

City of Los Altos

FEBRUARY 13, 2018

City Seals













City logos











Proposed new Los Altos logo



Updated collateral (drafts)



John Smith

650.947.XXXX direct xxxxxxxxxxxxxxxx@losaltosca.gov

City of Los Altos

1 North San Antonio Road Los Altos, CA 94022-3087

650.947.2700 phone 650.947.2731 fax losaltosca.gov



City of Los Altos 1 North San Antonio Road Los Altos, California 94022-3087

> John Smith 123 Address Anytown, CA XXXXX



Date

John Smith 123 Address Anytown, State, Zip

Dear Name,

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Sincerely,

Title Department

c: Name

City of Los Altos 1 North San Antonio Road | Los Altos, CA 94022-3687

Dos and Don't





Color logo used on a light or neutral background





Backgrounds have sufficient contrast and "clear space"





The photo has been darkened, or lightened behind the logo



Do NOT alter the color or logo



Do NOT place on a distracting background



Do NOT place on background without sufficient contrast



Do NOT use screen shots for print projects













Variations considered

Variations considered





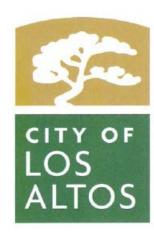
















Questions?