

SignOnSanDiego.com Logo Guidelines

SignOnSanDiego.com
BY THE UNION-TRIBUNE get on it.



Table of Contents

Click on each subject below to link to its corresponding page.

Introduction	1
SignOnSanDiego.com Preferred and Alternate Logos	2
Clearspace and Size Requirements	3
Color Requirements	4
Logo Restrictions	5
Logo Files	6
Online and Video Application Download	7
Color Print Ad and Print Collateral Application Download	8
Black and White Print Ad Application Download	9
Promotional and Premium Product Application Download	10
PC Logo Files	11

Introduction

SignOnSanDiego.com's mission is to produce a service so useful and compelling that it will be incorporated into the user's daily life.

SignOnSanDiego.com is an online news and information service intensely focused on the San Diego region. SignOnSanDiego.com strives to be the best, largest, fastest, most accurate and most useful online service in the area, helping its users lead a more productive and fulfilling life in San Diego County.

To ensure SignOnSanDiego.com's graphic image reflects the company's mission, this guide provides standards for consistently applying the SignOnSanDiego.com logo across all marketing and advertising communications. The usage rules apply to print, Web, video and promotional products.

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Far from restricting creativity, the guidelines allow for a broad scope of artistic interpretation.

A comprehensive list of cross-platform-compatible artwork files is included at the end.



SignOnSanDiego.com Preferred and Alternate Logos

The components of the SignOnSanDiego.com logos are integral to the whole identity.

The SignOnSanDiego.com Preferred Logo is the version comprised of the horizontal blue and mango main signature, with the black “BY THE UNION-TRIBUNE” and “get on it.” taglines. They must remain together when applying each version. At no time should any of the logo’s subunits be separately altered.

Additional versions of the logo exist for use when applying the artwork to light- and dark-colored backgrounds or photographs, when applying the artwork to one-color ads and promo items, and when applying the artwork at a reduced size.



The SignOnSanDiego.com Preferred Logo

This is the preferred logo to be used in different applications of onscreen, print and promotional media.



White outline on light, busy background in print, advertising and promotional application.



White outline on dark, busy background in print, advertising and promotional application.



Solid black to use in newsprint and promotional application.



Solid reversed to use in newsprint and promotional application.



Solid Pantone Blue to use in 1-color promotional application.



Small versions to use in onscreen, print, advertising and promotional application ONLY when layout is constrained by size and space.

SignOnSanDiego.com Alternate Logos

The SignOnSanDiego.com logo exists in several alternate versions. These versions are acceptable for use when the preferred logo will not reproduce due to the restrictions of different media. More information about the usage of these logos is available on subsequent pages of this guide.

Clearspace and Size Requirements

No other graphic element or edge of media may impinge on the SignOnSanDiego.com logo clearspace.

Minimum Clearspace

The clearspace for the SignOnSanDiego.com logo is the x-height of the main signature “SignOnSanDiego.com” around the perimeter of the entire logo (including taglines).



Originally based on the height of the lowercase “x” of any typeface, the x-height is the vertical measurement from any lowercase letter’s baseline to its top.



Use the x-height of the main signature “SignOnSanDiego.com” as a unit to measure the logo’s clearspace. The clearspace perimeter should not be violated by any other artwork or type in any application.

Size Requirements

The Preferred SignOnSanDiego.com Logo may be reduced to scale, as a whole, to a width of 1½". For onscreen use it may be reduced to scale, as a whole, to a width of 108 pixels.

If the logo must appear at a width smaller than 1½" or 108 pixels, you must use the small versions of the logo. These versions have the abbreviation “sml” in their filenames.



The Preferred SignOnSanDiego.com Logo

When a logo wider than 1½" is required, use artwork which does not have the “sml” abbreviation in its file name.



The Small SignOnSanDiego.com Logo

When a logo smaller than 1½" wide is required, use any artwork which has the “sml” abbreviation in its file name.

A Note About the Small SignOnSanDiego.com Logo

The SignOnSanDiego.com Small (sml) Logo versions are the least preferred for use. Therefore, they are ONLY

to be used when the layout or media restricts the use of the SignOnSanDiego.com Preferred Logo.

SignOnSanDiego.com Small Logo versions exist for use in onscreen, print, advertising and promotional applications. There are no clearspace requirements for the SignOnSanDiego.com Small Logo versions.

Color Requirements

The SignOnSanDiego.com logo exists in several different color versions.

The SignOnSanDiego.com logo exists in several different color versions. Each version carries its own strengths for application to various media.

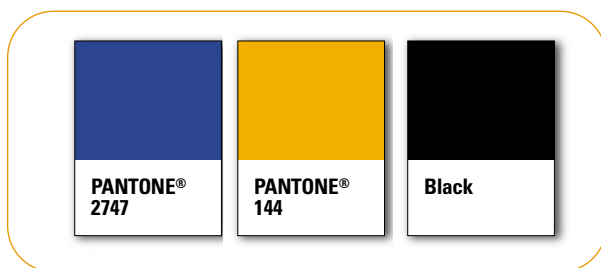
The RGB SignOnSanDiego.com logo version exists for use online only and should never be used in print.

"SanDiego" fill is SOSD Mango, outline is SOSD Blue

"SignOnSanDiego.com" and ".com" are solid SOSD Blue

Taglines are solid SOSD Black

The SignOnSanDiego.com Preferred Logo is comprised of 3 colors: SOSD Blue, SOSD Mango and SOSD Black.



Spot-Color Printing

In spot-color printing, the SOSD colors are specified with the Pantone matching system:

- SOSD Blue = Pantone 2747
- SOSD Mango = Pantone 144
- SOSD Black = Black



Process-Color Printing

In Process-color printing, the SOSD colors are specified with the values of Cyan, Magenta, Yellow and Black:

- SOSD Blue = C - 100 M - 79 Y - 0 K - 9
- SOSD Mango = C - 4 M - 59 Y - 100 K - 0
- SOSD Black = C - 0 M - 0 Y - 0 K - 100



RGB On Screen

In RGB onscreen presentation, the SOSD colors are specified with the values of Red, Green and Blue:

- SOSD Blue = R - 0 G - 0 B - 102 (Hex# 000066)
- SOSD Mango = R - 255 G - 153 B - 0 (Hex# FF9900)
- SOSD Black = R - 0 G - 0 B - 0 (Hex# 000000)

Logo Restrictions

Restrictions are not meant to stifle creativity, rather to ensure consistent quality of the artwork's reproduction.

Graphic Applications

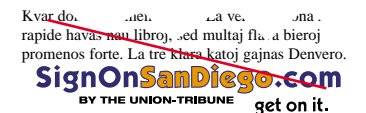
Do not use electronically corrupted or imperfect versions of the SignOnSanDiego.com logo. If you need assistance, please contact the SignOnSanDiego.com Marketing Department for replacement files at (619) 542-4503 or e-mail lindsay.verity@uniontrib.com



Do not convert the logo to grayscale or alter its color. Only the colors specified in the provided files may be used. If you must alter the color to conform to specialty applications, please contact the SignOnSanDiego.com Marketing Department for direction at (619) 542-4503 or e-mail lindsay.verity@uniontrib.com.



Do not apply graphic or render effects to the logo in raster or vector software.



Do not violate the logo's perimeter of white space with type or other graphics.



Do not alter the aspect ratio of the logo.



Do not resize any raster versions (jpeg, tiff, gif) of the logo.



Do not incorporate any part of the logo as an element of another identity.



Do not set the incorrect versions of the logo on dark- or light-colored backgrounds. Use the correct logo versions for different applications.



Do not remove taglines from the main signature.



Never reset any part of the signature or taglines in a different typeface.



Do not incorporate the logo into copy.



Do not set the logo canted off a horizontal baseline parallel with the top and bottom edges of the page or screen.

Incorrect Usage

The above examples show incorrect usage of the SignOnSanDiego.com logo.

Logo Files

All versions of the SignOnSanDiego.com logo exist as vector artwork.

Electronic Files

The SignOnSanDiego.com logo files should never be opened in an application and resaved. The integrity of the artwork is not guaranteed if any of the files are altered.

Vector Files for Print Ad/Collateral/Promo Application

All files for outsource printing are saved as vector, cross-platform-compatible (Mac and Win OS), editable Illustrator 9 EPS (.eps) files. These files are meant to be placed into layout software. Please trap the artwork to your printers' specifications with no more than $\frac{1}{8}$ -point choke or spread.

Because of the nature of vector files, you may enlarge or reduce them as a whole to scale without any image loss. However, if the logo must appear at a width of $1\frac{1}{2}$ " or smaller, use the SignOnSanDiego.com Small (sml) Logo versions.

Vector Files for Onscreen Application

RGB vector files have been prepared to be rasterized in Photoshop.

If the logo must appear at a width of 108 pixels or smaller, use the RGB SignOnSanDiego.com Small (sml) Logo versions.

Do not use RGB vector files for print media application.

Online and Video Application

The 3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo is the only version authorized for onscreen use.

Download Vector Artwork:

Mac

PC PK-Zip

Online Color Requirements

Always use the 3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo version when using the artwork for any online or video media. This is the only color version authorized for onscreen use.

Using the RGB version of the SignOnSanDiego.com Preferred Logo will ensure the closest possible match on most video and television monitors.

To ensure the best possible color when using the logo for video and television, apply an NTSC filter to the artwork before taping or broadcasting.

For direction reversing the logo out of a dark or solid video image, please contact the SignOnSanDiego.com Marketing Department at (619) 542-4503 or e-mail lindsay.verity@uniontrib.com



Preferred Logo used Online or in Video

The SignOnSanDiego.com Preferred Logo should be used when the artwork appears online or in video.



Small Logo used Online or in Video

The SignOnSanDiego.com Small (sml) Logo should be used ONLY when the artwork must appear less than 108 pixels wide.

Size Requirements

The logo should never be enlarged or reduced as raster artwork. All RGB artwork exists as vector artwork so it may be resized to scale, as a whole, before importing into raster-based software like Photoshop.

When using the logo for video or television, the artwork must appear within the live area of a 4:3 ratio screen (approximately a “thumb’s-width” distance from the edge of the screen).

See Page 3 for more size guidelines.

Color Print Ad and Print Collateral Application

The 3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo is the only version authorized for color print use.

Download Vector Artwork:

Mac

PC PK-Zip

Color Requirements

Always use the 3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo version in print and collateral media when the logo appears on a white “paper” background.

In situations where the logo appears on a light, busy background with a screen density of 15% to 35%, use the LTbck Logo with a white outline around the main, full-color signature and black taglines.

In situations where the logo appears on a dark, busy background, with a screen density of 35% to 100%, use the DKbck Logo with a white outline around the main, full-color signature and reversed-white taglines.



Preferred Logo on White “Paper” Background

This is the logo to use when the artwork appears on a white “paper” background.



Preferred Logo on a Dark, Busy Background (DTbck)

This is the logo to use when the artwork appears on a dark, busy background.



Preferred Logo on a Light, Busy Background (LTbck)

This is the logo to use when the artwork appears on a light, busy background.



Small Logo in Color Print

The SignOnSanDiego.com Small (sml) Logo should be used ONLY when the artwork must appear less than 1 1/2” wide.

Size Requirements

When constrained by a limited area, you may use the 3-color Blue, Mango and Black SignOnSanDiego.com Small (sml) logo.

See Page 3 for size guidelines.

Black and White Print Ad Application

Always use the Solid Black or Solid Reversed SignOnSanDiego.com Logo versions in newsprint or black and white print ads.

Download Vector Artwork:

Mac

PC PK-Zip

Black and White Requirements

Always use the Solid Black SignOnSanDiego.com Logo version in newsprint or black and white print ads when the logo appears on a white “paper” background or on a light, busy background tint with a screen density equal to or less than 25%.

In situations where the logo appears on a solid black or on a dark, busy background with a screen density greater than 25%, use the solid, reversed logo version.

Size Requirements

When constrained by a limited area, you may use the Solid Black or Solid Reversed SignOnSanDiego.com Small (sml) Logo.

See Page 3 for more size guidelines.



Solid Black Logo on White “Paper” Background

This is the solid black logo to use when the artwork appears on a light, busy background or white “paper” background.



Preferred Logo on a Dark, Busy Background

This is the logo to use when the artwork appears on a solid black or dark, busy background.



Small Logo in Black and White Print

The Solid Black or Solid Reversed SignOnSanDiego.com Small (sml) Logo should be used ONLY when the artwork must appear less than 1 1/2” wide.

Promotional and Premium Product Application

Always contact the SignOnSanDiego.com Marketing Department if you have any questions about color consistency.

Download Vector Artwork:

Mac

PC PK-Zip

Color Requirements

The following color guidelines apply to most reproduction processes:

Use the 3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo on premium products and large-format media when possible.

When restricted to one-color applications on a light background, use the 1-Color Pantone Blue Logo or the Solid Black Logo.

When restricted to one-color applications on a dark background, use the Solid Reversed Logo (which is white). Please remember that the white color must be specified as a white ink (not reversed) when printing on dark backgrounds.

When applying the logo to a blue material that closely resembles SOSD Blue, you may also use the DKbck Logo version with a white



3-color Blue, Mango and Black SignOnSanDiego.com Preferred Logo

These are the logos to use when the artwork features all 3 SOSD colors: Blue, Mango and Black. Please remember that white color must be specified as a white ink (not reversed) when printing on dark backgrounds.



1-Color Pantone Blue Logo

This is the logo to use when the artwork features only one Pantone color.



Solid Reversed Logo

This is the logo to use when the artwork appears on dark-colored backgrounds. Please remember that white color must be specified as a white ink (not reversed) when printing on dark backgrounds.



Solid Black Logo

This is the logo to use when the artwork appears as only solid black line art.

outline around the main, full-color signature and reversed-white taglines. Again, please remember that the white color must be specified as a white ink AND the SOSD Blue must reverse.

When reproducing the logo with embroidery, special surfaces (ie. plastic, vinyl, etc.), or with only two colors, please contact the SignOnSanDiego.com Marketing

Department at (619) 542-4503 or e-mail lindsay.verity@uniontrib.com

Size Requirements

See Page 3 for size guidelines.

PC Logo Files

All PC versions of the SignOnSanDiego.com logo are saved in PK-Zip files and stored on this CD-ROM.

File Location

All Windows files are saved as editable Illustrator 9 EPS artwork and are available by opening the “SOSDGuide” CD-ROM > “final” subdirectory > “win” subdirectory.

All Windows-compatible artwork is archived into PK-Zip (.zip) files and must be opened from the Windows desktop. Do not open the files from the Acrobat application.

All Macintosh-compatible files are available by simply clicking on the “Macintosh Stuffit” link on the logo application pages or by opening the “SOSDGuide” CD-ROM > “final” folder > “mac” folder.

FILE NAME KEY	
ARTWORK	FILE NAME
Online/Video	SOSDonline.zip
Color Print Ad and Collateral	SOSDprint.zip
Black/White Print Ad	SOSDbw.zip
Promotional	SOSDpromo.zip