

200 Design
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Brand System Guidelines

Project

The Purpose of this project was to

- Research a specific city and create a mood board
- Sketch & Conceptualize a basic logo form
- Produce & develop an official logo using the name of the city
- Create a packaging product from using the logo

San Francisco

SFO: The reason I chose San Francisco as my target city was because of the immense culture and insanely famous landmarks including the golden gate bridge and the infamous Alcatraz Prison. It also has a lot of hidden meaning and symbolisms throughout the cities that only locals understand. Therefore, I wanted to explain some of those meanings while creating a logo to help represent those symbols . I also used the Abbreviation for San Francisco to give it a local touch



Official Logo

The reason behind the design of the San Francisco logo was to make it known to people that it represents the Golden Gate Bridge yet that it is simplistic and modernized. I gave it the red color to symbolize the gates' actual color and show how red means strength in the Spanish culture that occupies a huge part of the SFO city. Also, no matter whether we view the logo from near or far, people can still tell that it says the phrase "San Fran" and that it is an icon of the golden gate bridge



San Fran

San Fran



Typograph



Symbol

Positive & Negative Versions

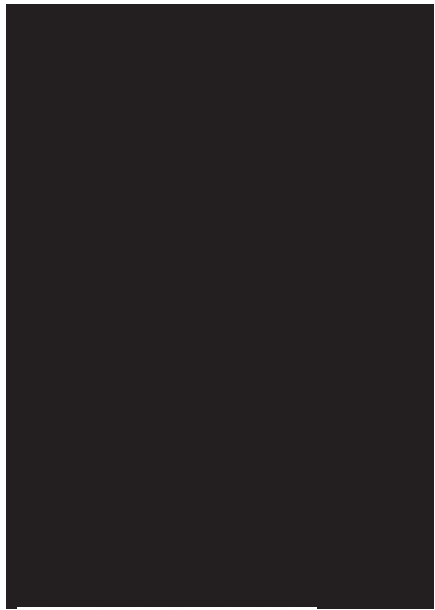




Color Version

San Fran

Red: I used the red color for the bridge symbol to promote the idea of grid like structures and unity and power. The red color also shows significance as it gives the symbol of the bridge as something major, something to look at like a wonder out of the ordinary since the red color represents the rusted metal on the bridge



#231F20

C: 75%

M: 68%

Y: 67%

K: 90%

RGB: 35, 31, 32



#DF1F26

C: 5%

M: 100%

Y: 100%

K: 1%

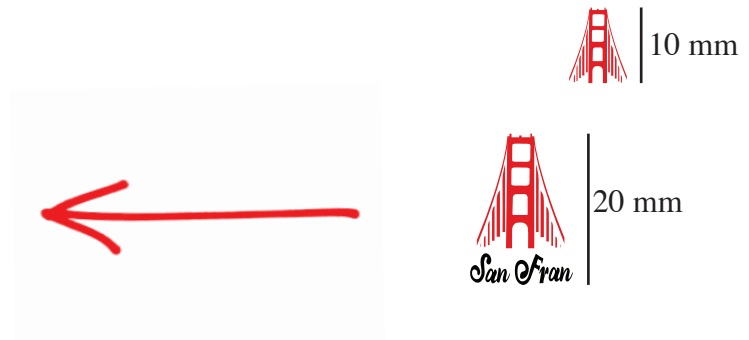
RGB: 223, 31, 38

Color Palette

Black: The Black color used for the text and the background represents the simplicity and clarity of the whole image. The black was also used to make the text easily readable and clear from every angle and distance while the white allows the red color of the bridge to contrast on it creating somewhat of a broken flow which attracts attention

Minimum Sizes

The Minimum sizes for the logo I created were with lengths at 10mm without the typography and 20mm with the typography to show how the logo would look like when minimized and that the symbol and the typography could stand alone and both represent San Francisco



Safe Areas

Here are the spacing and alignments guides for the San Francisco Logo. The Logo's safe areas allow it to make the space around it meaningful and that it is a stand-alone logo brand however, in partnerships logos should follow the clear space guidelines and rules. The logo is separated both vertically and horizontally to help signify the grid-like unified structure of the logo



The Font Type I used for my logo typography was not a specific font but a typeface that I created myself. I incorporated Spanish Curves and Swirls along with half connections between the words to incorporate the spanish community in San Francisco

Typography



Thank
You