

LOGO GUIDE

Inspired by standard triangular hazard warning signs.
Combines with cross symbol for visual metaphor for hazard aid.

Radio tower like outline emphasizes communication and broadcast.

Cross is internationally recognized symbol for aid, iconic association with disaster aid.

Thick sans-serif font suggests solidity, strength, and reliability. Clean, equal proportions and geometric symmetry suggest modernity and balance.



Diagonals form an arrow, suggesting forward movement and direction.

High contrast colors emphasize visibility, reminiscent of emergency responder colors. Red symbolizes strength & humanity. Black and white emphasize seriousness.

Flexible location denoter, allows easy swaps to target other cities.

ALTERNATE VERSIONS

Dark Background



Color Background



B&W Single Tone



Logomark



Horizontal Layout



INCORRECT USAGE



Do not crowd.

Crowding the logo prevents it from standing out and looks unprofessional.



Do not rearrange.

Rearranging, removing, or stretching parts of the logo destroys logo cohesion.



Do not recolor haphazardly.

Use predefined colors for brand consistency, contrast, and ease of reading.

NEXA BOLD

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%&

Nexa Bold is a sans-serif, geometrically symmetrical typeface with high legibility.

COLORS

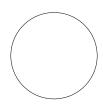


Red HEX #ED1C24 RGB 237, 28, 36

Logo Colors



Black HEX #231F20 RGB 35, 31, 31



White HEX #FFFFF RGB 255, 255, 255

Suggested Match



Cyan HEX #00AEEF RGB 0, 174, 239

PROJECT INFORMATION

Project: Disaster Response App Logo

Scope: Logo (Color, Alternate Colors, B&W, Horizontal Layout), Logomark

Version: 1

Logo Design Date: 9/19/19 Last Revised Date: 9/19/19

Client: Code for San Jose

Website: https://www.codeforsanjose.com/

Designer: Sunny Mui

Website: https://www.sunnymui.com