This style guide provides instruction on the use of branded templates for preparation of San Francisco Planning documents in Microsoft Word. This is a reference document that includes information on the proper application of text (paragraph and character) styles, color, document and table spacing. It will be updated on a regular basis, so please refer to the most up-to-date version of this style guide (link below).
The majority of San Francisco Planning documents use the following typefaces. The primary typeface used in the body text and headers is **Source Sans Pro**, while **Bebas Neue** and **Source Serif Pro** are used in some instances for document titles and secondary text. Please download and install the following fonts. They are open source and freely available online to download in cross-platform TrueType file format (.ttf).

### Fonts

<table>
<thead>
<tr>
<th>Font</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source Sans Pro</td>
<td>Varying weights will be used for subheadings, body text, captions, subtitles, and table text. These variations are:</td>
</tr>
</tbody>
</table>
| **Source Sans Pro Light** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| **Source Sans Pro Regular** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| **Source Sans Pro SemiBold** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| **Source Sans Pro Bold** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| Bebas Neue           | Available in all-caps only, the bold variant of this display typeface will be used for document or section titles.                                                                                          |
| **Bebas Neue Regular** | ABCDEFGHI  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| **Bebas Neue Bold**   | ABCDEFGHI  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| Source Serif Pro      | In some documents, this serif font is required for text content such as quotes, Planning Code, General Plan text, etc.                                                                                     |
| **Source Serif Pro Regular** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |
| **Source Serif Pro Bold** | AaBbCcDd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 */+-¿?(/&=%$!)                                                                                          |

Download Source Sans Pro  
Download Bebas Neue  
Download Source Serif Pro
This is an overview of the document margins, along with details for header and footer content.

### First page margins

<table>
<thead>
<tr>
<th>Header Margin</th>
<th>1.25 inches</th>
</tr>
</thead>
</table>

### Sub-page margins

<table>
<thead>
<tr>
<th>Header Margin</th>
<th>1 inches</th>
</tr>
</thead>
</table>

**PUBLIC NOTICE**

**AVAILABILITY OF NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT**

<table>
<thead>
<tr>
<th>Name</th>
<th>Project Title</th>
<th>Address</th>
<th>Height and Bulk District</th>
<th>Responsible Official</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A notice of preparation (NOP) of an environmental impact report has been prepared by the Planning Department in connection with this project. The report is available for public review and comment under the options below:

1. **Website**: [Planning Department's website](http://www.planning.sfgov.org)
2. **Office**: Planning Department, Office of Environmental Review, 14th floor of 49 South Van Ness Avenue, San Francisco, CA 94108, M-F 8:30am-5:00pm

The purpose of this meeting is to receive oral comments to assist the Planning Department in reviewing the scope and content of the environmental impact analysis and information to be contained in the EIR for the project. To request a language interpreter or to accommodate persons with disabilities at the scoping meeting, please contact the staff contact listed above at (628) XXX-XXXX.

Your agency may need to use the EIR when considering responsibilities in connection with the proposed project. If you work for an agency that is a Responsible or a Trustee Agency, we need to know the views of your agency as to the scope and content of the environmental information that is relevant to your agency's statutory responsibilities in connection with the proposed project. Please contact the staff contact listed above at least 72 hours in advance of the scoping meeting.

Members of the public are not required to provide personal identifying information when they communicate with the Planning Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department’s website or in other public documents.

Written comments should be sent to Planning Department, Office of Environmental Review, 14th floor of 49 South Van Ness Avenue, San Francisco, CA 94108, or email publicnotice (@planning.sfgov.org).

Members of the public can request a language interpreter or to accommodate persons with disabilities at the scoping meeting, please contact Planning Department, Office of Environmental Review, 14th floor of 49 South Van Ness Avenue, San Francisco, CA 94108.

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TEXT STYLES

Please adhere to the following styles which are saved in the Word template Styles gallery. The default paragraph style is Normal, which should be used for all standard body text. For headings, use the first four heading levels, with Heading 1 used for document and section titles.

HEADING 1

Bebas Neue, Bold
Size: 26 pt, Line Height: 26 pt
Center-align
Dark Gray
Use for document title or chapter/section headers

Heading 2

Source Sans Pro, Bold
Size: 14 pt, Line spacing: Single
Left-align
Black
First level header

Heading 3

Source Sans Pro, Light
Size: 12 pt, Line spacing: Single
Left-align
Black
Second level header; Table Titles

HEADING 4

Source Sans Pro, Bold
Size: 9.5 pt, Line spacing: Single
Left-align
Dark Gray
Third level header

Normal
Source Sans Pro, Regular or Light
Size: 11 pt, Line spacing: 14 pt
Left-align
Dark Gray
Use for primary document body text

Normal Bold
Source Sans Pro, SemiBold
Size 11 pt
Black
Use for emphasize or bold primary document body text

• List Paragraph
Source Sans Pro, Light
Size: 11 pt, Line spacing: 14 pt
Left-align
Customized bullet or numbered list

Address Block
Source Sans Pro, Regular
Size: 10.5 pt, Line spacing: Single
Left-align
Black
Dark Gray
Use for first page adress and project information block text

Table/Sidebar Text
Source Sans Pro, Regular
Size 10 pt, Line spacing: Single
Left-align
Use for table content and secondary body text that requires a heavier weight than Normal

Table Header
Source Sans Pro, Bold
Size 8 pt, Line spacing: Single
Left-align
Use for table row and column headers
TABLE STYLES

Please use the sample table below as a guide to stylize tables for data, text and also forms/applications.

Sample Table

<table>
<thead>
<tr>
<th>Table Number / Title or Description</th>
<th>Column Header 1</th>
<th>Column Header 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row Header 1</td>
<td></td>
<td>1,000,000</td>
</tr>
<tr>
<td>Row Header 2</td>
<td>Table/Sidebar Text</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Row Header 3</td>
<td></td>
<td>1,000,000</td>
</tr>
<tr>
<td><strong>SECTION ROW HEADER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Row Header 4</td>
<td></td>
<td>1,000,000</td>
</tr>
<tr>
<td>Row Header 5</td>
<td></td>
<td>1,000,000</td>
</tr>
<tr>
<td>Row Header 6</td>
<td></td>
<td>1,000,000</td>
</tr>
<tr>
<td><strong>TABLE TOTALS</strong></td>
<td>Table/Sidebar Text Bold</td>
<td>6,000,000</td>
</tr>
</tbody>
</table>

**Figure XX: Title or Description**

- **Table Number / Title or Description**
  - Style: Heading 3
  - Accent Color: Orange
- **Primary Header (Column)**
  - Cell Margins: 0.04" (top and bottom)
  - Style: Table Header
  - Color: White
  - Background: Dark Gray
- **Secondary Header (Row)**
  - Style: Table Header
  - Background: Light Gray
- **Section Header (Row)**
  - Style: Table Header, ALL CAPS
  - Text Align: Center
  - Background: Light Gray
- **Table Total**
  - Style: Table/Sidebar Text, Bold
  - Background: #FFFFCC

**TABLE PROPERTIES:**
- Cell Margins: 0.04" (top and bottom)
- Cell Margins: 0.08" (left and right)
- Cell Borders: 0.25pt
- 40% Black
- Text Style: Table/Sidebar Text
- Text Align: Left
- Vertical Align: Top
COLOR PALETTE

Please limit the use of color to the color palette below:

Light Gray
RGB: 242, 242, 242
CMYK: 0, 0, 0, 5
HEX: #F2F2F2

Medium Gray
RGB: 129, 131, 135
CMYK: 45, 34, 28, 23
HEX: #818387

Dark Gray
RGB: 64, 64, 64
CMYK: 0, 0, 0, 75
HEX: #404040

Black
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

Primary Orange
Pantone 130 U
RGB: 247, 155, 47
CMYK: 0, 36, 100, 0
HEX: #F79B2F

Highlight
RGB: 254, 249, 206
CMYK: 1, 0, 24, 0
HEX: #FFFFCC
IMAGES + GRAPHICS

Below are recommendations for the layout of images and graphics (maps, charts, illustrations, infographics, etc.) along with caption and credit styles. Make sure your images and graphics display at a the right size and resolution. Also label your images and graphics with the proper title, caption and most importantly credit the source. DO NOT use images found on the web unless they are public domain or have a creative commons license!

Image/Graphics Size, Layout and Caption Placement

- FULL WIDTH
- FULL PAGE
- TWO COLUMN
- THREE QUARTERS PAGE

Image/Graphic

Please use high resolution images or graphics. For example: An image 4 inches wide requires a resolution of 1,000 pixels wide.

Image/Graphic Title and/or Caption

Title Style: Header 4
Caption Style: Sidebar/Table Text

0.25 inch clearance from caption text

IMAGE/GRAPHICS TITLE

Sample caption text...
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Photo by Thomas Hawke (CC BY-NC 2.0)

Photo Credit
Style: Sidebar/Table Text, Medium Gray

Please credit the photographer’s name, and if necessary the creative commons license type or source.

Example: Illustration by Name (San Francisco Planning)
Example: Photo by Name (CC BY-NC)