The Journey Begins...

Union City’s identity is a visual representation of our brand positioning — one that honors the past while conveying feelings of inspiration and innovative thinking. Developing this new brand identity enables a unified, positive, and flexible future focus for the City.

The following explains the multiple facets of the Union City identity system, as well as the rules surrounding its use. Please honor this foundation by following these guidelines carefully.

Union City: Where Innovation Grows
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Brand Promise

Union City creates opportunities for innovation that allow businesses to sprout and grow their operations in a small, culturally diverse, tight-knit community in the greater Silicon Valley.

Its proximity to rich educational institutions, innovative businesses, accessible transportation, funding opportunities, and an expansive talent pool positions Union City as a key contributor to the Bay Area.

Brand Expression

In order to communicate and promote this compelling brand story to audiences—both locally and globally—Union City has created a fresh, bold visual identity.

The new Union City logo is a strong mark that will communicate the excitement, diversity, and promise of Union City’s story in an innovative and unique way.

The new logo represents Union City’s growing opportunity for innovation, as well as its diverse culture, by utilizing a dynamic facet approach. Hinting toward a modern aesthetic, woven bands of bold color overlap one another to create the unified shape of a “U” while the negative space of the white “U” shows the connectivity of the City’s key pillars: innovation, unity, small town feel, open space, and accessibility to the Silicon Valley.
Brand Story

Union City strives to create opportunities for innovation that allow businesses and residents to grow their operations and families in a small, culturally diverse, tight-knit community within the ever-growing Silicon Valley. Being a small town with a feel to match doesn’t hinder the fact that Union City seeks to get work done quickly and efficiently. Small-team agility allows City staff members to provide attentive service for current and future businesses and residents. This creates a unified and accessible community, led by a mayor and board who support the same vision. Unity among diversity. Union City: Where Innovation Grows.

Brand Culture

Union City’s welcoming world culture is rooted in the rich mosaic of our communities. We hail from every part of the world while also being small, united, and nimble. Union City’s ability to work quickly allows its members to streamline city processes in order to obtain results efficiently. The City’s openness to new ideas primes it for innovative growth as a hub of accessibility within the greater Bay Area. The City staff members do a great job at listening and catering to the community.
BRAND PERSONALITY & ESSENCE

Brand Personality
At the heart of Union City’s personality resides a unique sense of balance and contrast. Historically a small town, Union City’s central Bay Area location and attractive landscape positions the City as a candidate for growth and development. In the midst of this aspiration, the City has retained its traditional values of family, service, and community involvement.

New arrivals have come to discover the same traits that have made Union City a great place to live and work for the past century. This alluring sense of home, along with the welcoming attitude of current residents, has attracted a diverse population of committed individuals. This rare blend of small town sensibility and innovative aspiration has created a distinct, but strong personality.

Brand Essence
What makes our residents and businesses so passionate about Union City? It’s our shared vision of innovation, unity, and community. Equally important, our “can do” spirit and commitment to getting things done allow our smaller side to be quick and nimble. Our brand’s essence lies within the following statements:

- Innovative & Connected
- Small & Nimble
- Community through Unity
- Accessible to Opportunity
- A Place Where Innovation Grows
Brand Characteristics
How we behave and communicate serves as an essential part of the Union City brand experience. Our character attributes help define not only what we do, but how we do it!

**Open & Engaging**
We welcome people’s involvement and wish to inspire and support people’s action within our communications.

**Vibrant**
The people of Union City are a bold, colorful, and dynamic reflection of the Union City brand.

**Collaborative**
Our forward-thinking communications are representative of Union City’s aspirations to be an incubator for arts, culture, technology, and family.

**Authentic**
We show a true Union City that Unioners know and connect with.

Tone & Voice
Union City’s unique mix of innovation opportunities, unity among diversity, small town feel, proximity to outdoor open spaces, and accessibility within the greater Silicon Valley should be reflected in its Brand Voice.

Its language should always feel supportive, positive, and understandable. Its tone should be concise, warm, and conversational. Its content should link the everyday mundane to daily needs.

In addition, the brand’s tone should suggest optimism and growth, touching on the duality between inviting innovation and Union City’s proximity to nature. By leveraging words that inspire and cause action, the voice of the City reflects a positive, “we can do anything” attitude. In addition to being a small town, Union City promotes community among diversity. Thus the language used should relate to all the different ethnicities of the City, while also inspiring unity.

**Keywords**
Innovative, inspiring, growth, unity, community, inclusive, uplifting.
BRAND IMAGERY MOOD BOARD
and its visual language
The new logo represents Union City's growing opportunity for innovation, as well as its diverse culture, by utilizing a dynamic facet approach. Hinting toward a modern aesthetic, woven bands of bold color overlap one another to create the unified shape of a "U" while the negative space of the white "U" shows the connectivity of the City's key pillars: innovation, unity, small town feel, open space, and accessibility to the Silicon Valley.

Depending on application, two logo variations have been designed in order to work with any given format.

Primary logo usage always requires the vertical or horizontal lockup of the logomark and logotype. However, once brand equity has been established through consistent use and exposure, the logomark and logotype may be used individually for brand related applications. If you have further questions about the unique usage of these elements, please consult with the Marketing & Communications team within the City Manager's Office.
When full color isn’t an option, the grayscale version of the Union City logo should be used in order to translate the multi-color facets into similar overlapping shapes.

In certain applications, a solid, one-color logo must be used. This is not to replace any of the aforementioned logo options, but is a last resort if output does not facilitate a full color, one color screen, or grayscale logo.
“Where Innovation Grows" is Union City's tagline. It defines where the city's future lies, as well as its proximity to outdoor spaces and nature. When promoting Union City as an opportunity for future businesses or residents, the logo with the tagline should always be used. It provides inspirational clarity of a city that is always moving forward.
LOGO: CLEAR SPACE

Clear space is the amount of empty space surrounding the logo to allow clear and direct communication without any competing visual distractions. This ensures that the logo always conveys a clean look and feel, and guarantees legibility of the logomark and logotype.

The minimum size of the primary and alternate logo has been tested and defined in order to preserve legibility. Depending on application, orientation choice, and the need for a descriptor or tagline, please refer to the minimum size chart for specific width measurements.
Logo usage on creative will depend highly on finishing options. The logo should always be anchored to an edge and not floating in space.

Care should also be taken to ensure the logo is placed on a neutral background that doesn’t impede the logo’s color bands or cause any sort of visual detraction. If a specific application requires a solid background or image, please select a color from the brand’s secondary palette or an image with enough white space for the logo.

For web or digital applications, the logo can be placed either flush to the top or inset from the edge of the screen based on adequate clear space.

For print applications, logo usage relies on finishing options. If printed collateral has the option to be full bleed, then the top part of the ‘U’ logomark should be flush to the top of the page. If full bleed is not an option, then the logo must be inset equal to the clear space height measurement in order to provide enough clearance for the logo and any artwork.
LOGO: WHAT NOT TO DO

The Union City logo should not be manipulated in the following ways:

**DO NOT** stretch the logo horizontally or vertically. Scaling the logo should be done proportionately.

**DO NOT** alter the logo orientation. Do not lay out the logomark and logotype in other orientations other than what’s been provided and specified in this brand guide.

**DO NOT** change the colors of the logo. Approved color variations are the specified full color, grayscale, and one-color versions. If one-color is necessary, it should directly use one of the approved primary color palette options on the following page.

**DO NOT** change the orientation of the facets, nor the thickness or placement of the white "U." These have been carefully designed in order to provide the correct balance. The logo has been approved by all levels of Union City’s government and should not be changed in any way.

**DO NOT** place the logo on its side or upside down.

**DO NOT** place the logo on a busy background.
The primary color choices are inspired by the five pillars that make Union City unique. From the deep, innovative blue and open sky teal, to the united purple and the growing green, these colors are representative of the diverse culture found within the city and are accessible to all.
In addition to the primary colors of the Union City brand, this color palette further expands on the different shades that can be used for secondary color purposes.
Specific typefaces have been selected to represent the Union City brand. The typography should create a hierarchy of information in order to help the reader process the information being conveyed.

For headlines, titles, or content that requires emphasis, Arquitecta Heavy All Caps should be used with a letterspacing (tracking) of 80.

For content such as body copy or descriptive text, Heebo Light or Regular with a letterspacing (tracking) of 20 should be used.

These are Google Fonts and can be downloaded from fonts.google.com/
Some brand creative will have to be done on machines that don't have the ability to correctly load the primary typefaces of the Union City brand. Therefore, alternate typography has been selected to accomplish the same goals.

For headlines, titles, or content that requires emphasis, Arial Regular All Caps should be used with a letterspacing (tracking) of 100.

For content such as body copy or descriptive text, Trebuchet MS Regular or Bold with a letterspacing (tracking) of 20 should be used.
When choosing imagery for the Union City brand identity, care should be taken at selecting images that are representative of the city’s key pillars: innovation, unity, open spaces, small town feel, and accessibility.

**Keywords when searching for an image:**
Innovative, aspirational, inspiring, forward-moving, unified, family, fun.

Once an image has been selected, primary image treatment should be to convert the image to black and white so the brand’s colors can be used as an overlay mask to reinforce Union City’s brand identity. Key areas of the image can be emphasized by allowing the black and white subject image to come through, intersecting within the primary colors bands.

**Guidelines for creating an overlay mask:**
- Convert chosen image to black and white
- Place secondary graphic element on top of black and white image
- Change the secondary graphic element to an "Overlay" transparency layer
- Duplicate that layer, and set to "Normal" transparency while adjusting the "Opacity" to about 60% so image is still visible
If a full color photo must be used for a Union City brand application, care should be taken in selecting images that are representative of the City’s key pillars: innovation, unity, open spaces, small town feel, and accessibility.

Once a secondary image has been selected based on the same style as noted in the Brand Imagery Mood Board, the subject matter should be clear in communicating the message of the creative.

Please leverage unique images that inspire innovation, growth, unity, community, accessibility, and Union City’s small town feel.
SECONDARY ELEMENTS

The color bands of the brand can be leveraged as secondary elements where applicable. The bands should either be a complimentary overlay for a black and white image or a main graphic element that provides a textural pattern for the creative. Given the facets are highly dynamic on their own, they should not compete with other visuals and should be used in a non-distracting yet complimentary manner within any given design.

Text placed on the secondary graphic element should be highly visible and within a single band of color. Please reverse text to white for maximum clarity. Please do not overlay text across multiple solid color facets as this leads to readability issues.

**DO** lay paragraph text over single bands of color because it is more readable.

**DO NOT** lay paragraph text over multiple bands of color because it becomes unreadable.

A divider (as shown above), may be used as an additional graphic element. When full bleed is unavailable, this thin strip of color bands can suffice instead of the bands of color (as shown on the right).
Consistency Is Key

The success of Union City’s new identity is highly reliant on the consistent application of the brand’s visual elements. Please reference the rules in this brand guide, and allow the imagery, graphics, type, and messaging to shine.

This page shows a few examples of how to incorporate the brand identity into everyday applications. Please use these examples as a guide for creating unique and inspiring designs that reinforce the Union City brand.

Union City: Where Innovation Grows

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