



Policy & Procedure

CITY OF LA MESA HIDDEN GEMS LOGO STANDARDS AND USAGE GUIDELINES

1. PURPOSE

The purpose of this policy is to establish standards to be followed by volunteers, contractors, and vendors when using the official City of La Mesa Hidden Gems logo.

2. POLICY

OVERVIEW OF LOGO

The Hidden Gems Logo represents the quality and diversity of restaurants and eateries in the City of La Mesa. The City desires to restrict the use of the logo to only those activities, products and services that promote this image of the City with the public. Consistent use and application of the logo ensures maximum brand recognition. Accurate reproduction is essential to the City's branding strategies; therefore only approved artwork must be used to reproduce the logo in any media.

The Hidden Gems Logo has one basic black and white configuration:

◆ LA MESA ◆
JEWEL OF THE HILLS
DINE • SHOP • EXPLORE

USAGE GUIDELINES

1. A Hidden Gems Logo should appear on all official marketing and advertising materials, building signage and other materials viewable by the public, including but not limited to publications, newsletters (electronic and print), website, and clothing.
2. The Hidden Gems Logo cannot be used by an entity outside the City organization without a fully executed Logo Usage Request Form. Upon approval, the logo should be used by event organizers in materials promoting events that are co-sponsored by the City, or events or activities that encourage visitors and/or residents to dine, shop and/or explore La Mesa.
3. The Hidden Gems Logo may not be used for the following: endorsement or promotion of anyone for political office; endorsement or promotion of any products, goods or services, without a fully executed Logo Usage Request Form; to degrade or cause damage to the image and reputation of the City of La Mesa.
4. The Hidden Gems Logo cannot be altered in any way without written permission and approval from the Assistant City Manager.
5. Proportional dimensions, color and font style of the logo as shown in this policy shall be maintained at all times.
6. Contact the City Manager's office to request a vector file of the logo.

LIMITATION OF USE

The La Mesa Hidden Gems Logo cannot be modified in any way and cannot be used to promote any other product or service, for any commercial or political purposes or otherwise without prior written agreement of the Assistant City Manager.

There may be times when the City partners with or contracts with an outside vendor to produce items for City-related use or distribution. If the logo is to be published on such items, prior written permission must be obtained and the logo shall adhere to the graphics standards set forth in this policy. Permission, if granted, is for one-time use only for the intended purpose and only to be used by the entity granted the permission. Redistribution, graphic manipulation and/or embellishment are prohibited.

GRAPHICS STANDARDS

The logo consists of all the text and graphic elements.



Logo Font and Color

The logo should appear in one color-black. All reproductions must match the official font and color specified. If the logo is used over a dark or textured background, a white box should be positioned to surround the logo. The logo should never be used over a textured background without a white box positioned to surround the logo.

Logo Clear Space

Separate content or design elements from the logo using ¼” of clear space as shown below:



Logo Minimum Size

The logo size width matches the logo size length. To ensure impact and legibility, do not use the logo smaller than 1.6" in width and 1.5" in height:



LETTERHEAD

1. Margins for the header and footer are .5" on the top, bottom, left and right. Margins for the content are 1.7" on top, 1" on bottom, left and right, but can be changed by the author of the document.
2. Letters and forms sent electronically or published on the web should be converted to PDF format.

