



## 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.



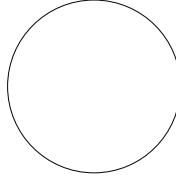
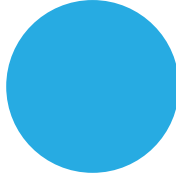
## TYPOGRAPHY

# NEXA BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%&

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

## COLORS

Logo Colors			Suggested Match
			
Red HEX #ED1C24 RGB 237, 28, 36	Black HEX #231F20 RGB 35, 31, 31	White HEX #FFFFFF RGB 255, 255, 255	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

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