



# WEST HOLLYWOOD'S BRAND

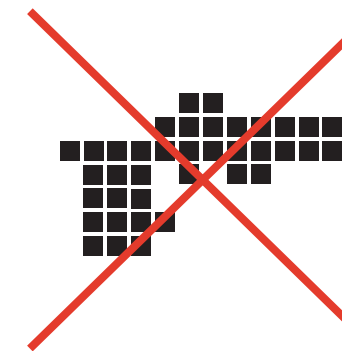
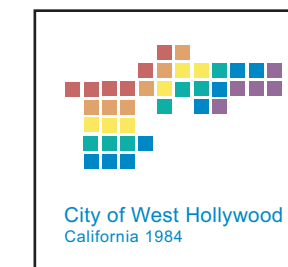


## THE CITY LOGO

The City of West Hollywood's logo is based on the city's geographic grid. It must always be used in its square lockup with text. The general versions include: white-on-black, black-on-white, and white-on-blue.

The rainbow version of the logo may be used in LGBT-focused communications.

The logo should not be distorted or altered in any way. This includes alteration or removal of the typographic portion of the logo, as well as alteration to the logo shape or dimensions.



## COLOR

There are six colors that make up the West Hollywood brand. These are bold, bright colors, based on the rainbow flag.

The bright colors emphasize the vibrant and diverse community of West Hollywood and should be used intentionally to create meaning and emphasis.

The colors should not be used together to recreate a rainbow palette in every circumstance. Instead, two or three colors may be chosen to suggest a visual basis for design work.



HEX:  
#7BC143  
CMYK:  
57/0/100/0



HEX:  
#F5D100  
CMYK:  
0/10/100/5



HEX:  
#087BBE  
CMYK:  
85/45/1/0



HEX:  
#A54499  
CMYK:  
38/88/0/0



HEX:  
#E13F2E  
CMYK:  
1/90/90/4



HEX:  
#F7931E  
CMYK:  
0/50/100/0

## PHOTOS

Photography representing the City of West Hollywood should show the life within the City. Photos should be of events, people, and City environments and should not be static. Dynamic photos of architecture and public art are also good to use.



The City of West Hollywood has an extensive library of photography of West Hollywood life and events at: [flickr.com/photos/weho](https://www.flickr.com/photos/weho)

## TYPOGRAPHY

Always use simple, clean typography. When using Windows or Mac OS system fonts, Helvetica, Arial, Calibri, Cambria, or Times New Roman are preferred.



It is recommended to hire a graphic designer to produce any printed materials or imagery that uses typography.

A pool of professional graphic designers and photographers has been developed to ensure fairness and to ensure an ongoing standard of professionalism in all City materials.

**The list of approved graphic designers and photographers can be found on the City's Intranet, in the Communications Division section.**

## APPROVAL

The City of West Hollywood's Communications Division must approve all communications materials before they are printed or released.

Please anticipate this in your schedule when producing communications materials.

**For more information, contact the City's Communications Manager or Public Information Officer.**