

Branding Made Accessible

City of San Antonio



It's the right thing to do.

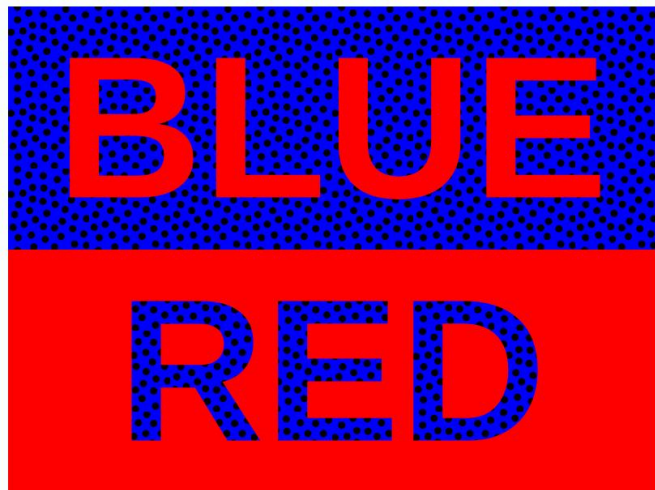
It's the right thing to do.

Accessibility helps everyone.

Hello, I'm so glad
you're here with us!

R.I.P. Messages

- Hard to read
- Ex: Blue on red affect
- Avoid dark on dark
- Avoid light on light



Brand Color Contrast Chart

- Limit color combinations
- Use **WebAim** to make sure they pass AA
- Use for video lower thirds, print, digital UI elements, etc.

Color	White Background	White Text
Corazón Red #8B0E04	Sample Text	Sample Text
Mission Bell Grey #333333	Sample Text	Sample Text
Pecan Brown #551900	Sample Text	Sample Text
Mercado Rose #CF4240	Sample Text	Sample Text
Riverwalk Teal #038391	Sample Text	Sample Text
Concha Pink #E00490	Sample Text	Sample Text
Nopales Green #068460	Sample Text	Sample Text
Fiesta Gold #F7D002	Sample Text	Sample Text

**The
limit
does
not
exist!**





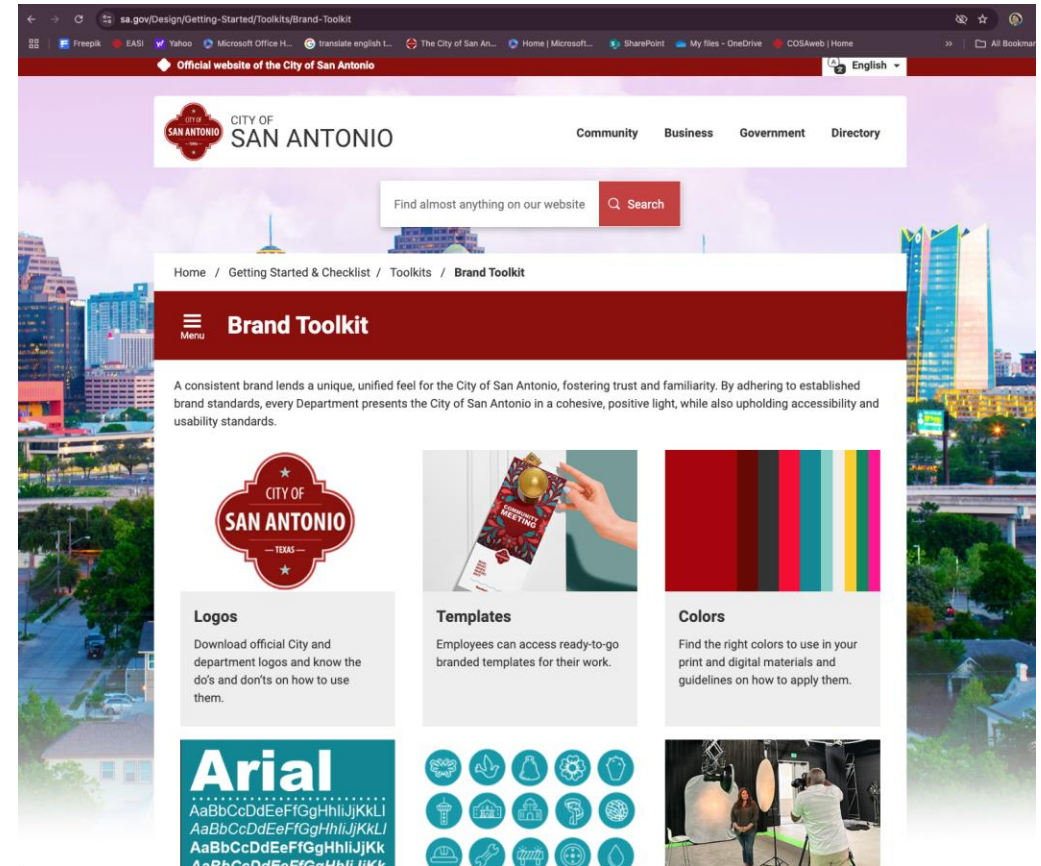
Design Standards

For Various Platforms

Centralized Resource



- A brand is more than just logos
- Resources need to be easily accessible, some as a public resource, some behind a firewall.
- You cannot gatekeep everything but you can lead by example.



Digital

Signage

- Use real photos or mix with creative elements.
- City program or initiative logos are acceptable.
- Avoid using illustrations when possible.
- Consider font size for viewing distance.
- Consider readability for duration of time.
- QR codes are acceptable.



CITY OF SAN ANTONIO
— TEXAS —

We have a job for you!

¡Tenemos un nuevo empleo para tí!

APPLY TODAY

AMERICA'S BEST-IN-STATE EMPLOYERS | **Forbes 2023** | sanantonio.gov/careers | **APLICA HOY**



Checkout the New & Improved SA.GOV

Explore the All-New City of San Antonio Website and Discover All That the City Has to Offer on SA.Gov!

SCAN ME



Enroll Today! **OPEN ENROLLMENT OCT. 7 - 18**

Your Benefits, Your Choices

COSA Lives | **HUMAN RESOURCES**



CITY OF SAN ANTONIO CELEBRATES

HISPANIC HERITAGE MONTH

CITY OF SAN ANTONIO

Digital

Websites

- Use real photos or mix with creative elements.
- City program or initiative logos are acceptable.
- Avoid using illustrations when possible.
- Add alternative “alt” text for images.
- Do not use text on images.
- Do not use QR codes.



Social

- Use real photos or mix with creative elements.
- Avoid using illustrations when possible.
- Avoid using City or department logos when posting from City social media account.
- Do not use text on images. If necessary, limit to 20% of image.
- Do not use QR codes.



Print

- Use real photos or mix with creative elements.
- Avoid using illustrations when possible.
- QR codes are acceptable and encouraged.



**SERVE ON THE CITY OF SAN ANTONIO
HISTORIC COMPLIANCE
& TECHNICAL
ADVISORY BOARD**

The **Historic Compliance & Technical Advisory Board** reviews and recommends projects impacting historic properties related to repair and replacement materials, evaluates compliance cases and post-work approvals, and reviews policy documents and historic design guidelines. Meetings are held once a month, typically on the third Friday at 9 a.m. in the Board Room at the Development and Business Services Center, located at 1901 S. Alamo.

San Antonio residents who can demonstrate an interest, competence, or knowledge in historic preservation are encouraged to apply.



APPLY NOW DEADLINE
Scan the code or visit SA.gov/Clerk OPEN

Questions?  Boards@SanAntonio.gov  210-207-6938



Green & Healthy Homes
**LEAD-BASED PAINT
HAZARD REMEDIATION**

Qualify for a HUD Grant Funded Program for lead hazard control work!
Call 210-207-4444 or visit SanAntonio.gov/NHSD



Reminder: Tweak As Needed



Before and After



Before and After





Writing

Key Items for City of San Antonio



Font Size

- Font size must be a minimum of 12 pt.



Reading Level

- Must write at a 6th – 8th grade reading level.

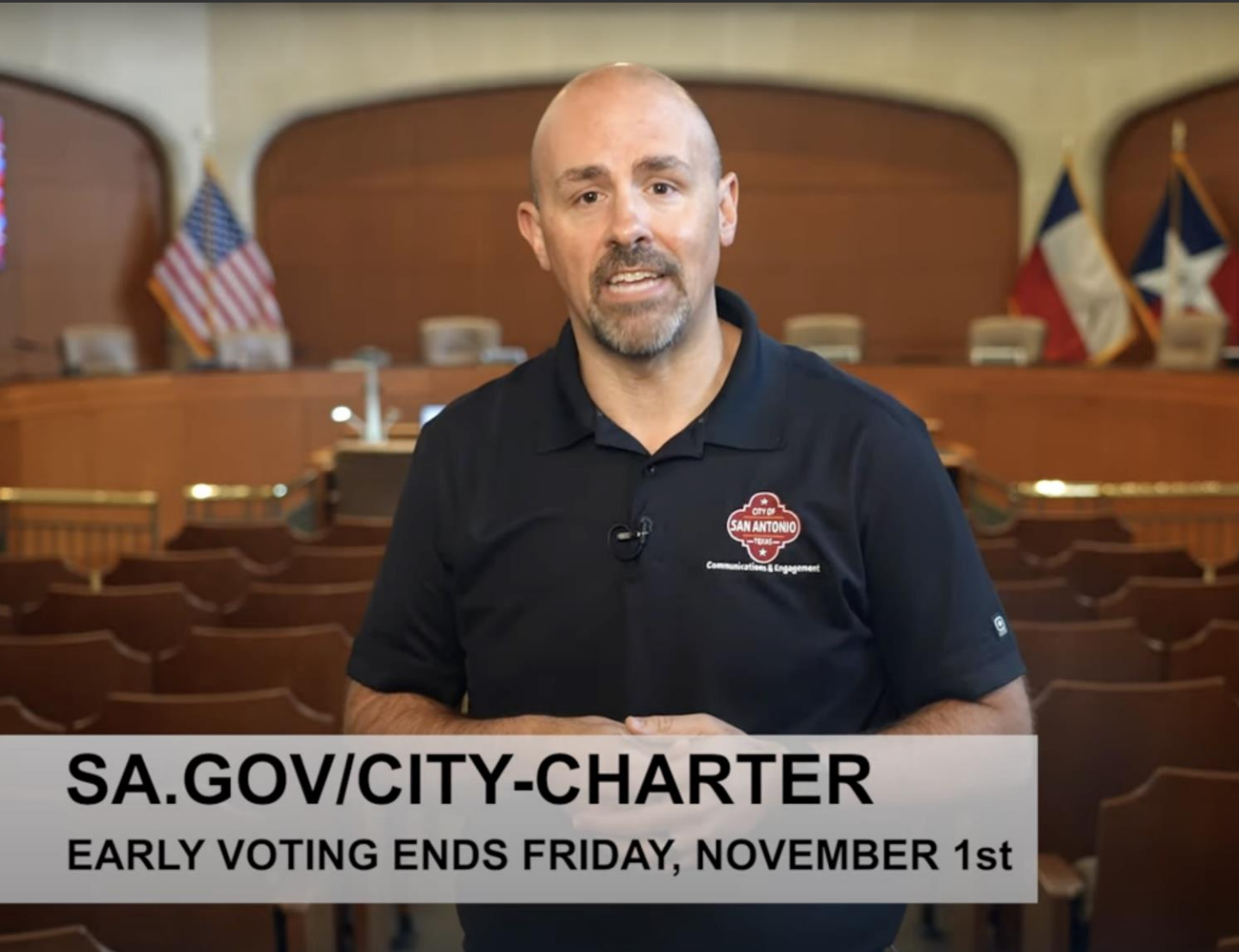
dashboards at ess.gov Road progress and never wonder



SA.GOV/ROADTOPROGRESS

URLs

- Camel Case format
 - SA.gov/Brand
 - AustinTexas.gov/Services
- Helps with screen readers and people with dyslexia or cognitive disabilities



SA.GOV/CITY-CHARTER

EARLY VOTING ENDS FRIDAY, NOVEMBER 1st

Sentence Case

- Avoid use ALL CAPS

Buy In

- Reach out to larger team and start a conversation. It can't all fall on you.
- Start with biggest supporters
- Learn everything you can
- Reach out to experts -
 - Nothing is free. Establish a budget for new rollout procedures.
- It won't happen over night. It's a process, that starts now.



Tutorials on
Content Creation



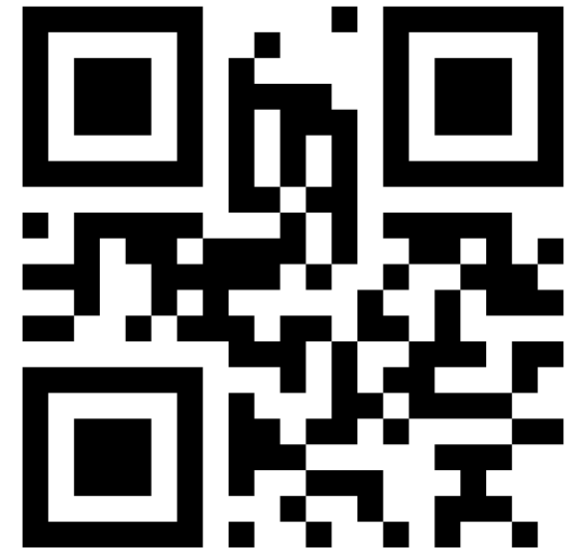
Perkins Training



Knowbility

Next Steps

- Create color contrast chart
- Create templates for plug-and-play
- Implement peer reviews
- Centralize resources for staff
- Ensure time, funding & staff are accounted for





Questions?

Thank You!

