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 an 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.
Secondary

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

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

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

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

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

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

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