

# BRAND GUIDELINES

February 2022



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# BRAND PERSONALITY

## **MOUNTAIN VIEW IS AN ECOSYSTEM OF DUALITIES.**

Much like the ecosystem that surrounds us, Mountain View embraces the dualities to foster mutual benefit. Our rich agricultural history fuels our innovations today. While easy access to nature balances the hustle and bustle of urban living. When faced with differences, we strive to create solutions together.



## **COLLABORATION COMES NATURALLY.**

In Mountain View, collaboration isn't a platitude. We're a city that thrives on co-creation. Our organic connection across nature, cultures and ideas fuels our community. When we work together to enrich all walks of Mountain View life, our collaboration is a force of nature.

### **Mountain View is the epicenter of innovation.**

As the birthplace of Silicon Valley and home to NASA's Ames Research Center, Mountain View is energized by creativity, innovation and cutting-edge technology.

### **Our community is intertwined with natural beauty.**

From Shoreline Nature Reserve to our canopy of Natural Heritage Trees, we appreciate and uphold the natural wildlife and landscape that surrounds us. Even if it means dedicating a part of Google campus to local flocks of egrets.

### **We're a collective of passionate problem solvers.**

Diverse voices and minds collaborate inside city walls to support, celebrate and champion everyone who makes up the fabric of the Mountain View.

**BRAND PRESENCE**

# Logo Rationale

The individual pieces of our icon come together as whole to represent Mountain View — a diverse collective of problem solvers. We used navy instead of black to soften our logo, and the style is modern yet approachable. This duality highlights that we are innovative and grounded in nature.



City of  
**Mountain View**

# Logo - Usage

This is the amount of space we use to allow the logo room to breathe in a design and minimum sizes.



## Primary Logo - Clear Space

Use the height and width of the "M" in "Mountain View" as a tool to measure the amount of space that should go around the logo as shown above.

## Stacked Logo - Clear Space

Use the height and width of the "M" in "Mountain View" as a tool to measure the amount of space that should go around the logo as shown above.



## Primary Logo - Minimum Size - 1.2" wide

This is the smallest size our primary logo should be.



## Stacked Logo - Minimum Size - 0.8" wide

This is the smallest size our stacked logo should be.

# Logo - What Not To Do

These are common logo mistakes we should be aware of.



Do not stack or alter the composition of the primary or stacked logo.



Do not alter color to colors outside of the brand unless approved by marketing—in some cases it may benefit the brand to do so, i.e. leveraging a sponsorship, cause or community event.



Do not stretch the logo.



Do not add effects to the logo including but not limited to a drop shadow.



Do not place logo at an angle.



Do not alter or eliminate elements from the composition of the logo.








Do not add elements to the logo unless approved by Marketing.



Do not place logo on top of backgrounds that don't create enough contrast.

# Logo - Versions

We use various versions of the logo to account for a variety of placements. Our primary, full color version should be considered for all placements first. Our stacked logo should be used when horizontal space is limited. Our vertical version should only be used when space is limited. Our icon can be used independently, but only when our name is visible — such as social media profile pictures.

	Primary	Stacked	Vertical	Icon
Full Color				
Gray Scale				
Single Color				
Inverted Color				

# Department Logos

Our department logos can be found in our assets. We use specific sizing and styling to create consistency. Only final files from the Communications and Outreach Division should be used. Color and composition options are available.





# Typography - Primary

Approachable and modern, we use a variety of styles within the Brandon Grotesque font family. All marketing materials should use primary typography. For office and internal purposes, use the universal set of typography on the next page.

## HEADLINE 1

Brandon Grotesque | Black | Tracking 50 | Uppercase

## Headline 2

Brandon Grotesque | Medium | Tracking -25

## SUBHEAD

Brandon Grotesque | Black | Uppercase

Body or paragraph copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrudt aliquip ex ea

Brandon Grotesque | Regular

# Typography - Universal

We use Calibri for our universal font. Calibri is a system font that can be used in most programs including the Microsoft Suite. Please, use this font set for internal documents. For marketing and external applications, use the primary set of typography on the last page.

## Headline 1

Calibri Regular

### SUBHEAD

Calibri Regular Caps

Body or paragraph copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrudt

Calibri Regular

# Color - Primary

We use a variety of bright colors tailored to the situation. Muted colors are for a more traditional or straightforward approach. Our brighter colors are for when we want our brand personality to stand out even more. Split into primary, secondary and tertiary sets, colors are organized by the amount that should be used. If in doubt, stick with the limited primary palette.

## Primary Colors

Pantone C 7687 Pantone U 7687	Pantone C 638 Pantone U 638	Pantone C 100 Pantone U 100
HEX #264a85	HEX #52d1ff	HEX #f8ee6e
RGB 38, 74, 133	RGB 82, 209, 252	RGB 248, 238, 110
CMYK C 100, 78, 0, 18	CMYK C 86, 0, 9, 0	CMYK C 0, 0, 56, 0
CMYK U 100, 73, 0, 7	CMYK U 60, 0, 11, 0	CMYK U 0, 0, 50, 0

## Secondary Colors

Pantone C 2402 Pantone U 2402	Pantone C 2137 Pantone U 2137	HEX #fff8f5	Pantone C 136 Pantone U 135	Pantone C 3265 Pantone U 3265
HEX #19978d	HEX #7c8a9e	RGB 255, 248, 245	HEX #ffb34	HEX #19c4b0
RGB 25, 151, 141	RGB 124, 138, 174	CMYK C 3, 3, 6, 7	RGB 255, 187, 55	RGB 25, 196, 176
CMYK C 96, 0, 58, 0	CMYK C 69, 41, 15, 8	CMYK U 2, 3, 7, 8	CMYK C 0, 28, 87, 0	CMYK C 66, 0, 39, 0
CMYK U 75, 0, 50, 0	CMYK U 63, 42, 10, 2		CMYK U 0, 18, 61, 0	CMYK U 58, 0, 32, 0

## Tertiary Colors

Pantone C 7720 Pantone U 328	Pantone C 2975 Pantone U 2975	Pantone C 306 Pantone U 306	Pantone C 2134 Pantone U 2134	Pantone C 122 Pantone U 121	Pantone C 162 Pantone U 162	Pantone C 1645 Pantone U 1655	Pantone C 2027 Pantone U 2027
HEX #105b5b	HEX #9ae7fc	HEX #23b0e6	HEX #8aadd6	HEX #f5d13d	HEX #ffb34	HEX #f4814e	HEX #eb4f00
RGB 16, 91, 91	RGB 154, 231, 252	RGB 35, 176, 230	RGB 138, 173, 214	RGB 245, 209, 61	RGB 255, 191, 176	RGB 244, 129, 78	RGB 235, 79, 0
CMYK C 89, 0, 45, 60	CMYK C 34, 0, 5, 0	CMYK C 75, 0, 5, 0	CMYK C 46, 26, 0, 0	CMYK C 0, 11, 80, 0	CMYK C 0, 25, 35, 0	CMYK C 0, 63, 75, 0	CMYK C 0, 76, 75, 0
CMYK U 100, 3, 56, 18	CMYK U 44, 0, 7, 0	CMYK U 74, 0, 10, 0	CMYK U 42, 22, 0, 0	CMYK U 0, 15, 76, 0	CMYK U 0, 24, 34, 0	CMYK U 0, 55, 84, 0	CMYK U 0, 69, 100, 0

# Color - Universal

For internal documents, use this limited palette of colors. When color is not an option, use black and white.

## Black & White

Pantone C Pantone U	Pantone C Pantone U
HEX #ffffff	HEX #000000
RGB 255, 255, 255	RGB 0,0,0,0
CMYK C	CMYK C
CMYK U	CMYK U

## Primary Colors

Pantone C 7687 Pantone U 7687	Pantone C 638 Pantone U 638	Pantone C 100 Pantone U 100
HEX #264a85	HEX #52d1ff	HEX #f8ee6e
RGB 38, 74, 133	RGB 82, 209, 252	RGB 248, 238, 110
CMYK C 100, 78, 0, 18	CMYK C 86, 0, 9, 0	CMYK C 0, 0, 56, 0
CMYK U 100, 73, 0, 7	CMYK U 60, 0, 11, 0	CMYK U 0, 0, 50, 0

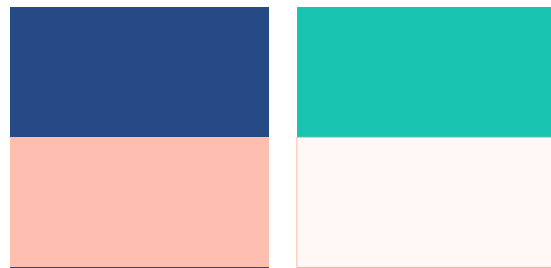
## Secondary Colors

Pantone C 2402 Pantone U 2402	Pantone C 2137 Pantone U 2137
HEX #19978d	HEX #7c8aae
RGB 25, 151, 141	RGB 124, 138, 174
CMYK C 96, 0, 58, 0	CMYK C 69, 41, 15, 8
CMYK U 75, 0, 50, 0	CMYK U 63, 42, 10, 2

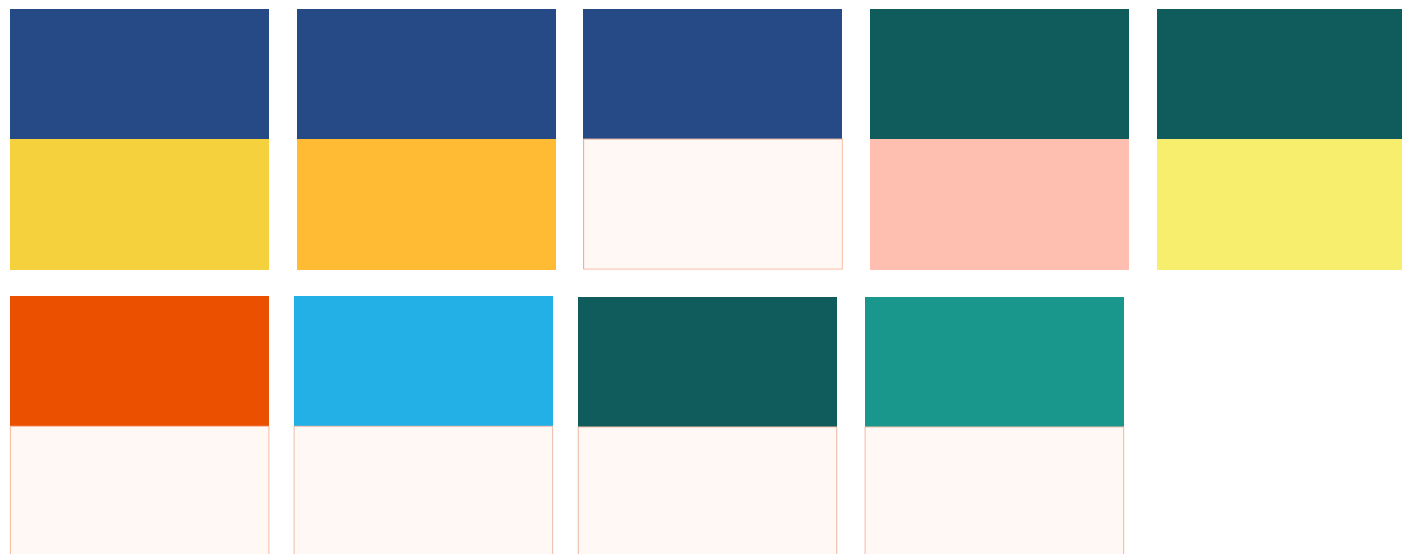
# Color Combinations

With a large color palette, we have to be aware of the colors that pair well together, and the colors that don't. From a fundamental design view, the colors below work well together. We allow for more than two colors per deliverable, but try to limit to two or three per application. Color pairings for individual deliverables should be chosen on a case-by-case basis.

## Primary

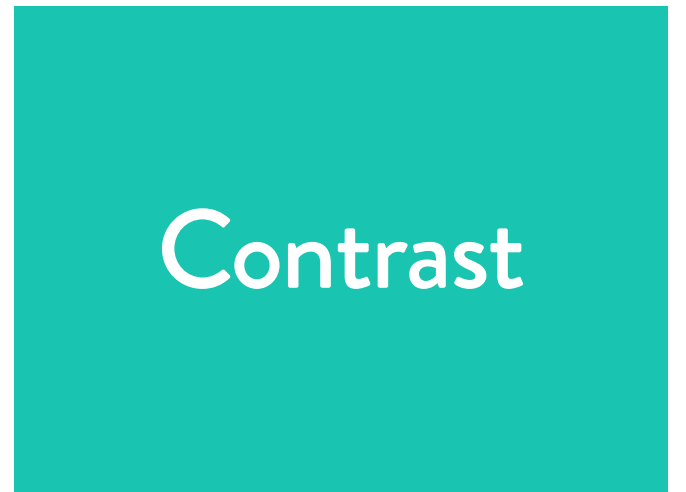
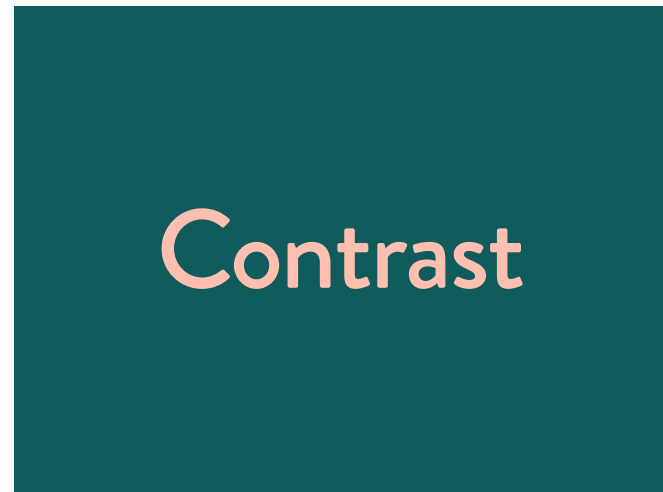
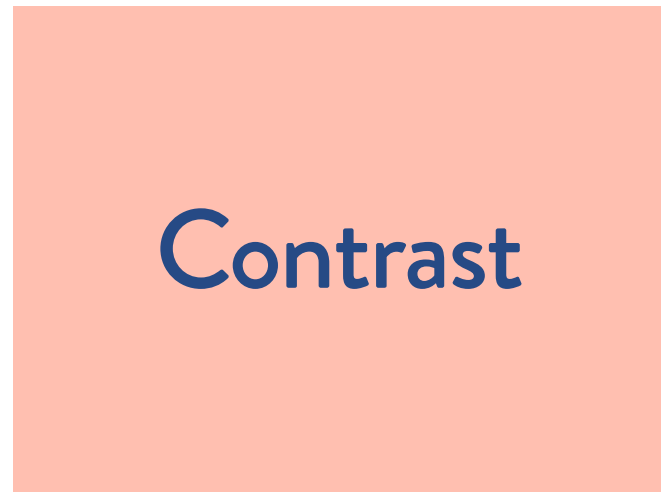
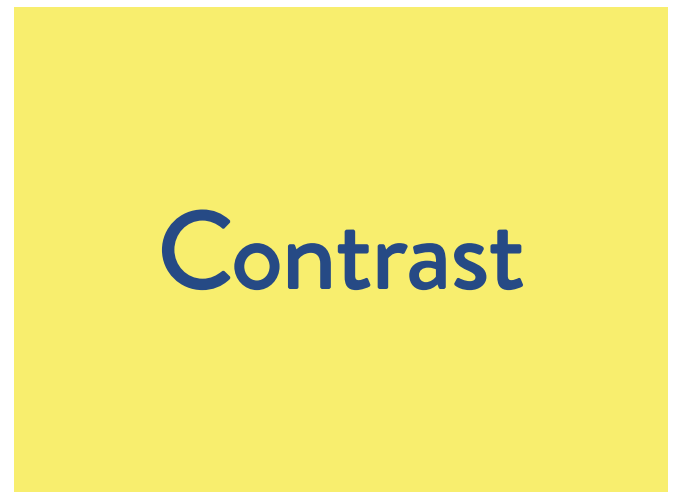
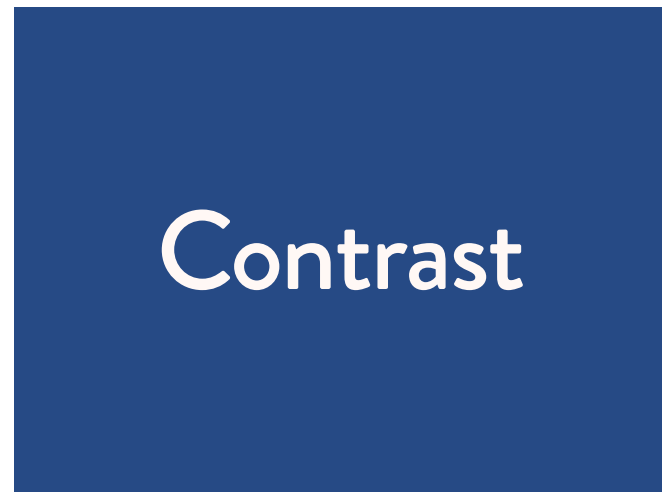
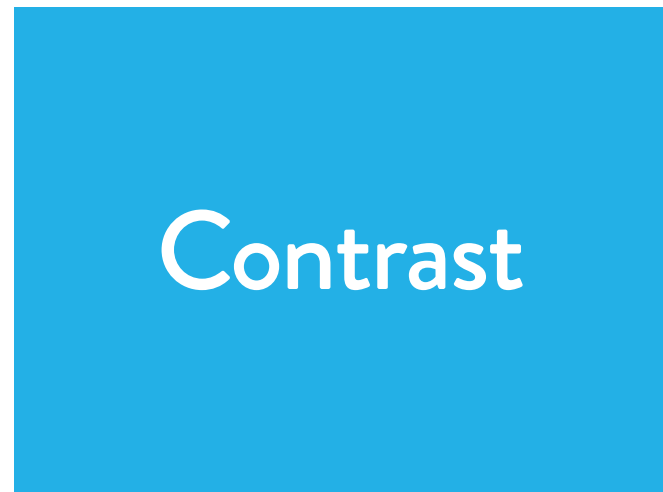
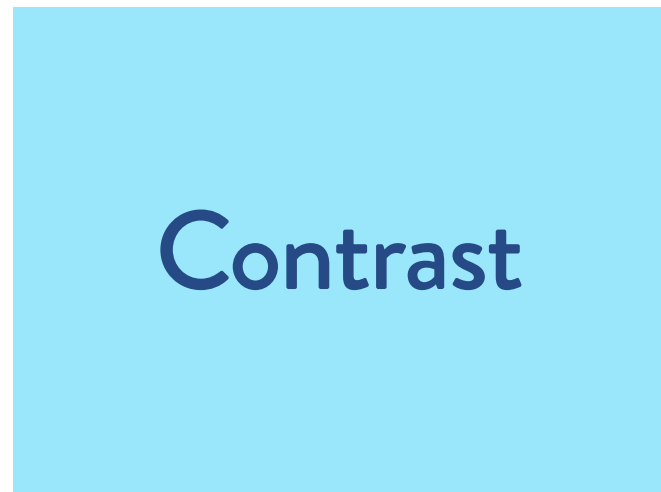


## Secondary



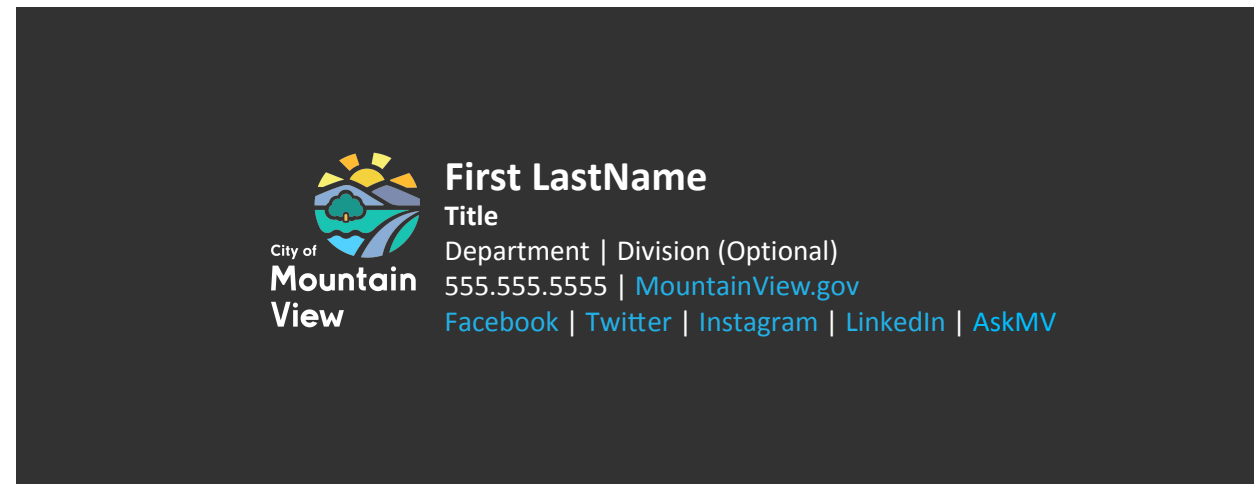
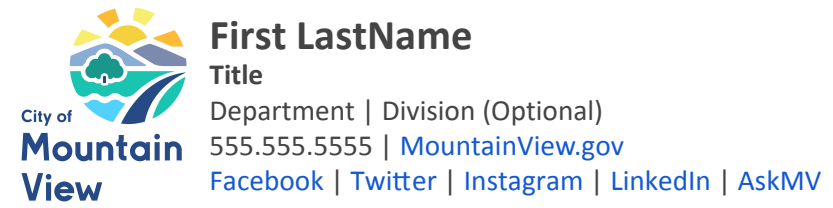
# Color Contrast

Maintain contrast for readability and clarity within the brand. For example, a cream headline on a blue background may be readable, but body copy in the same color could become difficult to read. We've provided visuals of appropriate contrast and font size below. For accessibility, check ADA standards per application.



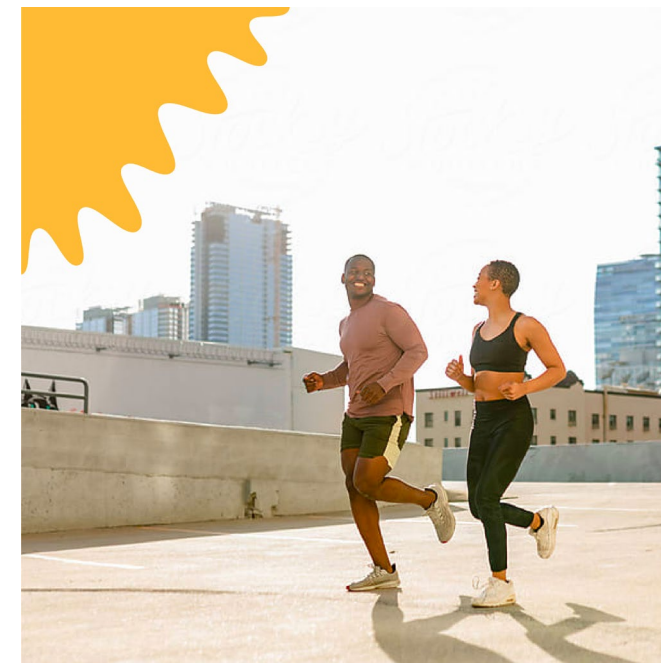
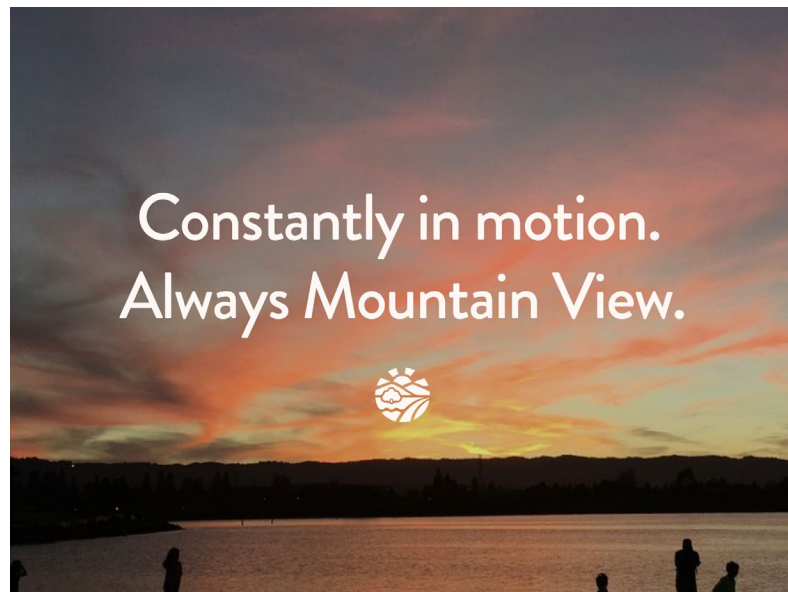
# Email Signature

We use consistent formatting for our email signatures.



# Photography Style

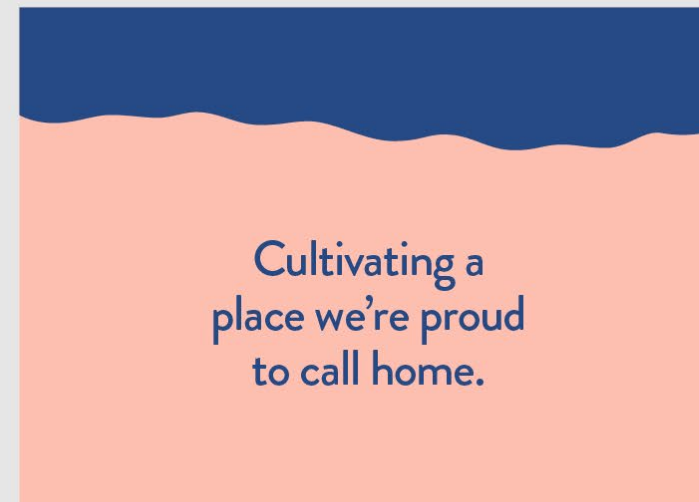
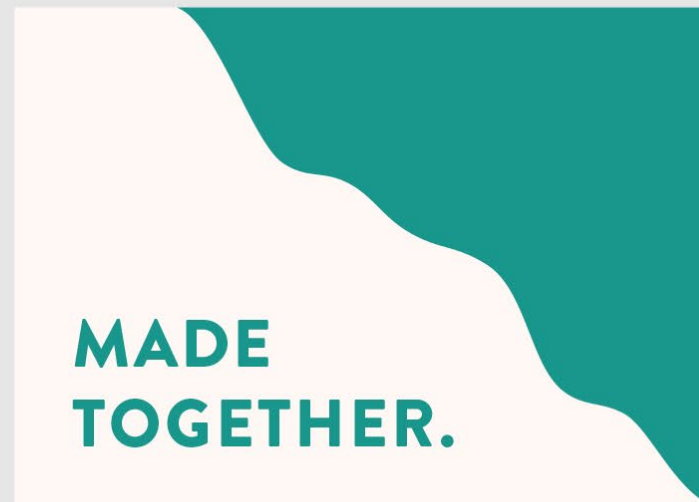
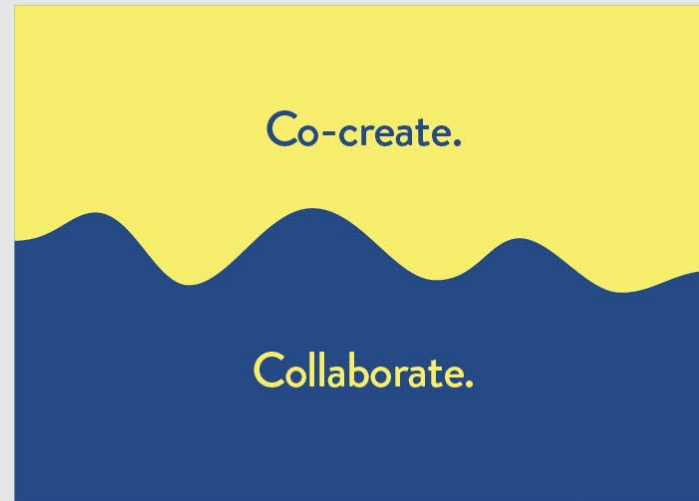
The photography we use portrays the diversity of people, places and things to do in Mountain View. We show this in an energetic, positive way that feels light and authentic.





# Split Graphic Treatment

We use a split graphic treatment with organic lines to show the duality found in Mountain View.

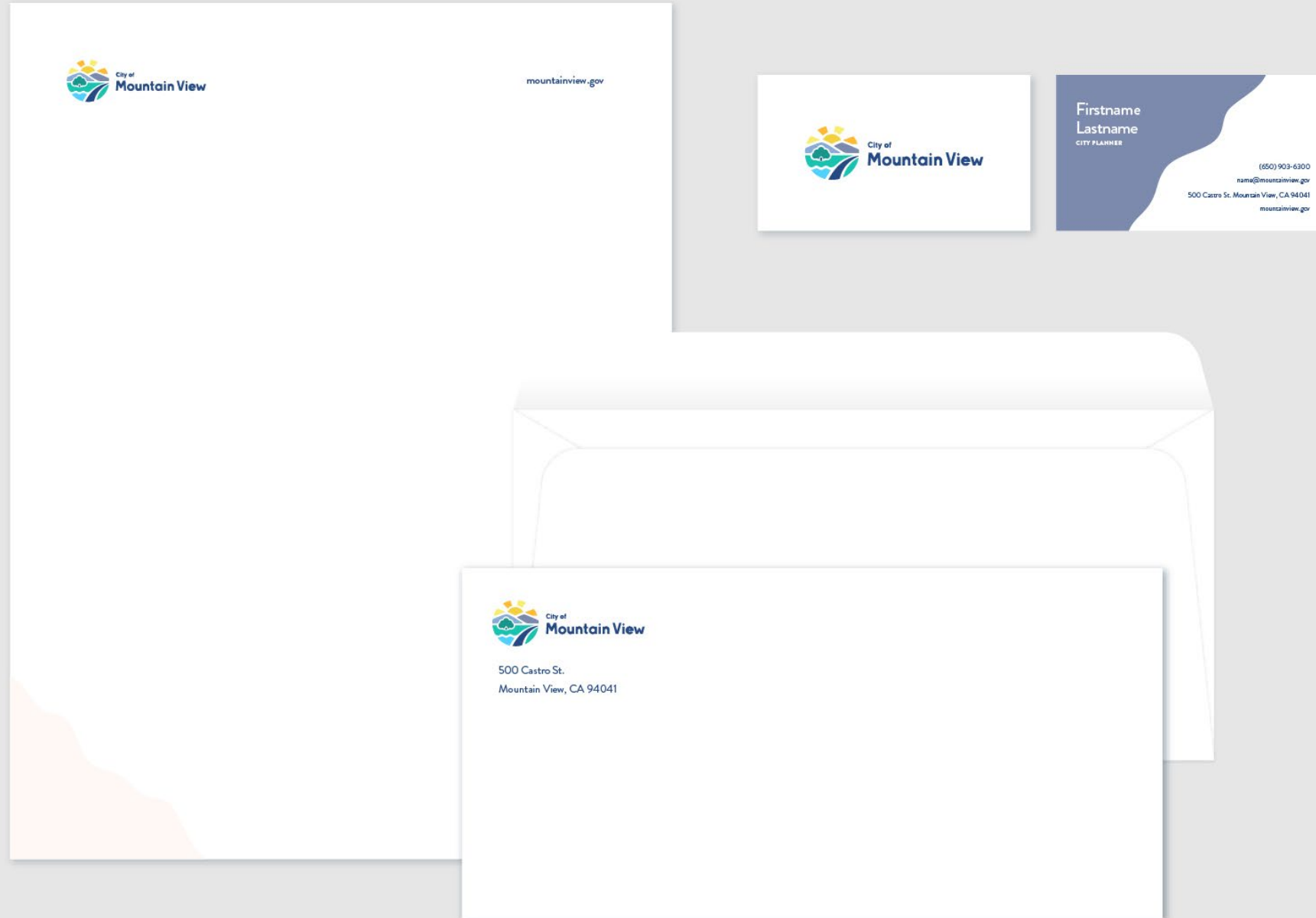




## Applications

Here is an example of how the brand elements and logo can be applied to outdoor banners.





## Applications

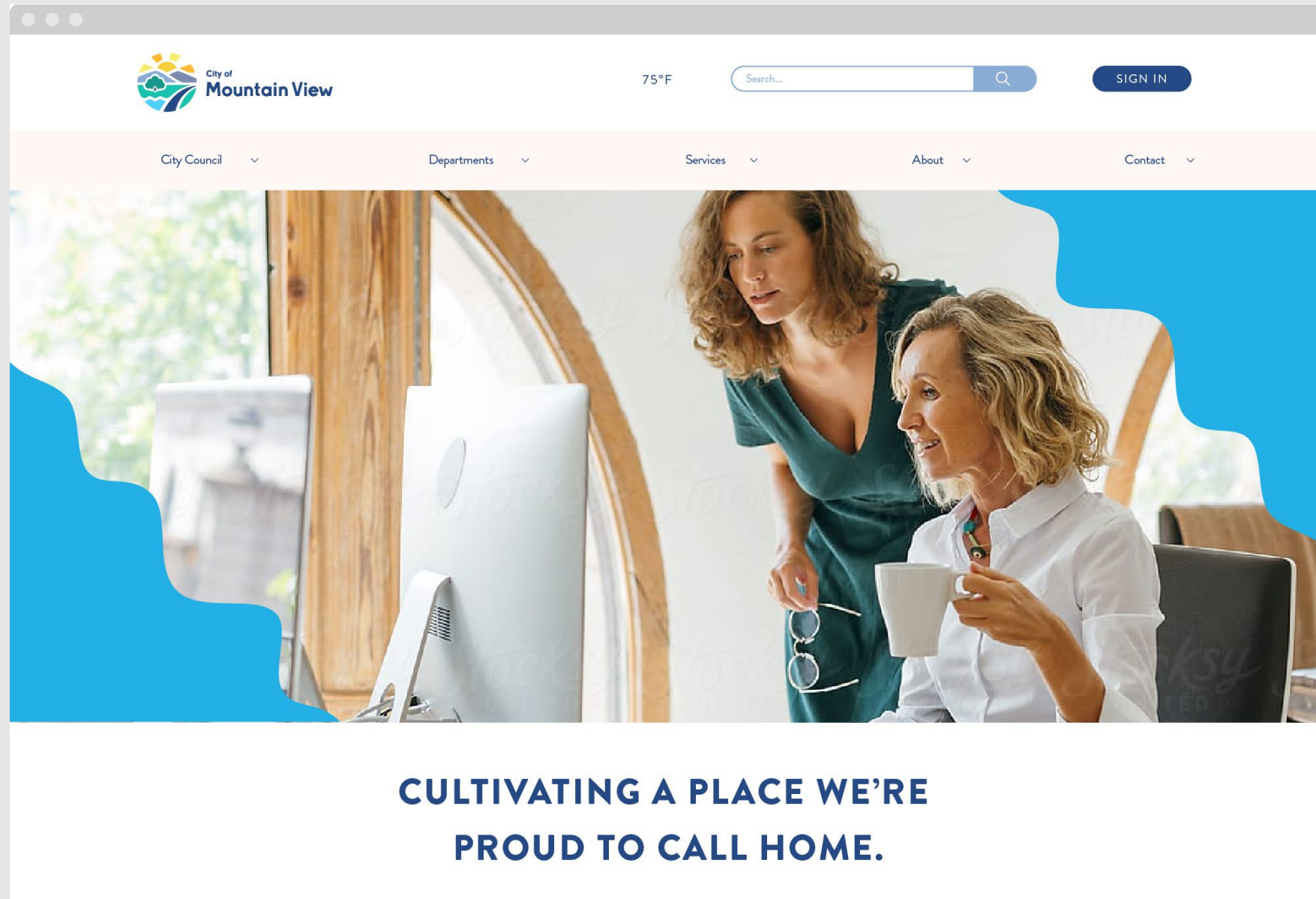
Here is an example of how the brand elements and logo can be applied to the brand stationary.



## Applications

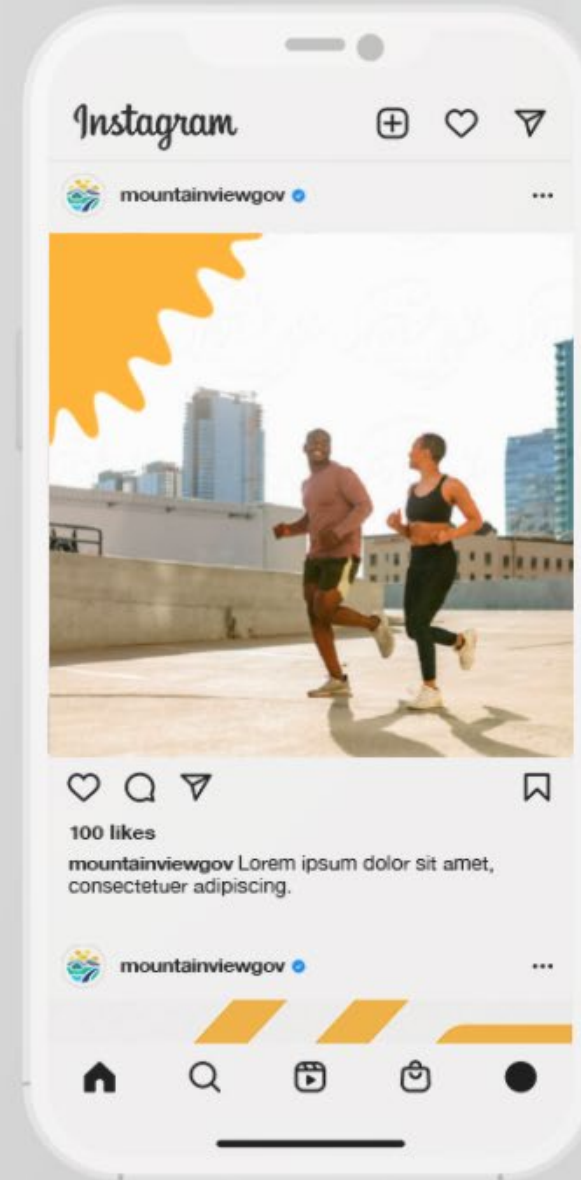
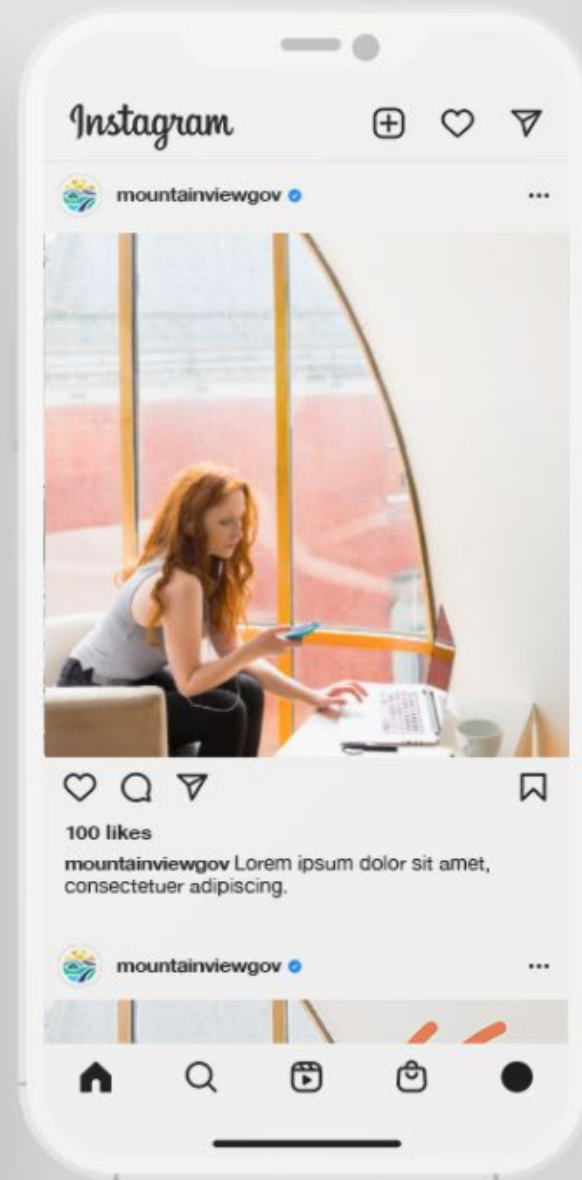
Here is an example of how the brand elements and logo can be applied on clothing.





## Applications

Here is an example of what our website could look like. This could also work as a precursor to the look of other UI and UX applications.



## Applications

Social media is the perfect place to use more vibrant colors from the palette. Here are a few examples of how this can look and feel on social platforms.

# CONTACT INFORMATION

For Brand/Visual Identity Questions



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**Native Digital**

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