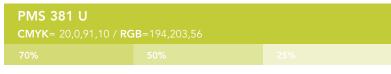
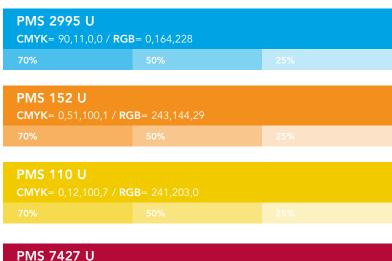
## 28842 / City of San Jose Color & Typography Guide

## **Primary** Color Palette



PMS 425 U CMYK= 0,0,0,77 / RGB= 95,96,98			
70%	50%		

## Secondary Color Palette



PMS 7427 U CMYK= 0,100,65,28 / RGB= 181,9,56			
70%	50%	25%	

PMS 690 U CMYK= 0,97,0,59 / RGB= 125,0,73		
70%	50%	

Primary Header Typography

## BELL GOTHIC STD BLACK BELL GOTHIC STD BLACK BELL GOTHIC STD BLACK

Secondary Header Typography

BELL GOTHIC STD BOLD
BELL GOTHIC STD BOLD
BELL GOTHIC STD BOLD

Bell Gothic Std Bold
Bell Gothic Std Bold
Bell Gothic Std Bold

Primary Body Typography

Gill Sans Light
Gill Sans Light
Gill Sans Light

Gill Sans Light Italic
Gill Sans Light Italic
Gill Sans Light Italic

**NOTE:** CMYK & RGB conversions are not accurate representations of indicated PMS swatches. They are to be used as a general guide. Please refer to an Uncoated PMS formula guide for accurate color representation. Do not review color selections on computer monitor screens or home/office laser or inkjet printers.