



Our brand is the face and personality we present to the local and global communities. This brand is the total effect of our logo, advertising, collateral, website—everything that represents us. These guidelines ensure that the Fisherman's Wharf brand is presented correctly and consistently at all levels of communications, including, but not limited to: Advertising, Annual Reports, Conference Displays and Graphics, Collateral, Direct Mail, Electronic Marketing, Event Support Materials, Newsletters, Manuals, Posters and Signage, Power Point Presentations, Stationery and Business Cards, User Interface Enhancements and Web Development.

Color Palette

The Fisherman's Wharf brand colors are PMS 166C and 2945C. Formulas for color builds (RGB, CMYK) are listed for each of the PMS colors. Four additional accent colors (RGB, CMYK) may be used in addition to the identifying colors.



Logo Color 1

for crab and outline of logotype
PMS 166C, 1665U • CMYK (0-64-100-0)
RGB (244-123-32)



Logo Color 2

for FW logotype and SAN FRANCISCO
PMS 2945C, 3015U • CMYK (100-54-0-0)
RGB (0-109-184)



Accent Color 1

for type and dark backgrounds
PMS black 2c • CMYK (0-15-65-84)
RGB (78-65-25)



Accent Color 2

for light backgrounds
PMS 9182C, 9182U • CMYK (0-5-20-0)
RGB (255-239-207)



Stylized Background

CMYK (0-5-20-0) background
with inner glow of CMYK (47-42-59-11)

Typography/Font Usage

Like cities, typefaces have personalities.

Although sometimes subtle, the consistent use of the same typeface creates a recognition of materials for Fisherman's Wharf.

Clarendon Bold is the Fisherman's Wharf brand font for marketing communications materials. The font Scala is used for body copy and supporting text. When the font is knocked out on a dark background, the font Scala Bold is to be used. Scala Sans is an accent font used in all caps for the words "SAN FRANCISCO" under the Fisherman's Wharf logo and in instances where its legibility is necessary (i.e., signage). The font families are shown below.

Clarendon Bold

Scala Regular

Scala Italic

Scala Bold

Scala Sans Regular

Scala Sans Bold

SCALA SANS BOLD



Correct uses of the logo are shown below, along with various incorrect uses. Use the logo according to the standards.

Logo Usage

Logo colors

The Fisherman's Wharf logo colors are PMS 166C and 2945C. These colors, or their CMYK and RGB formulas should ALWAYS be used in representing the Fisherman's Wharf brand. Black and white and greyscale versions are acceptable when the whole piece (i.e., newspaper ad) is being reproduced in black and white or greyscale on a white background. The same guidelines apply to the use of the logo on web pages.

Background

The Fisherman's Wharf logo should only appear on a white or lightly shaded background.

Minimum Size

The Fisherman's Wharf logo should reproduce at a minimum of $\frac{5}{8}$ inch in height. This will ensure that the brand is recognizable and the words SAN FRANCISCO are legible. On web pages, the logo image must be 88 pixels in height and 130 pixels in width.



Registration Mark

The registered mark must be used with the signature at all times. The register ® circle is sized to be equal in width to the serif of the "F" just above it.

Tagline

The words "SAN FRANCISCO" must appear under the logo at all times. They should be in Scala Sans Bold, all caps, in Fisherman's Wharf blue.

Logo Placement

The Fisherman's Wharf logo should be centered wherever possible. The logo should maintain a consistent clear space of at least $\frac{1}{4}$ inch around it.

Correct Usage

color logo



greyscale logo



white logo on black



color logo on light background



solid black logo



Incorrect Usage

color alterations
added elements



hard to read on this background



Usage Authorization

Management at the Fisherman's Wharf Community Benefit District must approve all materials that use the Fisherman's Wharf logo. Please send a PDF, via e-mail or a printed sample of the proposed usage to:

Executive Director

Fisherman's Wharf Community Benefit District

#2 Al Scoma Way, Pier 47, San Francisco, CA 94133

e-mail address: kbell@fishermanswharf.org