





# P U R P O S E

## CORE PURPOSE

To improve Oakland's economic prosperity through increased tourism, destination development and branding.

## BRAND OBJECTIVE

To provide a consistent, positive voice and brand platform for the city of Oakland.

## BRAND VISION

To tell the world that Oakland is a world-class destination.

## BRAND STATEMENT

Oakland is the social, creative and cultural incubator of California.

## BRAND POSITIONING

To celebrate the best of Oakland - its creativity, culture and innovation.

## DESIRED REPNONSE

I need to discover the side of Oakland I don't know by planning a visit to Oakland now.



## BRAND VOICE

Oakland's voice must reflect the true essence of our city and the character of its people. The attribute, which resonates in terms of Oakland's uniqueness, is DIVERSITY. Oakland is a city of contrasts - natural and urban, historic and modern, picturesque and real, all co-existing within Oakland. Our citizens are diverse, intelligent, creative, progressive and inspiring. We respect passion and authenticity. And no matter how bright we shine from our California coastline, we will never go Hollywood.

Oakland is a blend of the intellectual and street harmony. This coupling is what gives breath to the Oakland "cool". Oakland's voice is reflective of the destination's environment:

- Diverse
- Authentic
- Productive
- Energetic
- Magical
- Transformative

In Oakland, you are free to be you and encouraged to add your touch to our creative culture. We are innovators, inventors, independent thinkers, scholars, artists, puppeteers, actors, musicians, civil rights activists and leaders, and we are proud of that. Oakland's voice projects healing and generates energy that transforms. No matter where you're from or where you're going, you will see Oakland's "cool" every day of your visit.



# O A K L A N D V A L U E S

## CORE VALUES

*We believe that creativity and curiosity should be sought out and celebrated, which is why Oakland sees the world differently.*

Oakland values:

Acceptance

**Knowledge**

Pride

**Authenticity**

**Innovation**

**Community**

**Originality**

**Creativity**

*Passion*

**Honesty**

*Progressive*

*Opportunity*



# D I V E R S E C I T Y

## BRAND ATTRIBUTES

Oakland is a city of contrasts - nature and urban, historic and modern, beautiful and real - all co-existing within the city. The attribute, which resonates in terms of Oakland's uniqueness, is DIVERSITY.

Oakland is...

**Cool**

**Artsy**

*Integrated*

**Original**

**Outlandish**

*Vibrant*

**Edgy**

*Accepting*

*Welcoming*

**Sincere**

*Exciting*

**Urban**

**Lush**

Family-friendly

*Scenic*

*Industrial chic*

**Innovative**

**Happening**

Diverse

**Hip**

*Relevant*

**Laid back**

Progressive

Cutting edge

*Accessible*

Community

**Unexpected**

**Surprising**

*Waterfront*



# O A K L A N D ' S V I B E

## EMOTIONAL BENEFIT

*I need to be part of something cool, something different, something original. I need to discover the side of Oakland I don't know by planning a visit to Oakland now.*

When I am in Oakland I feel...

**Surprised**

**Cultured**

Connected

United

**Hip**

Cool

*In the know*

Inspired

*Invigorated*

Accepted

**Creative**

**Gutsy**

**Free**

**Different**

**Proud**



# W H O I S O A K L A N D ?

## PERSONALITY

We call him Ray. He's an artistic, youthful, intelligent bad-ass, with a sunny side. Ray creates, innovates and lives an adventurous life with tenacious spirit and soulful edge.

Ray is...

Inviting      **Adventurous**      Whimsical

Knowledgeable      Intelligent      **Accepting**

Funky      Cheeky      **Unapologetic**

Innovative      **Scrappy**      Proud      Artistic

**Cool**      Of the people      **Unique**

Street smart      Urban      Tenacious

**Soulful**      **Edgy**      **Spirited**

Family-oriented      Entrepreneurial      **A foodie**

# V I S I T O A K L A N D L O G O

The logo is designed to showcase Oakland's diversity, landscape and creativity through a multi-layered design that requires a second look. The colors represent the diversity of Oakland's landscape, from the redwoods to the waterfront, and the urban city nestled in between. The new span of the Bay Bridge is used in Visit Oakland's logo and throughout the brand as the new iconic entry point to Oakland.



## 10 COLOR LOGO

The bridge colors are richer and bolder. Use of this full color logo is always recommended when possible, with a 4 color build with noted pantone matched colors.

The full color logo uses 10 different colors. If looking to simplify the number of colors, it can be brought down to 5 by using the same color for the bridge as is used by the circle at 80% of the tint.



## 5 COLOR LOGO

The difference is subtle, but flatter than the 10 color.





## Pacifico Regular

A playful handtooled font, inspired by, what else but the Pacific.

Recommended use: upper and lowercase, or just lowercase. The font is to be used as an accent only.

Please note that the "K" in Oakland has been modified in the logo. Use only the logo version of "Oakland" when using this font.

*The sunny side of the bay.*



## Neutraface Display Bold

Great for headlines and bold expressions. Works beautifully in all caps, or upper and lowercase. Less successful in smaller type. *Want to see why?*

It's a little too compressed and bold and awkward, which leads up to...

**HOORAY FOR ALL CAPS!**

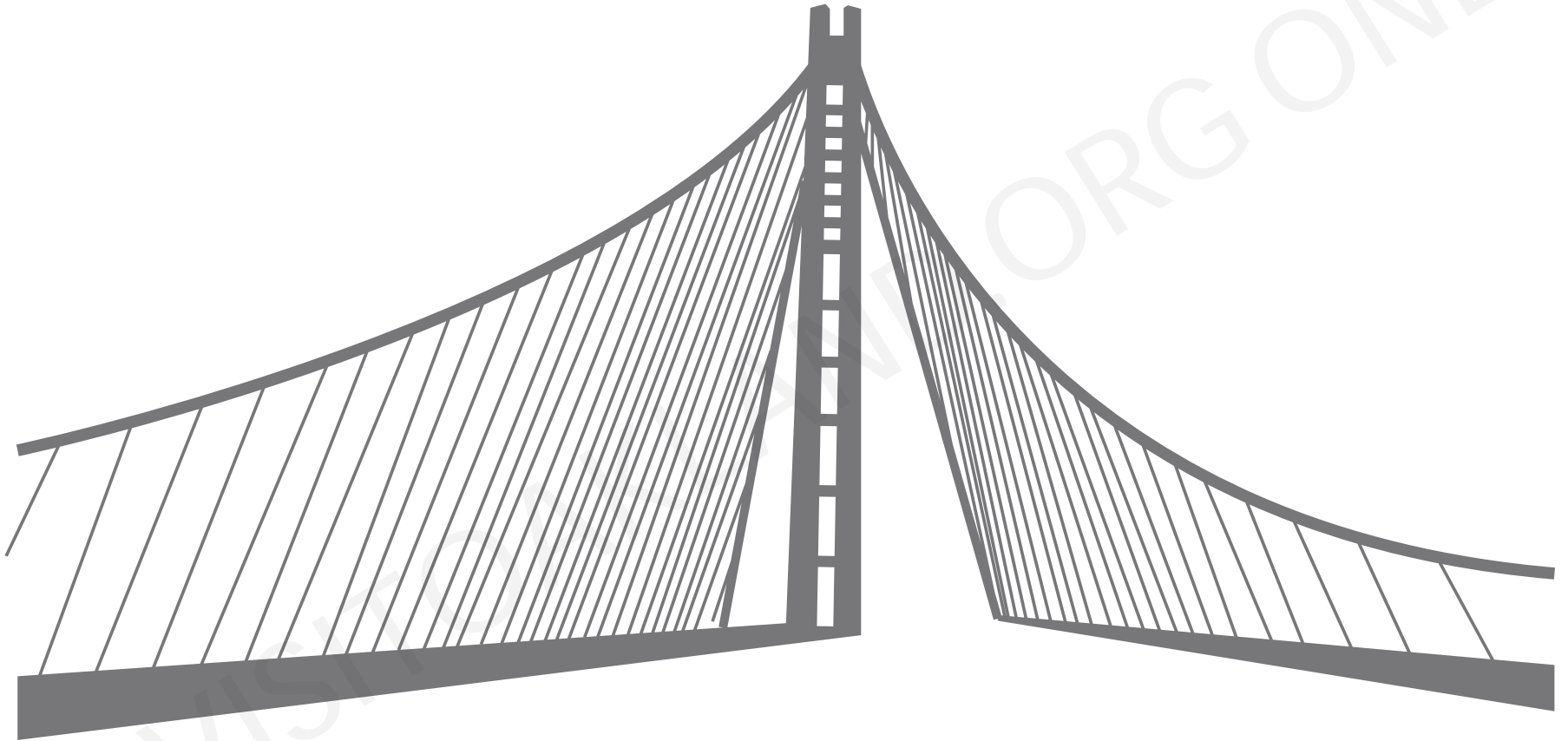


## Neutraface Text Book

Lighter, clearer, and much easier to read for longer paragraphs.  
Works well large and small. There is an entire font family of Neutraface,  
but these are the recommended fonts for the family.



# B A Y B R I D G E



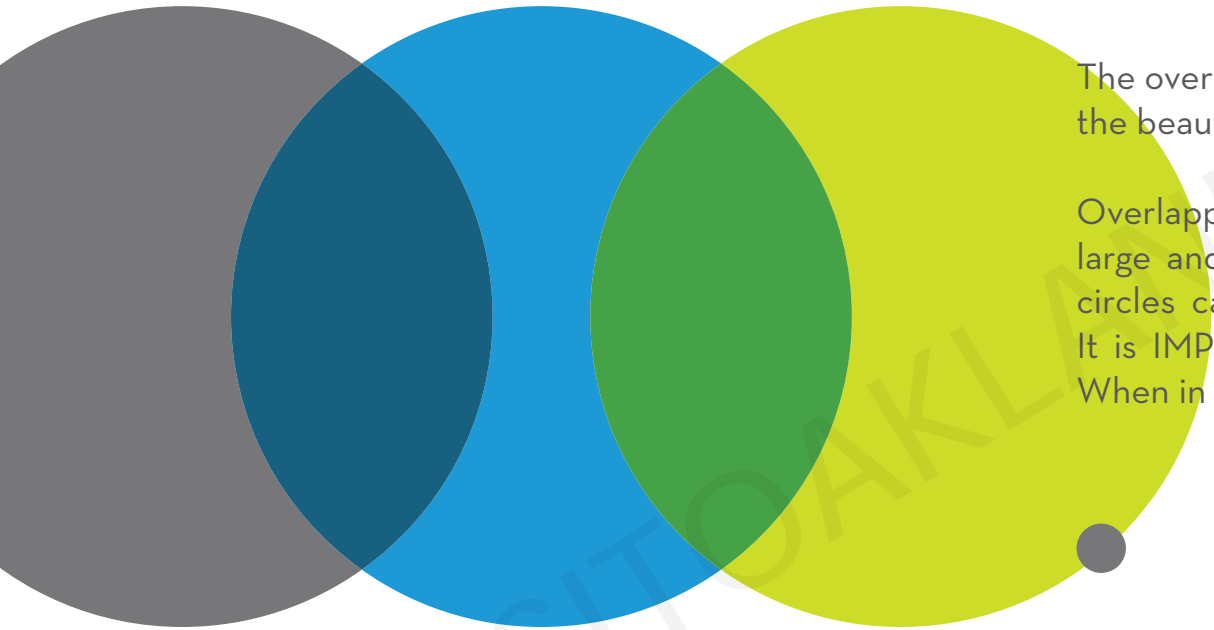
The bridge is cropped on the top and sides in the logo, but the full bridge can and will be used as part of marketing collateral and branding efforts.



cropped



# C I R C L E S



The overlapping circles are colorful and playful, representing the beautiful colors and diversity of the city of Oakland.

Overlapping circles can be used as design elements both large and small on marketing documents. The color of the circles can also be changed for special events and needs. It is **IMPORTANT** that the colors used work well together. When in doubt, ask Marketing.

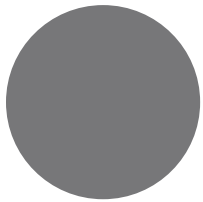




## C O L O R S

The color palette chosen for the brand reflects the diversity of Oakland's landscape. Oakland is a urban city nestled between the San Francisco Bay and the Oakland Hills. The blues reflect the waters of Lake Merritt and the San Francisco Bay as well as the sunny, clear blue sky. The greens in the palette symbolize the shocking greenery of the Oakland Hills and trees. The cool gray is a nod to the urban city that is in the middle of it all.

## P R I M A R Y



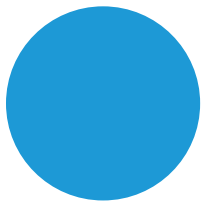
### **DOWNTOWN**

PANTONE COOL GRAY 9  
C O M O Y O K 66  
R 117 G 118 B 121



### **MOSS**

PANTONE 381C  
C 24 M O Y 100 K O  
R 205 G 220 B 41



### **MERRITT**

PANTONE 2925C  
C 75 M 25 Y O K O  
R 28 G 154 B 214



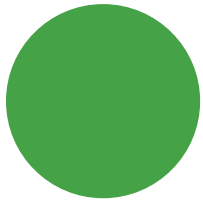
### **WHITE**

C O M O Y O K O  
R 255 G 255 B 255

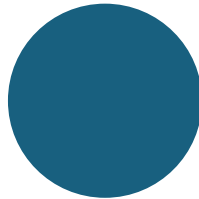


C O L O R S

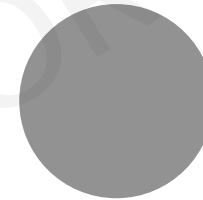
S E C O N D A R Y



**CLAREMONT**  
PANTONE 7738C  
C 75 M 13 Y 100 K 1  
R 71 G 161 B 71



**MOONGATE**  
PANTONE 7707C  
C 62 M 0 Y 0 K 64  
R 13 G 97 B 121



**UPTOWN**  
PANTONE COOL GRAY 7  
C 0 M 0 Y 0 K 52  
R 153 G 153 B 153



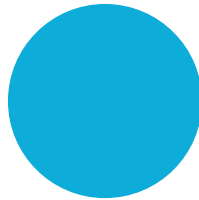
**ARTICHOKE**  
PANTONE 375C  
C 46 M 0 Y 100 K 0  
R 151 G 202 B 61



**SKYLINE**  
PANTONE 7697C  
C 72 M 37 Y 27 K 2  
R 79 G 135 B 160



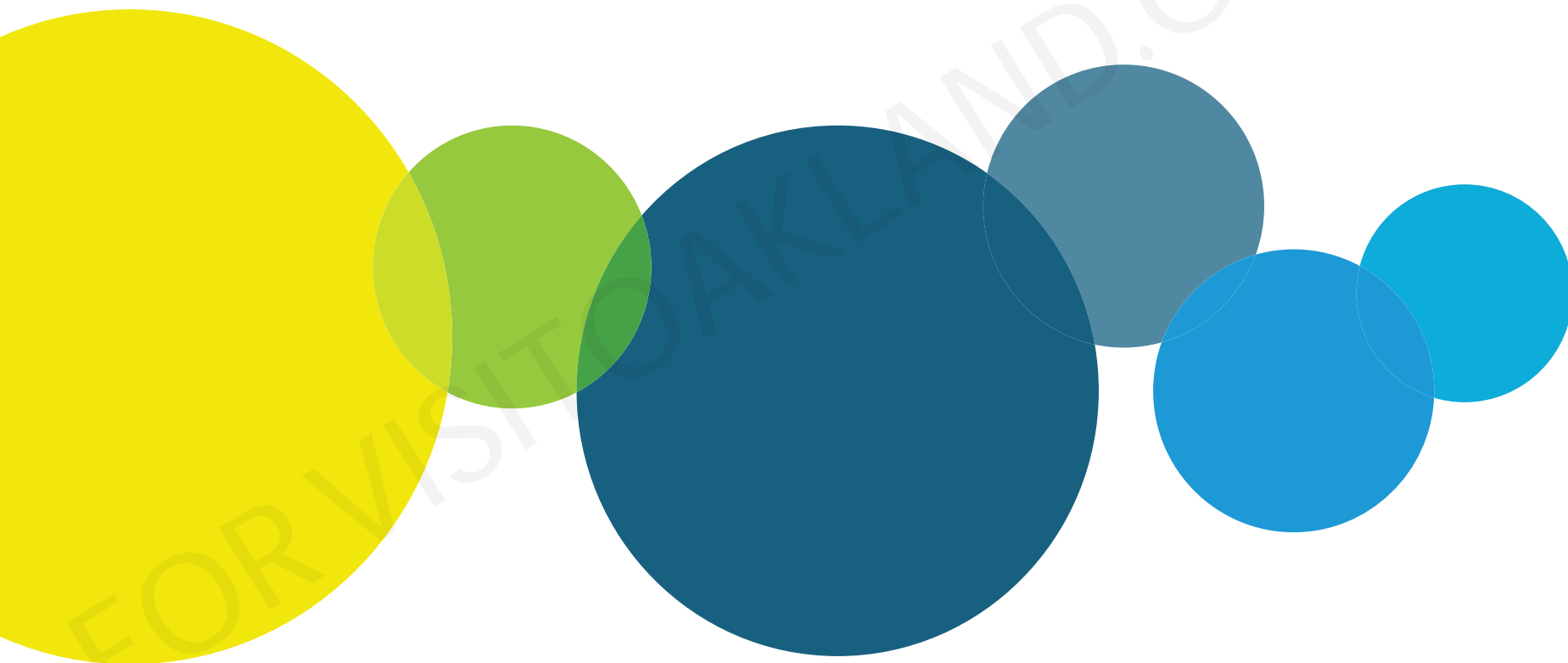
**MEYER**  
PANTONE 3945C  
C 7 M 2 Y 100 K 0  
R 244 G 229 B 1



**BLUE BOTTLE**  
PANTONE 638C  
C 73 M 11 Y 7 K 0  
R 1 G 173 B 216

# S O M A N Y C O L O R S

The family of colors, when used together, creates a palette that is harmonious, modern and cool. Use these colors as background colors in documents and materials, and as highlight colors to make type pop. Use only a few together at a time, though. And if used in similar color groupings, it will look cleaner.





The logo looks great both large and small, but as a simple alternative, the logo can function without the ghosted bridge in the circles.

L O G O L I T E



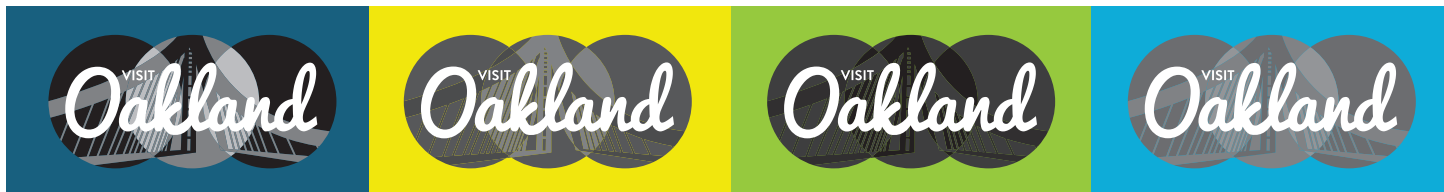
FULL LOGO



LOGO LITE

# G R A Y S C A L E

These logos are 1 color, with enough variety for multiple versions. Works well in black and white, or on a solid background color.



NEVER STRETCH OR SQUISH THE LOGO!  
THIS IS WRONG.



NEVER TYPE OAKLAND IN PACIFICO. THE "K" IS INCORRECT.  
THIS IS WRONG.

Oakland

THIS IS RIGHT.



FINALLY, NEVER, EVER USE OUR OLD LOGOS.



H A P P Y   B R A N D I N G

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