

# WEST HOLLYWOOD'S BRAND

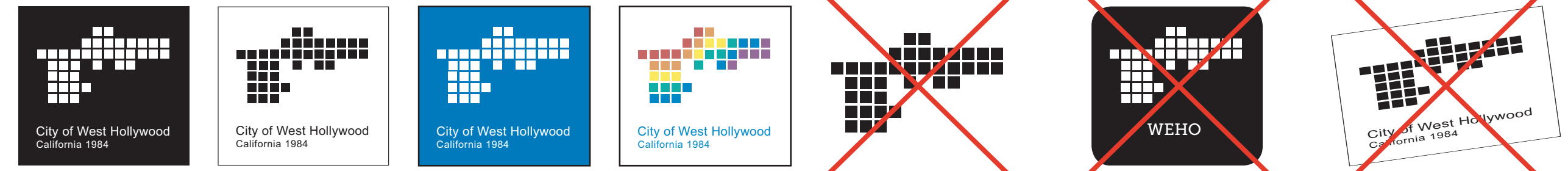


## THE CITY LOGO

The City of West Hollywood's logo is based on the city's geographic grid. It must always be used in its square lockup with text. The general versions include: white-on-black, black-on-white, and white-on-blue.

The rainbow version of the logo may be used in LGBT-focused communications.

The logo should not be distorted or altered in any way. This includes alteration or removal of the typographic portion of the logo, as well as alteration to the logo shape or dimensions.

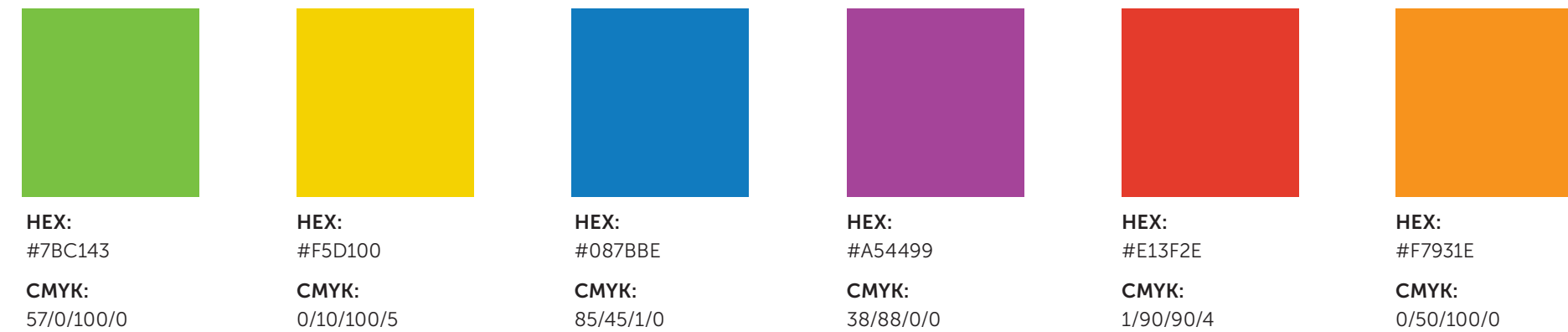


## COLOR

There are six colors that make up the West Hollywood brand. These are bold, bright colors, based on the rainbow flag.

The bright colors emphasize the vibrant and diverse community of West Hollywood and should be used intentionally to create meaning and emphasis.

The colors should not be used together to recreate a rainbow palette in every circumstance. Instead, two or three colors may be chosen to suggest a visual basis for design work.



## PHOTOS

Photography representing the City of West Hollywood should show the life within the City. Photos should be of events, people, and City environments and should not be static. Dynamic photos of architecture and public art are also good to use.



The City of West Hollywood has an extensive library of photography of West Hollywood life and events at: [flickr.com/photos/weho](https://www.flickr.com/photos/weho)

## TYPOGRAPHY

Always use simple, clean typography. When using Windows or Mac OS system fonts, Helvetica, Arial, Calibri, Cambria, or Times New Roman are preferred.



It is recommended to hire a graphic designer to produce any printed materials or imagery that uses typography.

A pool of professional graphic designers and photographers has been developed to ensure fairness and to ensure an ongoing standard of professionalism in all City materials.

**The list of approved graphic designers and photographers can be found on the City's Intranet, in the Communications Division section.**

## APPROVAL

The City of West Hollywood's Communications Division must approve all communications materials before they are printed or released.

Please anticipate this in your schedule when producing communications materials.

**For more information, contact the City's Communications Manager or Public Information Officer.**

# City of West Hollywood



2022 Guidelines » Logos and Typefaces

The logo, typeface, and style guidelines of an organization are the cornerstone of a coordinated system of visual communication.

The City of West Hollywood’s logo and typeface are the first two brand elements in printed materials that the public encounters.

Using the following guidelines will help the City to be consistent across touchpoints.



If you have questions or need files, please contact the City’s of West Hollywood’s Communications Department:

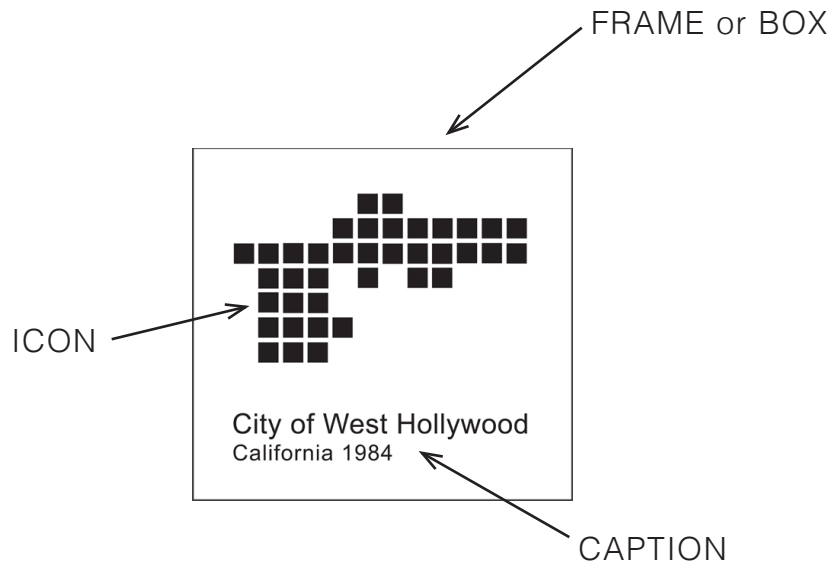
Joshua Schare » Director of Communications  
(323) 848-6431 » jschare@weho.org

Sheri A. Lunn » Public Information Officer  
(323) 848-6391 » slunn@weho.org

Jayce Simpson » Digital Media Officer  
(323) 848-6402 » jsimpson@weho.org

Bobby Safikhani » Administrative Analyst  
(323) 848-6435 » bsafikhani@weho.org

Sharon L. Jackson » Administrative Specialist IV  
(323) 848-6423 » sjackson@weho.org

*City Logo » Elements***The City Logo = All Three Elements Together**

The City of West Hollywood logo is uses an icon, which is an illustration of the City's geographic boundaries represented by a set of squares, with a caption noting the City's name, state, and incorporation year.

All elements are represented in a frame (or box, if solid).

The three elements are always intended to appear together as a 'lockup' design, except in special cases.

*City Logo » Versions***Black and White City Logos**

These logos may be used across all materials for black-and-white and grayscale use. The logo should feature a box or frame (as shown) and the “lock-up” is fixed — it should always include “City of West Hollywood” and “California 1984”

**Blue and Rainbow City Logos**

These logos may be used across all materials for color use. The logo should feature a box or frame (as shown) and the ‘lockup’ is fixed — it should always include “City of West Hollywood” and “California 1984”

NOTE — The blue logo is for general use; the rainbow logo is to be used specifically in the context of LGBT programming

*City Logo » Color Codes*



**Black on White**



**White on Black**

**Blue**



**Rainbow**



<b>Red</b>	<b>Orange</b>	<b>Yellow</b>	<b>Green</b>	<b>Blue</b>	<b>Purple</b>
R 200	R 225	R 250	R 0	R 0	R 149
G 107	G 164	G 232	G 175	G 123	G 107
B 102	B 109	B 94	B 168	B 190	B 153
C 18	C 11	C 4	C 77	C 85	C 46
M 69	M 38	M 3	M 6	M 45	M 65
Y 55	Y 63	Y 76	Y 40	Y 1	Y 16
K 2	K 0	K 0	K 0	K 0	K 1

*City Logo » Inappropriate Usage*



**Do Not Change Contrast or Colors**



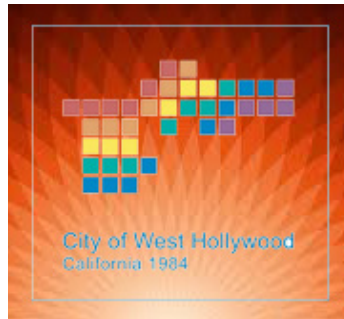
**Do Not Change Typeface or Edit Text**



*City Logo » Inappropriate Usage*



**Do Not Stretch or Change Scale of Items in Lockup**



**Do Not 'Float' Logo on Backgrounds or Photos**

Typeface » *Arial*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Typeface » *Calibri*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890*

Typeface » *Cambria*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz 1234567890*

Typeface » Helvetica

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Typeface » Times

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*



City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
Communications Department • (323) 848-6423  
communications@weho.org • weho.org