VISIT Oakland

BRAND GUIDELINES

Powerful

Great for headlines and bold expressions.
Works beautifully in all caps, or upper and lowercase. Less successful in smaller type.
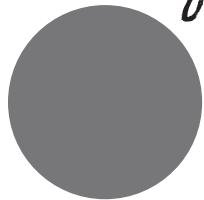
Helvetica Neue

Lighter, clearer, and much easier to read for longer sentences or paragraphs.
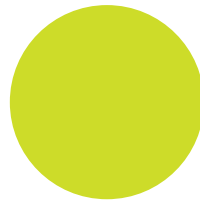Works well for large and small.

The color palette chosen for the brand reflects the diversity of Oakland's landscape. Oakland is a urban city nestled between the San Francisco Bay and the Oakland Hills. The blues reflect the waters of Lake Merritt and the San Francisco Bay as well as the sunny, clear blue sky. The greens in the palette symbolize the shocking greenery of the Oakland Hills and trees. The cool gray is a nod to the urban city that is in the middle of it all.
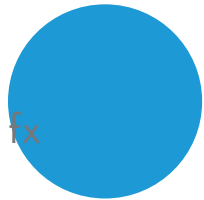
Primary

DOWNTOWN
PANTONE COOL GRAY 9
C 0 M 0 Y 0 K 66
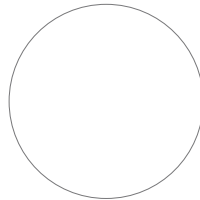R 117 G 118 B 121
HEX:#757679

MOSS
PANTONE 381C
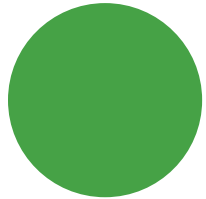C 24 M 0 Y 100 K 0
R 205 G 220 B 41
HEX: #CDDC29

MERRITT
PANTONE 2925C
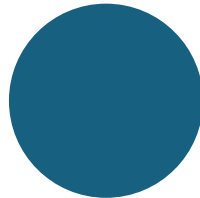C 75 M 25 Y 0 K 0
R 28 G 154 B 214
HEX: #1C9AD6

WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX: #FFFFFF

VISIT Oakland
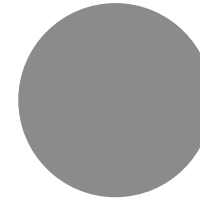
Secondary

CLAREMONT
PANTONE 7738C
C 75 M 13 Y 100 K 1
R 71 G 161 B 71
HEX: #47A147

MOONGATE
PANTONE 7707C
C 62 M 0 Y 0 K 64
R 13 G 97 B 121
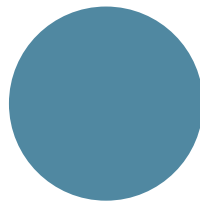HEX: #0D6179

UPTOWN
PANTONE COOL GRAY 7
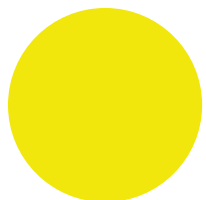C 0 M 0 Y 0 K 52
R 153 G 153 B 153
HEX: #999999

ARTICHOKE
PANTONE 375C
C 46 M 0 Y 100 K 0
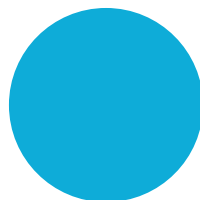R 151 G 202 B 61
HEX: #97CA3D

SKYLINE
PANTONE 7697C
C 72 M 37 Y 27 K 2
R 79 G 135 B 160
HEX: #4F87A0

MEYER
PANTONE 3945C
C 7 M 2 Y 100 K 0
R 244 G 229 B 1
HEX: #F4E501

BLUE BOTTLE
PANTONE 638C
C 73 M 11 Y 7 K 0
R 1 G 173 B 216
HEX: #01ADD8