

## SANDAG logo usage guidelines

### Standard Logo



Preferred: White Background  
Acceptable: Very light background colors that do not clash, obscure, or diminish the visual impact of the logo's colors. For example, avoid bright reds, oranges, and yellows that are too similar to logo.

### Reverse Logo



Preferred: Black Background  
Acceptable: Dark background colors that do not clash, obscure, or diminish the visual impact of the logo's colors.

### One Color Logo



Preferred: White Background  
Acceptable: Very light background colors that do not obscure, or diminish the visual impact of the logo.

### Reverse One Color Logo



Preferred: Black Background  
Acceptable: Very dark background colors that do not obscure, or diminish the visual impact of the logo.



Type block that are left justified should be aligned with the letters in the logo as show here.

**Do not line up type with the left edge of the arrow.**



When centering the logo: Since the eye is drawn to the bold letters of the word SANDAG, center the black letters, as shown here. (the logo's visual center is between the 'N' and the 'D')

**Do not center the logo based on the centerpoint of the arrowarrow.**

## TransNet logo usage guidelines

### Standard Logo



Preferred: White Background  
Acceptable: Very light background colors that do not clash, obscure, or diminish the visual impact of the logo's colors. For example, avoid bright red that is similar to the logo.

### Reverse Logo



Preferred: Black Background  
Acceptable: Dark background colors that do not clash, obscure, or diminish the visual impact of the logo's colors.

### One Color Logo



Preferred: White Background  
Acceptable: Very light background colors that do not obscure, or diminish the visual impact of the logo.

### Reverse One Color Logo



Preferred: Black Background  
Acceptable: Very dark background colors that do not obscure, or diminish the visual impact of the logo.



Type block that are left justified should be aligned with the letters in the logo as show here.

**Do not line up type with the left edge of the arrow.**

# SANDAG and *TransNet* lockup guidelines

When the SANDAG and *TransNet* logos are used together, there are three options or "lockups": horizontally aligned, vertically stacked, or staggered. The horizontal lockup is generally preferred, especially when additional logos are to be included.

Horizontal Logo Lockup



Stacked Logo Lockup



Staggered Logo Lockup



Horizontal Reverse Logo Lockup



Stacked Reverse Logo Lockup



Staggered Reverse Logo Lockup



Horizontal One Color Logo Lockup



Stacked One Color Logo Lockup



Staggered One Color Logo Lockup



Horizontal Reverse One Color Logo Lockup



Stacked Reverse One Color Logo Lockup



Staggered Reverse One Color Logo Lockup



Horizontal Logo Spacing and Sizing Relationships

The width of the N is used in the horizontal version, showing the distance between the two. The height of the *TransNet* logo matches the height of the words in the SANDAG logo (minus the shadow), and should align to the type (see lines above).



Stacked Logo Spacing and Sizing Relationships

The height of the N is used to space the logos. The height of the *TransNet* logo matches the height of the words in the SANDAG logo (minus the *TransNet* logo's shadow), as in the horizontal version. The alignment should be as shown below.



Staggered Logo Spacing and Sizing Relationships

The height of the N is used to space the logos in the staggered version. The height of the *TransNet* logo matches the height of the words in the SANDAG logo (minus the *TransNet* logo's shadow). The staggered version aligns the D in SANDAG and the shadow on the T in *TransNet*, matching angles of the italics, as shown below.

