

Port of San Diego Branding Toolkit for TAP

The Port of San Diego is excited to partner with your organization as part of the Tidelands Activation Program (TAP). This one sheet was created to simplify our branding requirements to ensure the Port's brand is being represented correctly and to streamline to process.

Please note that **all** materials created using a Port of San Diego logo must be reviewed and approved by the Port's Marketing and Communications Department prior to production, including print advertisements, flyers, banners and digital graphics. Please email marketing@portofsandiego.org to have the items reviewed and allow *at least* three (3) business days for review.

PORT LOGOS

The Port has three variations of our primary logo, depending on the background the logo is being put onto. Please access the correct logo based on the background by clicking a link below:

- [Color logo](#) – Only use on a solid-white background.
- [Black logo](#) – use over a light background (solid color or photograph)
- [White logo](#) - use over a dark background (solid color or photograph)

These logos are transparent background .png files. To save the file on your compute, click on the link to open, right click on the image and save it to your computer.

If you require a different file type, please reach out to marketing@portofsandiego.org.

BRAND GUIDE

For more in-depth information about the Port of San Diego Brand & Design Guidelines, please visit: <https://brand.portofsandiego.org/web/6fc146ec2d856cd1/brand-and-design-guidelines/>

Logo requirements:

- Keep a clear space around the logo to prevent crowding. The clear space size is the height of the capitol D from San Diego in the logo. ([see page 26 of the Brand Guide](#))
- Do NOT make the logo smaller than .45 inches for print ([see page 26 of the Brand Guide](#))
- Do NOT make the logo smaller than .62px for web (see page 26 of the Brand Guide)
- Do NOT separate the tagline (Experiences) from the rest of the logo. ([see page 25 of the Brand Guide](#))
- Do NOT change font size or weight. ([see page 26 of the Brand Guide](#))
- Do NOT distort the logo shape. ([see page 27 of the Brand Guide](#))
- Do NOT change the color of the logo. ([see page 27 of the Brand Guide](#))

Dos

These are the basic rules for maintaining logo integrity and consistency.



Do use only the original provided electronic files.



Do maintain proper clear space and scale of the mark.



Do use the appropriate sub-brand mark for specific audiences.



Do use the 1-color logo over black or dark backgrounds.



Do use the 1-color logo when the background is complex.



Do use 1-color logos for embroidery.

Don'ts

Avoid using the logo in ways that will cause confusion or misrepresent the brand.



Do NOT crowd the logo.



Do NOT distort or rotate the logo.



Do NOT change the color or direction of the gradient.



Do NOT change the color of sub-brands.



Do NOT use unapproved color combinations of the logo.



Do NOT change or add sub-brands that are unsanctioned.