LEGACY BUSINESS
BRAND BOOK

LEGACY BUSINESS

SAN FRANCISCO

Legacy Business Program,
San Francisco Office of Small Business

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Branding, Marketing and Design Firm

This style guide was created by Osaki Creative Group for the Legacy Business Program, San Francisco Office of Small Business to keep their brand and branded material consistent. If you have any additional questions that cannot be answered by a Legacy Business Program representative, please contact Osaki Creative Group

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DIVERSE

COLORFUL

HISTORIC

THE CITY

UNIQUE

QUIRKY

ABOUT THE LOGO

The Legacy Business logo was developed to recognize and identify longstanding small businesses that make up the unique culture and diversity that is San Francisco. The element of fire is representative of our inner light and a living symbol of the fire that burns in every soul. The flame also references San Francisco with the discrete "SF" in the design. The torch symbolizes a passing of tradition likened to giving light or guidance to the next generation. The border represents protection and it' s badge like qualities are known for its distinction as a mark of achievement and membership. The ribbon banner is a symbol of awareness and support and represents the city' s support of the small businesses that have given so much to make San Francisco truly great.

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PRIMARY

The primary logo application should be used in all applications that is overlaid on top of photos and different color backgrounds. This logo is used to identify Legacy Businesses and is the logo that should be distributed for use by the Legacy Businesses for their own white border on this logo allows for accurate representation and will ensure proper identification.

USAGE GUIDELINES

Please take these principles into consideration when using the logo. If you have any questions regarding usage, please contact a proper representative from the San Francisco Office of Small Business.

The logo with no color changes or distortion

Only use the acceptable color applications

Leave a clear space around the logo that is equal to banner height "x". Place at least .25" away from all other objects.

Scale proportionately

Only use the logo mark and the logo type as a set and never indivdually

Overlay the logo on a simple photo

USAGE RESTRICTIONS

Please take these principles into consideration when using the logo. If you have any questions regarding usage, please contact a proper representative from the San Francisco Office of Small Business.

DO NOT
manipulate the logo colors

DO NOT
rearrange the logo elements

DO NOT
change the specified logotype

DO NOT
distort the logo elements

DO NOT
combine logo elements
or non consented brands

DO NOT
rearrange any of the logotype

DO NOT
alter the orientation of the logo

DO NOT
change the scaling

COLOR

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color.

This document should not be used to match colors on press. Please refer to a Pantone color selection book for correct rendition of color.
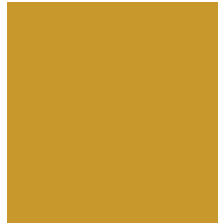
PANTONE 117	CMYK	RGB	WEB
	C: 22% M: 39% Y: 100% K: 2%	R: 203 G: 151 B: 0	#CB9700

BLACK			
	C: 0% M: 0% Y: 0% K: 100%	R: 35 G: 31 B: 32	#000000
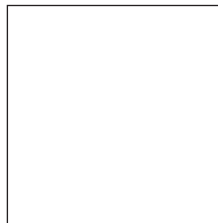
WHITE			
	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	#FFFFFF

FONT

Typography helps us tell our brand story through a consistent look. We use the font family Oswald as our font system. Only the approved fonts and weights shown in this typography section should be used throughout our brand.

Oswald "Bold"
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald "Regular"
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald "Light"
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald "Bold" should primarily be used for headlines and sub-headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald "Light" should be used for all body and supporting copy. It should never be used for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Georgia "Italic" should be used as a quote font from businesses.
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Preserving San Francisco's Historic, Community-Serving Small Businesses.

The Legacy Business Program

"We are proud of our deep connections and relationships with our customers."