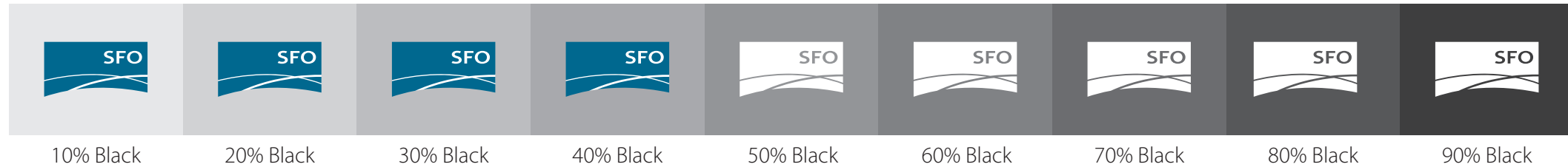
Do not place the reversed logo on busy or light backgrounds. For more info, see page 16.



Do not place the reversed logo on a background with insufficient contrast. For more info, see page 14.

Logo

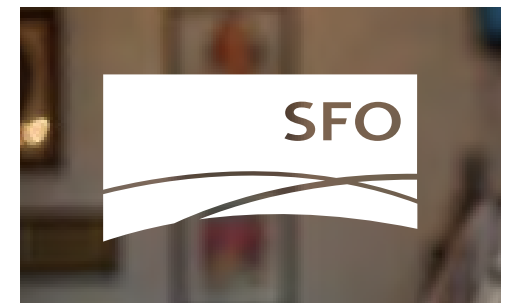
Correct Background Color Usage



Logo

Correct Photography Background Usage

When applying the logo over a photography background, make sure there is sufficient contrast between the photograph and the logo.



Logo

Incorrect Photography Background Usage

Avoid placing the logo over photography that has a strong variance in colors. Do not place the logo over photography that's similar in color and contrast to the logo.



Signature

The SFO signature is the only instance where type is added to the logo. The signature reinforces that the logo represents San Francisco International Airport.

The signature is used in instances when additional identity support may be needed, such as advertising beyond our local market, on official documents, and where additional context is needed to identify SFO as the content generator.

Contact Robin.Brown@flysfo.com for guidance on selecting a logo format.



**San Francisco
International
Airport**

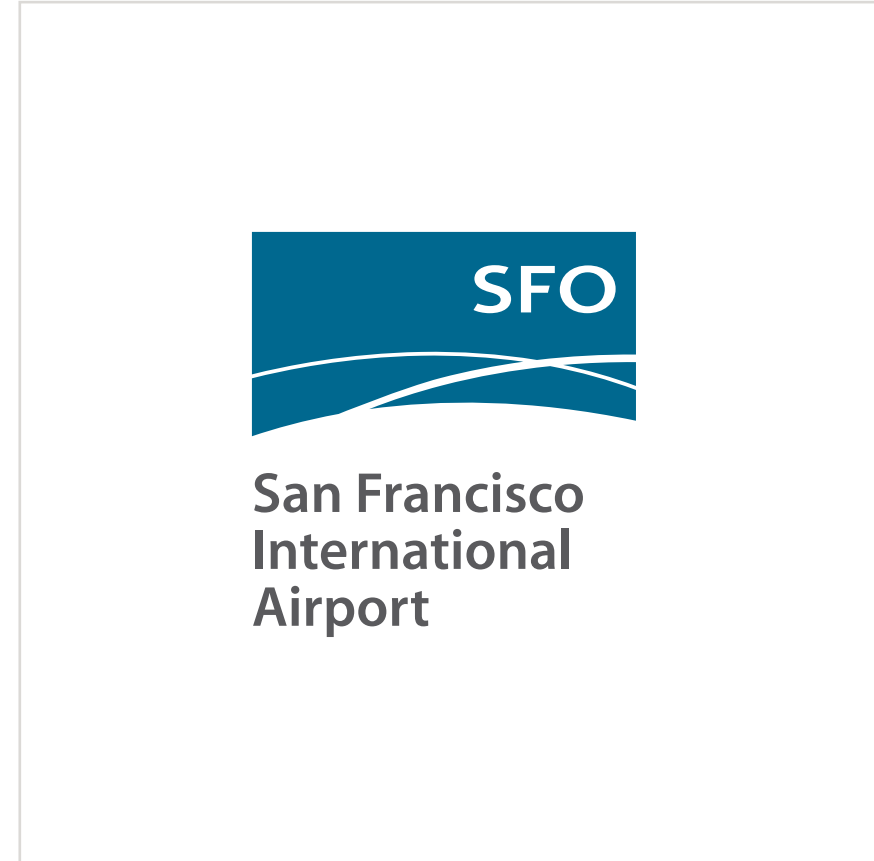
Signature

Configuration Options

SFO Horizontal Signature




SFO Vertical Signature



Signature

Color Specifications

Color




SFO
San Francisco
International
Airport

SFO Blue
PMS 308
C100 M18 Y8 K50
R0 G88 B124
#00587C

SFO Gray
PMS Cool Gray 11
Black 80%
C44 M34 Y22 K77
R83 G86 B90
#53565A

Black and White



SFO
San Francisco
International
Airport

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

80% Black
R88 G89 B91
#58595b

Signature

Clear Space and Minimum Size

Clear Space



To ensure that the signature is clear and visible, keep a clear space around all four sides of the logo that is equal to the length of the top right of the logo down to the flight line.

Minimum Size



The minimum size allowed for the signature in print and digital media is 1.5", 38 mm or 108 pixels.

Signature

Incorrect Usage



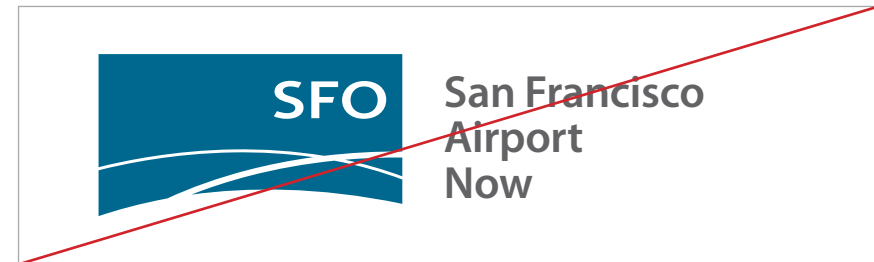
Do not change the color of the signature.



Do not change the placement of the signature. See page 18 for the two signature configuration options.



Do not change the font of the signature.



Do not change the text in the signature.



Do not add other text to the signature.



Do not place the signature on busy backgrounds. For more info, see page 16.

Signature

Correct Background Color Usage



Color

The use of color is an integral component in creating a memorable brand. Adhering to the color specifications and brand guidelines helps tell a consistent brand story. SFO's color palette features modern, bold colors that reflect the airport's brand personality.

Color

By the Numbers

Use the following color specifications for the entire SFO color palette. Do not modify the colors, and avoid approximating and visually matching the colors. Contact Robin.Brown@flysfo.com for guidance on using color.

Primary Palette



PMS 308
C100 M18 Y8 K50
R0 G88 B124
#00587C

PMS Cool Gray 11
Black 80%
C44 M34 Y22 K77
R83 G86 B90
#53565A

Secondary Accent Palette



PMS 7711
C98 M0 Y28 K4
R0 G151 B169
#0097A9

PMS 369
C68 M0 Y100 K0
R100 G167 B11
#64A70B

PMS 3278
C99 M0 Y69 K0
R0 G155 B119
#009B77

PMS 248
C40 M100 Y0 K0
R165 G24 B144
#A51890

PMS 1585
C0 M61 Y97 K0
R255 G106 B19
#FF6A13

PMS 116
C0 M14 Y100 K0
R255 G205 B0
#FFCD00

Neutral Palette



Cool Gray 1
C0 M0 Y0 K5
R242 G242 B242
#f2f2f2

Cool Gray 4
C0 M0 Y0 K25
R200 G200 B200
#C8C8C8

Cool Gray 7
C0 M0 Y0 K45
R160 G160 B160
#a0a0a0

Cool Gray 9
C0 M0 Y0 K65
R122 G122 B122
#7A7A7A

Color

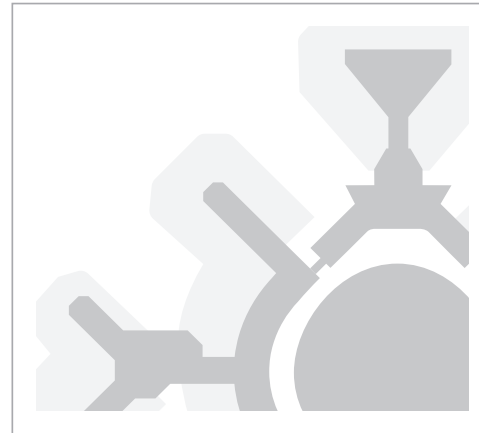
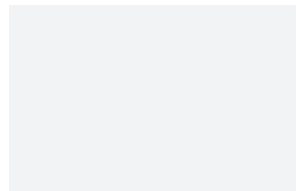
Neutral Color Palette

The neutral color palette was selected to complement the primary and secondary palettes. The guidelines for each color appear below. Contact Robin.Brown@flysfo.com for guidance on using color.



5% Black

Use as a background color, and to show background elements.



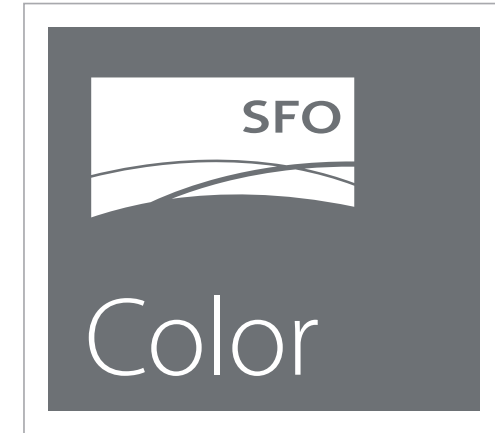
Cool Gray 4
Black 25%

Use for lines and accents.



Cool Gray 7
Black 45%

Use for graphics, icons, and type on a white background.



Cool Gray 9
Black 65%

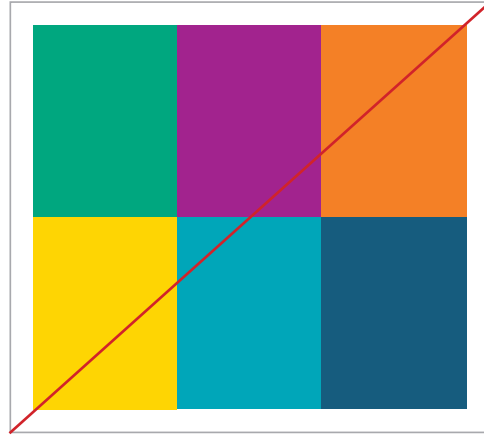
Use for type or as a background color with reversed type or logo.



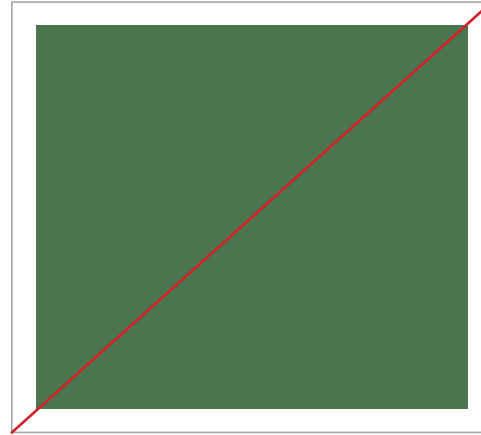
Color

Incorrect Usage

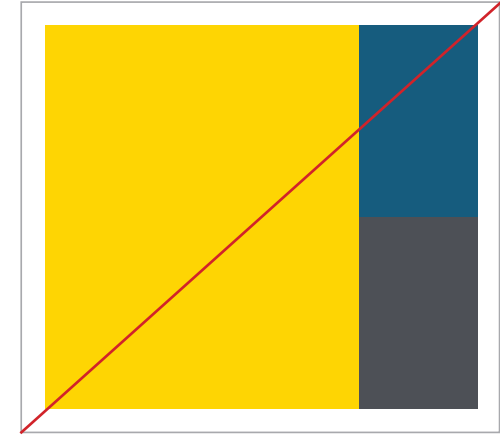
Contact Robin.Brown@flysfo.com for guidance on using color.



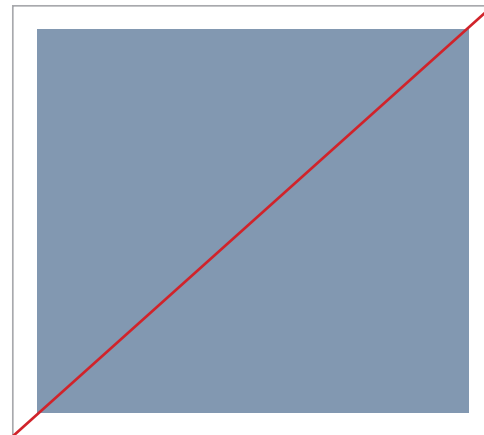
Do not use too many colors, which creates unnecessary complexity.



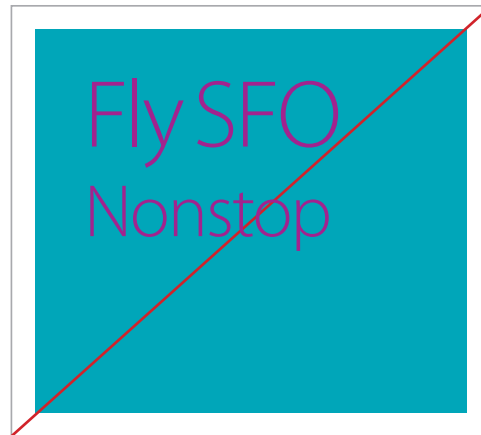
Do not modify or substitute colors.



Do not ignore the color hierarchy.



Do not tint the colors from the color palette, except neutral gray tones.



Do not use color combinations that make the text difficult to read.



Do not reverse the type with lighter colors or use accent colors in large areas.

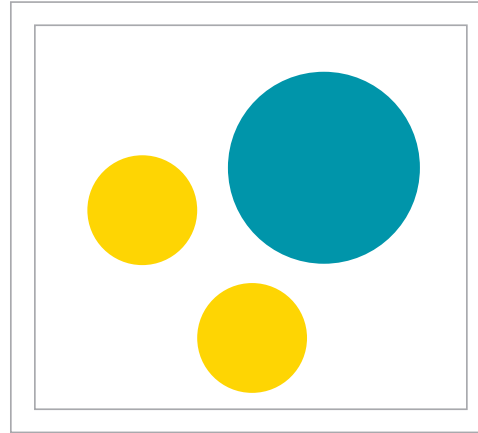
Color

Correct Usage

Contact Robin.Brown@flysfso.com for guidance on using color.



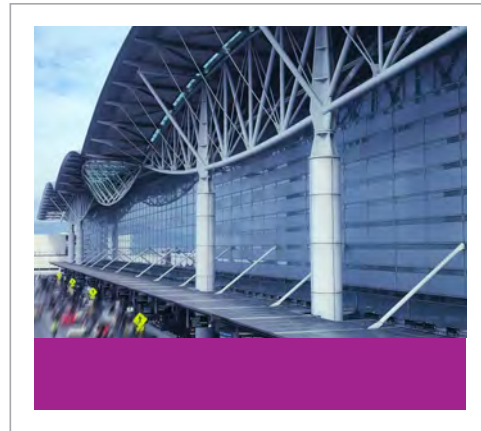
Do follow the color hierarchy.



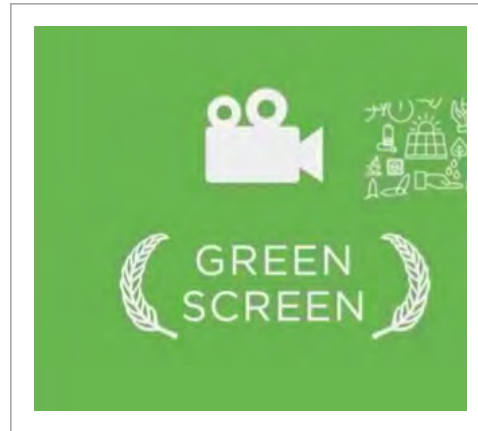
Do use a limited palette when using color in a piece.



Do reverse type with darker background colors.



Do use the secondary palette as accent colors.



Do use the brighter green in the secondary palette for communications about sustainability.



Do use colors that are easy to read on a white background.

Color

SFO Connect Color Palette

The SFO Connect color palette contains additional colors to the standard SFO color palette. These include an additional orange, pink, purple, and two blues.

R255 G205 B0
#FFCD00
PMS 116



R255 G130 B0
#FF8200
PMS 151



R252 G76 B2
#FC4C02
PMS 1655



R228 G61 B140
#E43D8C
PMS 225



R165 G24 B144
#A51890
PMS 248



R155 G38 B182
#9B26B6
PMS 2592



R0 G87 B184
#0057B8
PMS 2935



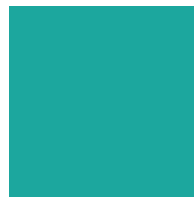
R0 G181 B226
#00B5E2
PMS 306



R0 G151 B169
#0097A9
PMS 7711



R0 G164 B153
#00A499
PMS 3272



R0 G155 B119
#009B77
PMS 3278



R100 G167 B11
#64A70B
PMS 369



R0 G88 B124
#00587C
PMS 308



R155 G38 B182
#9B26B6
PMS Cool Gray 11



Color

Web Readability

SFO follows the AAA compliance standard for maximum readability of online content. AAA has the most stringent requirements for web accessibility, requiring a contrast ratio of 7:1 for regular text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) or larger and bold, or 18 point (typically 24px) or larger.

H1

Headline Colors

R0 G0 B0
#000000

Headline Colors

R0 G88 B124
#00587C

Headline Colors

R83 G86 B90
#53565A

Headline Colors

R200 G0 B161
#C800A1

H2 H4 H5 p p.small

Normal Text

R0 G0 B0
#000000

Normal Text

R0 G104 B146
#006892

Normal Text

R0 G79 B108
#004F6C

Normal Text

R0 G99 B150
#006396

Color

Example: Newsletter



SFO Community Newsletter | Winter 2017

INSIDE THIS ISSUE

When Pigs Fly: SFO Welcomes LiLou to the Wag Brigade

SFO Announces Facility Closures for Terminal 1 Renovation

Now Open: New Shopping & Dining Options at SFO

SFO Completes Annual Emergency Exercise

Flight Arrivals: Upcoming Service Additions at SFO

All Roads Lead to Rome: 17th-19th Century Architectural Souvenirs

SFO Wins National Award for Excellence in Print Media

"Why We Fly" Passenger Spotlight

Send Us Your Feedback



Lilou joins SFO's Wag Brigade Program

When Pigs Fly: SFO Welcomes LiLou to the Wag Brigade

First airport therapy pig in the U.S. joins San Francisco SPCA animal assisted therapy team

SFO welcomed LiLou, a Juliana-breed pig, to its beloved [Wag Brigade](#) team of pets certified by the San Francisco SPCA's Animal Assisted Therapy (AAT) program. LiLou is the first known airport therapy pig in the United States, and promises to surprise and delight guests at SFO with her winning personality, charming costumes, and painted nails. LiLou loves performing tricks for her audience, and also visits several other facilities in San Francisco including senior centers and hospitals.

"Since its launch in 2013, the SFO Wag Brigade has become a favorite amenity among travelers," said Director-Guest Experience Christopher Birch. "With the addition of LiLou, we can look forward to more moments of surprise and delight for guests at our airport."

"We have more than 300 dog, cat and rabbit volunteer teams, but LiLou is the first pig in our program," said Dr. Jennifer Honley, SF SPCA Animal Assisted Therapy manager. "It's wonderful to witness the surprise and delight that LiLou brings to people during therapy visits."

Launched in December 2013, the SFO Wag Brigade brings trained animals to the airport terminals to make passenger travel more enjoyable. The SF SPCA certifies all animals through their AAT program



Header Color
R0 G88 B124
#00587C



Subhead Color
Minimum 14 point and bold required for this color
R0 G155 B119
#009B77



Text Color
R102 G102 B102
#666666



Link Color
R0 G79 B108
#004F6C

Color

Example: Collateral



Often referred to as a luxury market, the San Francisco Bay Area offers one of the premier shopping experiences in the country. Shopping at SFO is no exception.

From pop-up stores by small, local retailers to the household brands that everyone knows, SFO's shopping program meets the needs and wants of more than 54 million passengers each year. Travelers tell us that shopping is one of their favorite things to do at the airport, and SFO's retail numbers back that up.

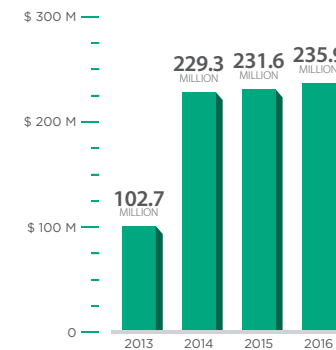
Whether it's pre-security, post-security, duty-free, small items or large, there are

many opportunities at SFO for retailers of all types and sizes. Four terminals and 192,000 square feet make SFO one of the largest and most profitable retail venues in the Bay Area.

Our long history of providing a high-quality and diverse retail environment shows in how we help our tenants succeed. From design and build services to assistance from our Small Business Affairs Office, SFO stands by and supports retail tenants at every step of the way.

Contact SFO's Revenue Development and Management Office today at 650-821-4500 to learn about upcoming opportunities.

Total Gross Sales



PMS 3278
C99 M0 Y69 K0

Subhead Color



PMS 308
C100 M18 Y8 K50

Text Color



Black
C0 M0 Y0 K100

Color

Example: Apparel



PMS 308
C100 M18 Y8 K50



Cool Gray 11
C44 M34 Y22 K77



PMS 7711
C98 M0 Y28 K4

Typography

Print and Embedded Text

Use Myriad Pro Light, Myriad Pro Regular, or Myriad Pro Semi Bold in all communications. When Myriad Pro isn't available, such as in PowerPoint and Word, use Arial. See page 34 for more information on Arial usage.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (&\$#@?!:;'"<>%}{''')

SECONDARY FONT WEIGHTS

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO LIGHT

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyz

MYRIAD PRO SEMIBOLD

Typography

Online and Editable Text

Use Arial Regular and Arial Bold for online text and documents that use editable text such as PowerPoint and Word.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (&\$#@?!:;”<>%{}”)

SECONDARY FONT WEIGHTS

abcdefghijklmnopqrstuvwxyz

ARIAL BOLD

Video

Templates

Be sure to follow the brand guidelines when creating a video. Templates, such as the examples below, are available for various types of video. Contact Charles.Schuler@flysfo.com with any questions and to get access to the SFO templates.



Contacts and Help

If you have questions about the SFO brand or the materials you are developing, please contact us.
We are happy to help.

Robin Brown

Robin.Brown@flysfo.com

Sara Magoffin

Sara.Magoffin@flysfo.com