



City Seal

The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.



City Logo

The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.



Clear Space

The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.



Alternate Configuration



Reversed Logo

Use the reversed out white version of the logo on dark backgrounds.

Typography



Century Gothic should be used for:

- headlines
- subheadings
- shorter running text



Palatino Linotype

Palatino Linotype should be used for:

- body text (particularly longer continuing bodies of text)











Minimum Size

To ensure legibility, the logo should never be smaller than 1 inch tall.

Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

	Primary		Secondary		Accent				
									
PANTONE	655 C		421 C	7624 C	657 C	144 C	2411 C	7403 C	424 C
CMYK	100, 79, 12, 59		13, 8, 11, 26	0, 97, 87, 60	22, 6, 0, 0	0, 51, 100, 0	72, 2, 100, 76	1, 11, 58, 2	30, 20, 19, 58
RGB	0, 37, 84		178, 180, 178	128, 47, 45	200, 216, 235	237, 139, 0	28, 66, 32	238, 212, 132	112, 115, 114
HEX	#002554		#B2B4B2	#802F2D	#C8D8EB	#ED8B00	#1C4220	#EED484	#707372



CITY OF
CUPERTINO

City Identity System at a Glance



Do Not: Reverse other images in the logo to white.



Do Not: Change the colors of the logo or elements of the logo.



Do Not: Change the size or position of the logo elements.



Do Not: Tip or rotate the logo.



Do: Use the reversed out white version of the logo in vector format (.Ai, .EPS, or .PDF) for embroidery or die-cut purposes.

In the reversed version of the logo only “Cupertino” reverses to white.



Do: Use the reversed out white version of the logo. When working on a 1-color print job, it is preferable that Cupertino Blue (PMS 655) be used. If this is not possible, the background of the logo may be printed in 100% of the color of the piece.



Do Not: Remove, isolate, or reshape elements from the logo.



Do Not: Stretch or compress the logo.

Tip: Holding down the Shift key while dragging from the corner will scale the logo proportionally in most programs.