

Branding Guide


To preserve the integrity and authority of the City of Venice's official Centennial logo by ensuring its consistent and appropriate use across all platforms and materials.



City of Venice Centennial Celebration
Branding Guide 2025 through 2027

LOGO - The City of Venice official Centennial Logo shall be used **only for Centennial-themed or Centennial-related** events, initiatives, projects, promotional materials, and communications between October 2025 and May 2027 that have received City approval for use. There are three approved color treatments:







Full Color



Hex	Logo Colors
■ 000000	Black
□ FFFFFFFF	White
■ DE7826	Orange/Brown
■ 548DC8	Blue
■ 59C4DA	Bright Blue
■ FFE59A	Light Yellow
■ FFD869	Bright Yellow
■ E9A771	Light Orange/Brown



The logo must always maintain high contrast for visibility and clarity and should never appear with a white bounding box or background artifact:

CORRECT contrast, transparent /no white box	INCORRECT White artifact	INCORRECT No contrast
		
		

SPACING & PROPORTIONS – The proportions and elements of the City of Venice official Centennial Logo may not be altered in any way, and the logo must be used only with an official City-provided logo file.

All materials must conform to the area of isolation surrounding the City of Venice official Centennial Logo.

The City of Venice official Centennial Logo must always be scaled proportionally.



PREFERRED FONTS - Font selections must be **limited to three styles**, with a preference for modern, clean, and legible sans-serif typefaces. Fonts may be body (regular), narrow/condensed, **bold**, or *italics*, but never **bold and italics**. Underline must only be used to indicate a hyperlink.

PREFERRED FONTS modern, easy to read sans-serif

- | | | |
|------------|--------|-----------------|
| Aptos | Arial | Open Sans |
| Myriad Pro | Gadugi | Source Sans Pro |
| Helvetica | Tahoma | Verdana |

PERIOD FONTS - When adapting materials to reflect a **specific period** or **Centennial theme**, font choices should align with the era's style while remaining limited to three typefaces. It is preferred decorative fonts be used for headings and subheading, while informational content should present in easy-to-read, modern sans-serif fonts for clarity.

1920s Art Deco	1930s Industrial Gothic	1940s Wartime/Propaganda
geometric, bold, sleek, serif	Rounded, minimalistic, sans-serif	Bold, authoritative, serif
Georgia Pro Black	Futura	Times New Roman
Elephant	Century Gothic	Impact
COPPERPLATE GOTHIC	Gill Sans	Century School Book
ENGRAVERS	Roboto	Rockwell Extra Bold
Broadway	Franklin Gothic	STENCIL
1950s Mid-Century Modern	1960s Psychedelic/Retro	1970s Dico/Funk
Script, sans-serif	Distorted, space-age, groovy	Funky script, serif, geometric sans
<i>Dreaming Out Loud</i>	<i>Jaice II</i>	Comis Sans
<i>Brush Script</i>	Snap ITC	Calibri
Bauhaus '93	<i>STCaijyn</i>	Papyrus
Cooper Black	Revie	STHupo
Lucida Sans	Jumble	TRADE GOTHIC
1980s Digital, Neon & Corporate	1990s Tech/Minimalism	2000s Modernism/Corporate
Futuristic, hand-written, pixelated	Clean, minimalist, sans-serif	Rounded sans-serif
<i>Mistral</i>	Comis Sans	Arial
<i>Segoe Print</i>	Calibri	Montserrat
<i>Cavolini</i>	Papyrus	Aptos
OCR A Extended	Verdana	Helvetica