



San Francisco
Planning

SAN FRANCISCO PLANNING

DOCUMENT STYLE GUIDE

JANUARY 2021

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](#)).

FONTS

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)

Source Sans Pro

Varying weights will be used for subheadings, body text, captions, subtitles, and table text. These variations are:

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 /*-+¿?(/=&%\$!)

Bebas Neue Bold

ABCDEFGHI

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 /*-+¿?(/=&%\$!)

Source Serif Pro Bold

AaBbCcDd


ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 /*-+¿?(/=&%\$!)

MARGINS + SPACING

This is an overview of the document margins, along with details for header and footer content.

First page margins


Header Margin = 1.25 inches

Side Margins = 0.8 inch	 <p>San Francisco Planning</p> <p>49 South Van Ness Avenue, Suite 1400 San Francisco, CA 94103 (628) 652-7930 www.sfplanning.org</p>		
	<p style="text-align: center;">PUBLIC NOTICE</p> <p style="text-align: center;">AVAILABILITY OF NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT</p> <p>Date: [Publication date] Case No.: 201X.XXXXX Project Title: [Project Address/Title] Zoning: xxx [district name] Use District Block/Lot: xxx Height and Bulk District [block/lot] Project Sponsor: [name, organization, phone] Staff Contact: [name] - (628) XXX-XXXX [email address]</p>		
	<p>A notice of preparation (NOP) of an environmental impact report (EIR) has been prepared by the San Francisco Planning Department in connection with this project. The report is available for public review and comment on the Planning Department's Negative Declarations and EIRs web page (http://www.sfplanning.org/2015/05/05/2015-05-05-SFPLD-Negative-Declarations-and-EIRs-web-page) (http://www.sfplanning.org/2015/05/05/2015-05-05-SFPLD-Negative-Declarations-and-EIRs-web-page). CDs and paper copies are also available at the Planning counter of the San Francisco Permit Center on the first floor of 49 South Van Ness Avenue, San Francisco. Referenced materials are available for review by appointment at the Planning Department's office on the fourteenth floor of 49 South Van Ness Avenue. (Call (628) XXX-XXXX).</p> <p>Project Description [add text]</p> <p>The Planning Department has determined that an EIR must be prepared for the proposed project prior to any final decision regarding whether to approve the project. The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP or EIR does not indicate a decision by the City to approve or to disapprove the project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.</p>		
	<p>中文簡體講稿 Pare informacões em Espanhol Darmael Pare sa informacões sa Tagalog fornarweg sa (628) 652-7930</p>		

Footer Margin = 1 inch

Sub-page margins

Header Margin = 1 inches

	<p>Notice of Preparation of an EIR [Date]</p>	<p>Case No. 20XX.XXXXX [Address]</p>	
	<p>The Planning Department will hold a PUBLIC SCOPING MEETING on [day, date, time] at [location, address]. 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 least 72 hours in advance of the meeting. Written comments will also be accepted until 5:00 p.m. on [date]. Written comments should be sent to Planner Name, San Francisco Planning Department, 49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103 or emailed to planner email. Referenced materials are available for review by appointment at the Planning Department's office on the fourteenth floor of 49 South Van Ness Avenue. (Call (628) XXX-XXXX).</p> <p>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. Your agency may need to use the EIR when considering a permit or other approval for this project. We will also need the name of the contact person for your agency. If you have questions concerning environmental review of the proposed project, please contact Planner Name at (628) XXX-XXXX.</p> <p>Members of the public are not required to provide personal identifying information when they communicate with the Commission or the 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.</p>		
			2

Side Margins = 0.8 inch

Footer Margin = 1 inch

Header

Header from Top: 0.4 inch

Style: Header

Please customize header with relevant information


<p>Notice of Preparation of an EIR [Date]</p>	<p>Case No. 20XX.XXXXX [Address]</p>
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Footer

Footer from Bottom: 0.3 inch

Style: Page Number

Avoid adding additional content to footer

	<p>2</p>
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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 address 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

Header

Source Sans Pro, SemiBold
Size: 10 pt, Line spacing: Single
Align to outer margins
Black
Default text for document page headers

Footnote Text

Source Sans Pro, Light
Size 8 pt, Line spacing: Single
Left-align
Dark Gray
Default footnote text

Footnote Reference

Source Sans Pro, SemiBold
Superscript
Orange
Default footnote reference number

TABLE STYLES

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

Sample Table

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

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

Figure XX: Title or Description

Secondary Header (Row)
 Style: Table Header
 Background: Light Gray

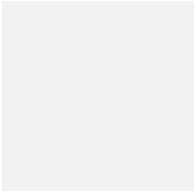
Section Header (Row)
 Style: Table Header, ALL CAPS
 Text Align: Center
 Background: Light Gray

Table Total
 Style: Table/ Sidebar Text, Bold
 Background: #FFFFCC

	Column Header 1	Column Header 2
Row Header 1		1,000,000
Row Header 2	Table/Sidebar Text	1,000,000
Row Header 3		1,000,000
SECTION ROW HEADER		
Row Header 4		1,000,000
Row Header 5		1,000,000
Row Header 6		1,000,000
TABLE TOTALS	Table/Sidebar Text Bold	6,000,000

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



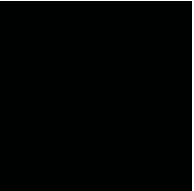
Medium Gray

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



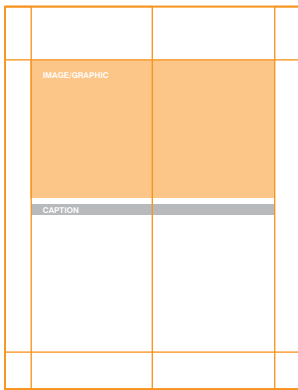
Highlight

RGB: 254, 249, 206
CMYK: 1, 0, 24, 0
HEX: #FFFFCC

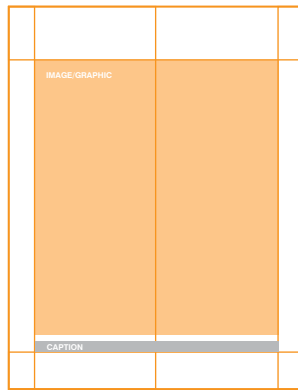
IMAGES + GRAPHICS

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 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!

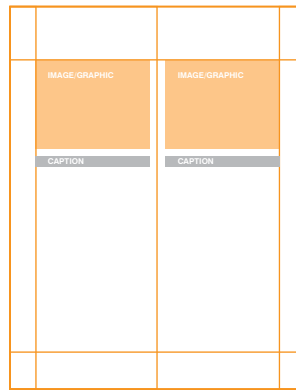
Image/Graphics Size, Layout and Caption Placement



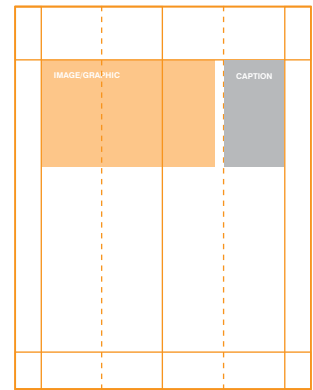
FULL WIDTH



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.



0.25 inch clearance
from caption text

Image/Graphic Title and/or Caption

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



0.5 inch clearance from body 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)*