





This is less about a brand with a strategy to define a product or business. It is a living brand informed by a real place. South of Market in San Francisco is a vast and complex neighborhood. Often overshadowed by it's industries, it is the people who make it significant and bears its meaning. The spirit of community is at its center and transcends beyond location. SOMA Pilipinas is within each of us, it's in our hearts, in our minds and in our action. With this brand development effort, we are making a statement. **Filipinos are here, and there is no SOMA without us.**

Decisions made on behalf of the brand should always have this in mind: the goal of this brand identity is to serve and strengthen our culture and community. SOMA Pilipinas is bigger than a place, it is a way of life, a feeling and a movement.

This Brand Identity Guideline is a product of a collective and measured process. Facilitated by An Otherwise Co. and executed by the SOMA Pilipinas working group under the leadership of FADF. In Phase I, Research and Development, we spent months of information gathering, including a content audit and community intake of approximately 200 individuals who live, work, and visit SOMA frequently. In Phase II, we facilitated two separate user testing sessions to critique and affirm decisions within the development process.

Version 001 of SOMA Pilipinas Brand Identity  
Launched March 2018  
Designed by SOMA Pilipinas  
Led by An Otherwise Co.



### *Our Position*

*Our positioning describes our unique place among our competitors. It crystallizes what sets us apart and defines internal and external brand experiences.*

### *Then...*

The South of Market (Soma) has been home to Filipinos for decades, but it has historically failed to see them. Soma's story begins with the manongs, migrant workers in search for home. By historical record, many things are left out: women, families, seniors, the constant threat of displacement, and the contributions of organizers who worked to build a better neighborhood decades.



## *Our Position*

### *Now...*

SOMA Pilipinas is our cultural heritage home. We are an extended community of Filipino Americans rooted in our shared legacy of homeland, migration and and mobilized by love, pride and people power. SOMA Pilipinas is in the heart. SOMA Pilipinas is a feeling but also a way of life and a point of view that sustains our movement forward.

In 2016 'SOMA Pilipinas' was officially recognized as San Francisco's Filipino Cultural Heritage District and a working group comprised of an intersection of community organizers, residents, business owners, artists, and cultural workers was established to guide overall development efforts under the Filipino American Development Foundation.

Soma is a place made possible because of our community's struggle and resilience to make a home here, and through the leadership of women, workers, artists, youth, seniors and immigrant families. It embraces the spirit of bayanihan, and our collective determination to honor our history, build community and move forward.

**The community is the heart of SOMA Pilipinas and its mission to serve it.**



## *Vision*

*Our vision should provide a sense of aspiration, they should stretch our imagination. They should describe the state of the organization, across its functions, not rush to summary.*

SOMA Pilipinas is the celebration of where we came from and where we are going. This cultural heritage district is a product of its people who are resilient, creative, and determined. We live, work, play and gather here as a community. The spirit of SOMA Pilipinas is bigger than its district borders.

SOMA Pilipinas is a movement that is anchored in the neighborhood, our history and our people. It is a place that connects the broader community to our narrative (stories) as Filipinos in America. It is a living culture—a community conscious of history, yet embracing progress, and working to move forward in unity and vision.



## *Our Mission*

### **CULTURAL CELEBRATION**

To increase the visibility and celebrate the contributions of the Filipino community in SOMA, San Francisco, California and the Diaspora, and to sustain our legacy cultural institutions and events, and develop our cultural arts, assets, and, place-making.

### **COMMUNITY DEVELOPMENT**

To prevent the displacement of Filipino residents, protect our historic and cultural assets, help develop and sustain our legacy institutions and support our anchor community organizations while improving the living conditions of the whole community.

### **ECONOMIC AND SOCIAL JUSTICE**

To develop initiatives for the Filipino community to thrive, and to support our community's struggle for dignity, equity and rightful recognition.



## *Brand Personality*

*Our personality is how we are perceived. It is influenced by our internal culture and describes how we present ourselves externally.*

**PERSONA** *Immigrant*  
*Activist*  
*Worker*  
*Family member*  
*Artist, Maker*  
*Educator*

**BRAVE** *self-aware, bold, assertive*

**GENEROUS** *altruistic, giving, public-minded, spirited*

**AUTHENTIC** *streetwise, immigrant and international, urban, local,  
lived experiences in the city, heart-forward*



## *Brand Personality*

### **BRAVE**

We are inspired by our history, culture and community. We are self-aware. Through our storytelling and actions, we venture to be bold in our advocacy and organizing. We are assertive in our efforts to be at the forefront of what is happening now in our community – culturally, socially and politically.

### **GENEROUS**

We are altruistic in our thoughts and actions, from our family homes and traditions, to the giving spirit of community unity, work and cooperation. We are defined by the abundance of hope, energy and service towards the well-being of our people and our neighbors. We are public-minded.

### **AUTHENTIC**

We are deeply attuned to the social fabric of the neighborhood. We celebrate the diverse and immigrant narratives of its people and honor the complexities of life in the city. We are street-smart and internationalist in our outlook.





### *Brand Story*

*Our brand story describes our core truth, or essence, in narrative form, and how that essence has shaped the evolution of the brand. Our brand story also serves to unify us in a common purpose and provide context for everything we do.*

SOMA Pilipinas celebrates the love, pride and people power of generations of Filipinos in Soma, San Francisco Bay Area and beyond. Decades in the making, Filipinos have been in the South of Market for over a century. We are a historic and living cultural heritage district with ongoing new generations of migrant workers and immigrant families forming the lifeblood of the South of Market. Our struggle to make home, celebrate culture, build community and fight for economic and social justice is the story and inspiration of SOMA Pilipinas. The spirit of Bayanihan brought from the Philippines has improved the neighborhood for all residents, workers, families and seniors. From the homeland to the diaspora, SOMA Pilipinas is in the heart.



## *Brand Voice*

*Our brand voice is the manner in which we express who we are to internal and external audiences.*

SOMA Pilipinas communicates in first person plural point of view, **WE / OURS**. Perspective is informed by the past but is not overly nostalgic, it is forward facing, action oriented.

**A WELCOMING VOICE** an encouraging one embracing diversity and inclusion

**COLLECTIVELY EXPRESSIVE** collaborative and uniting people and organizations through different cultural mediums

**DIRECT** confident and determined, encouraging possibilities and unity

**NOT** *exclusionary, divisive, smug*



## *Platform*

*Provides a clear articulation of what the brand stands for, and acts as a foundation for all aspects of brand building and experiences.*

Values are what SOMA Pilipinas stands for as an organization. They are the beliefs and behaviors that drive success within the organization. Each of the brand values can be applied across disciplines, throughout our organizations. Their application may range from the amazing to the everyday, but every instance serves to strengthen the cultural heritage district.

## *Values*

**BAYANIHAN** Community  
**PANANAGUTAN** Accountability  
**KAPWA** Interconnectedness

## *Principles*

People and Community First  
Respect History, Make History  
Development without Displacement



## *Messaging*

*This brand messaging matrix is more strategic as opposed to prescriptive public facing expressions. This serves as the kernel from which all varied, authentic sentiments from aligned individuals / organizations / businesses should be rooted.*

### **PRIMARY**

**We are HERE. We are SOMA Pilipinas...** an extended community of Filipinos, united in our shared legacy of homeland, and mobilized by love, pride and people power.

### **SECONDARY**

**SOMA Pilipinas is a celebration of Filipinos in San Francisco, throughout California and in the diaspora.** SOMA Pilipinas honors our place in history and is where we build our future.

### **TERTIARY**

**We are rooted in our heritage, rich in diversity and deep in complexity.** Our culture is distinct and intersectional, and that unique experience can be found in SOMA Pilipinas.



## *Brand Architecture* [PHASE I]

*An introduction to the brands that make up the cultural heritage district. Phase II of Brand Architecture will define relationships of district brand to other brands within it.*

### **FOUNDING ORGANIZATIONS**

Bayanihan Equity Center (BEC)  
Bindlestiff Studios  
Filipino American Arts Exposition  
Filipino-American Development Foundation (FADF)  
Filipino Mental Health Initiative  
Filipino Women's Network  
Filipino Community Center  
GABRIELA  
Galing Bata: Filipino Education Center  
Kearny Street Workshop  
KulArts

Kultivate Labs  
Lakas  
Manilatown Heritage Foundation  
Migrante  
Pilipino Senior Resource Center (PSRC)  
Pin@y Educational Partnerships (PEP)  
San Francisco Filipino Cultural Center (SFFCC)  
South of Market Community Action Network (SOMCAN)  
West Bay Pilipino Multi-Service Center  
United Playaz (UP)



## *Brand Architecture* [PHASE I]

*An introduction to the brands that make up the cultural heritage district. Phase II of Brand Architecture will define relationships of district brand to other brands within it.*

### **BUSINESSES**

Alchemy

Arkipelago Books

Asia SF

Bao Down Gastro Bar

Celia's In N' Out Cleaners

Inay Filipino Kitchen

FK Reserve

JT's Restaurant

Kusina Ni Tess / JT's

Little Skillet

Manila Bowl

Mestiza Taqueria

Printers at Mint Mall

Richard Gervais Collection

The Sarap Shop

Uni Mart

Victory Hall



### *Visual Brand* [FORWARD]

*The concept inspires the district to bring our past into the present as we move FORWARD. We were excited for something fresh, modern, and genuine to SOMA Pilipinas.*

This visual identity direction is simple but energetic, and it will uphold the spirit of the district: **make history, build community and put people first.**

This logo is derivative of a “union bug” which stands like the crest or symbol meeting the level of values and standards behind a group. It will be the stamp of authenticity, collectivity and pride. In a more humble fashion, the bug is meant to recede and put forward and more into focus the brands, organizations, institutions, and experiences that define SOMA Pilipinas and lift them up.



## *Symbology*

SOMA Pilipinas is a living culture that has persevered through changing times and landscapes. The people and their stories are the driving force of SOMA Pilipinas' richness. Within the outline are abstractions of the letters S, O, M, and A. The S and O are representative of the sun and changing moons, imparting time and denoting visibility. The M and A are topographical depictions of motherland and the origins of migratory narratives, illuminated by the sun and moon. Time and space are the markers of our protracted experiences. These abstracted letters when seen vertically embody the people themselves that live and breathe these experiences in diaspora.

The latter portion "Pilipinas" is a forward minded representation of home. A font that is hard and soft, it speaks to the contradictions we face with Filipino-American identity and at the same time expresses the progressive way we have taken ownership of how we recognize ourselves in a place we call home, where we work, create and play.

The identity of this brand serves as a reminder of where we came from, what has molded us into being and most importantly who we are determined to become.





## *Color*

The sun is an important heritage symbol for Filipinos. Our melanin, activated by the sun, brings out the gold in our skin. Because of the sun, our seas - a food source and method of travel - sparkle. Gold denotes the relationship we have with the sun. Wherever we are in the world, it warms us.

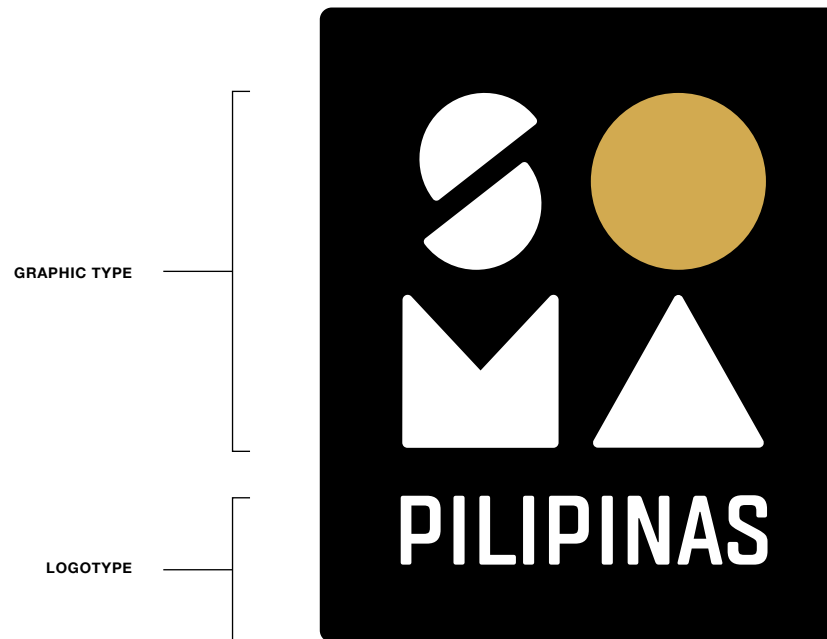
Cultural Material—from golden kulintang and gongs to the thread in malongs and formal cultural dress to anting-anting and ling-lingo—gold reflects our pride and boldness as a people. It reminds us of our power.

Philippines is rich in mineral resources, third in the world for copper production for example. Gold is a representation not only of the mineral resources within the mountains that ancestral tribes are the stewards of, it is represented in the people themselves.



Brand Vocabulary  
**Logo**

The SOMA Pilipinas logo is a distinctive graphic element and must not be altered for any reason. It is composed of two elements: the graphic SOMA type and the Pilipinas logotype. These parts are always held in a fixed relationship with one another.



Brand Vocabulary  
**Lockups**

The SOMA Pilipinas logo has 2 lockups: vertical and horizontal. The ratio of each are in fixed proportions between the graphic SOMA type and the Pilipinas logotype.

The primary lockup is the vertical lockup against a black rounded box, with the secondary lockup being the horizontal lockup against a black rounded box.



Brand Vocabulary  
**Clear Space**

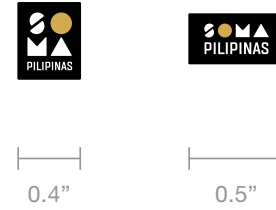
Clear space around the SOMA Pilipinas logo is important to maintain the integrity of the mark. Do not use the logo in close association with other graphic elements.

The diagrams below illustrate the minimum amount of clear space required based off the height of the mark. The minimum size for the vertical logo will measure 0.4" in width, and 0.5" for the horizontal logo.

**CLEAR SPACE**



**MINIMUM SIZE**



## Brand Vocabulary Color

The SOMA Pilipinas logo's primary colors are black and gold. The colors should be prepared for specific kinds of reproduction of the logo based on the ink-mixture and electronic formulas listed below.

Pantone color is used for spot color printing, for both coated and uncoated papers. CMYK is for 4-color process printing. RGB is for screen application. HEX is for web-safe color application.

The SOMA Pilipinas logo is best reproduced as a spot color for print or RGB for digital, however given the existing economic constraints for printing by affiliated organizations, the monochromatic logo in black is recommended.

### BLACK



**RGB**  
R 0  
G 0  
B 0



**CMYK**  
C 15  
M 15  
Y 50  
K 100



**Pantone**  
Black C



**HEX**  
#000000

### GOLD



**RGB**  
R 210  
G 170  
B 80



**CMYK**  
C 0  
M 20  
Y 75  
K 20



**Pantone**  
8640 C



**HEX**  
#d2aa50

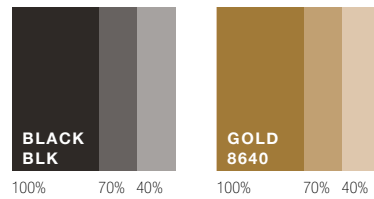
## Brand Vocabulary Color Palettes

A proprietary color palette is one of the components of the design vocabulary. It will add flexibility and provide more choices to supplement the SOMA Pilipinas logo in application. The colors are divided into two categories, basic and secondary.

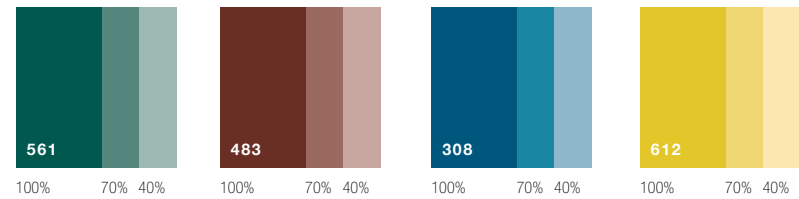
The basic colors will be used primarily for core materials such as the website, stationary and brand collateral. The secondary colors are intended for use on more promotional items such as supporting brochures, newsletters, postcards, event collateral, etc.

The colors of the palette may be used in combination, and they may be tinted from 100% to 10% in value. When combining palette colors, be sure that they complement one another in application. Consistent use of the palettes will enhance the visual representation of the brand across all expressions.

### BASIC PALETTE



### SECONDARY PALETTE



### COMBINATIONS



Brand Vocabulary  
**Background Color**

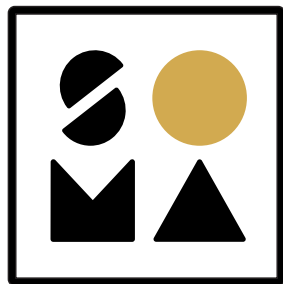
The SOMA Pilipinas logo is primarily set against a 100% black background with the SOMA Pilipinas logotype knocked out in white with the “O” in gold, or a solid white background with the logotype in black with the “O” in gold.



Vertical Logo on Black Background



Horizontal Logo on Black Background



Vertical Logo on White Background



Horizontal Logo on White Background



Brand Vocabulary  
**1-Color Logos**

When a specific kind of application limits the number of colors available, the SOMA Pilipinas logo may only be reproduced in 1-color versions below, with the logo background at 100% color.

The SOMA Pilipinas logo may only be reversed in Gold. Background color must always be at 100%. When reversing the logo, the logotype always knocks out. The "O" can be a 50% tint of the Gold.



**1-Color Black Vertical Inverse Logo**



**1-Color Gold Vertical Inverse Logo**



**1-Color Gold Vertical Inverse Logo  
"O" in 50% Gold Tint**

Brand Vocabulary  
**Incorrect Logo Usage**

Proper use of the SOMA Pilipinas logo is essential for maintaining and protecting the SOMA Pilipinas identity.

The following examples below illustrate unacceptable applications of the SOMA Pilipinas logo. Always use master logo artwork for reproduction.



Do not change the alignment of the logo



Do not redraw or re-typeset elements of the logo



Do not apply unspecified color values to the logo



Do not tint the logo outside of specified values



Do not apply a gradient to any part of the logo



Do not outline the logo



Do not distort or change the shape of the logo



Do not rotate the logo



Do not place logo on an image  
*unless it is an approved textural background image, required of the design at large.*



Do not place logo on a pattern



Do not place the logo within another shape



Do not create a new lockup with another logo

Brand Vocabulary  
Online Profiles

For online profiles on social media networks, such as Facebook and Instagram, the vertical logo of SOMA Pilipinas can be applied against the various proprietary colors.

For the website url favicon, we suggest using the graphic SOMA symbol.

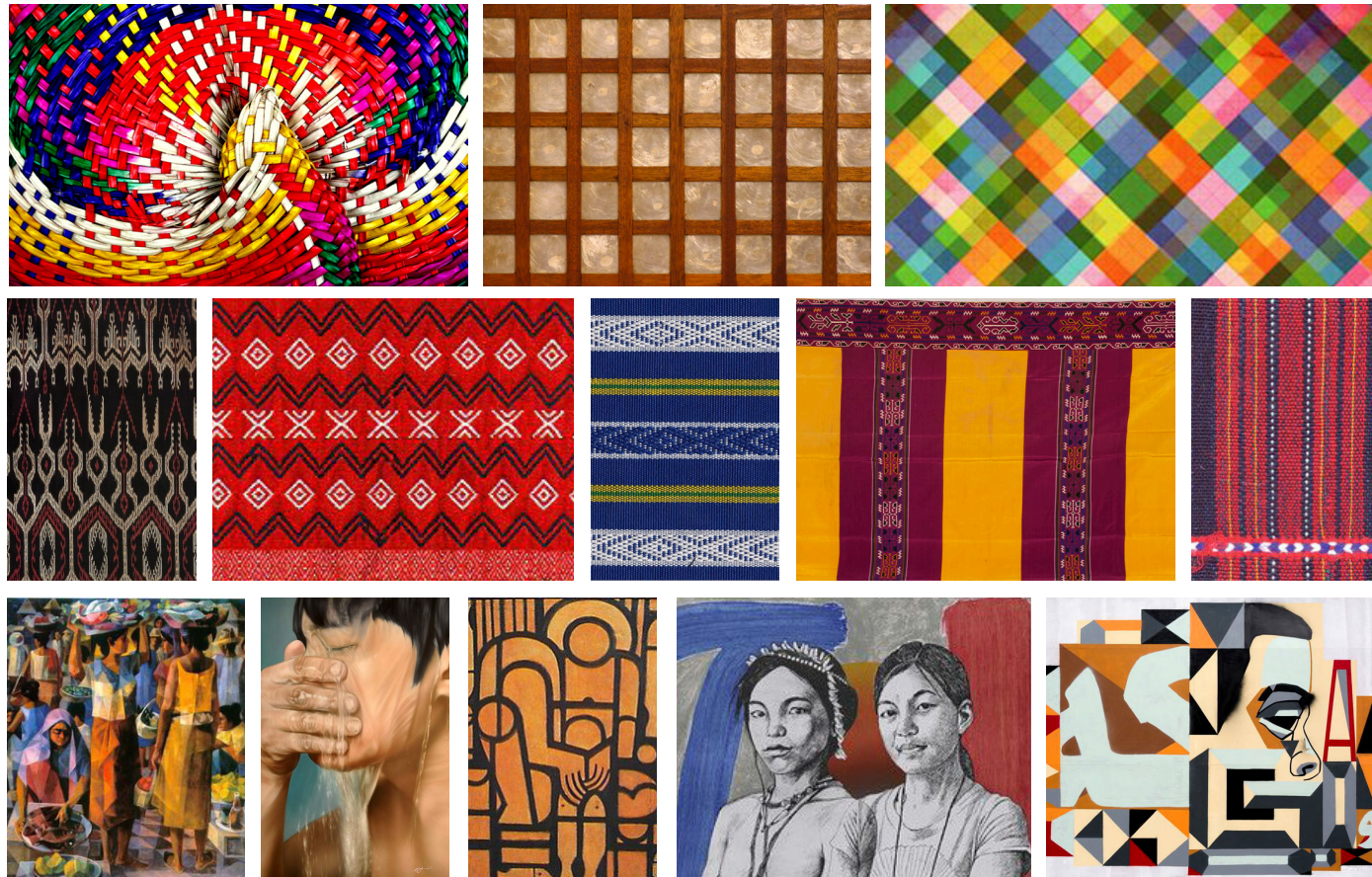


Brand Vocabulary  
Textural Images

When photography needs to promote cultural elements, it is always best practice to choose square and flat imagery that provides a consistent background for the SOMA Pilipinas brand application.

Inspiration for such texture can be pulled from Filipino/American modern art, design, and architecture, as well as Indigenous textiles and craft. It is best to feature photography with a textural / patterned quality, and to complement it with the brand palettes of SOMA Pilipinas.

Other examples of texture can be pulled from visual text and quote excerpts from the Filipino/Filipino American literary canon, passport photos, diaspora mapping, street signage, and baybayin.













## Brand Vocabulary Photography

An ownable brand presence requires a curated selection of imagery that is consistent in tone and feel across mediums. Photography is an opportunity to tell stories or communicate ideas in a visual and powerfully visceral way. Examples of acceptable imagery are below.

Directives for subject matter are pulled from 3 ideas: community, history, and neighborhood (place). For community, photography should represent celebration, dignity, strength, programs in action, mobilizations, and family. For historical, ideas of immigrant, SRO's, veterans, manongs, and seniors should be promoted. Actual locations within the SOMA neighborhood should be highlighted.

Human presence should always be included, if even only hinted at. Individuals across gender / age / income / ability. Diversity shouldn't feel stock or tokenized. When possible, real people in real situations can proliferate the organizational mission and position.









Brand Vocabulary  
Typography

Typography is an important visual element since the printed and illuminated word plays a significant role in communications. Two typefaces have been selected for use within SOMA Pilipinas's visual system: Merlo and Space Mono.

Both Barlow and Space Mono are Google Fonts, so application in print and web will be consistent and efficient.

PRIMARY TYPEFACE

# Barlow Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

VARIANTS

Barlow Thin

*Barlow Thin Italic*

Barlow Light

*Barlow Light Italic*

Barlow Regular

*Barlow Italic*

Barlow Medium

*Barlow Medium Italic*

Barlow Semibold

*Barlow Semibold Italic*

Barlow Bold

*Barlow Bold Italic*

Barlow Black

*Barlow Black Italic*

SECONDARY TYPEFACE

# Space Mono Italic

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMNPOQRSTUVWXYZ*

*1234567890*

VARIANTS

Space Mono Regular

*Space Mono Italics*

Space Mono Bold

*Space Mono Bold Italics*

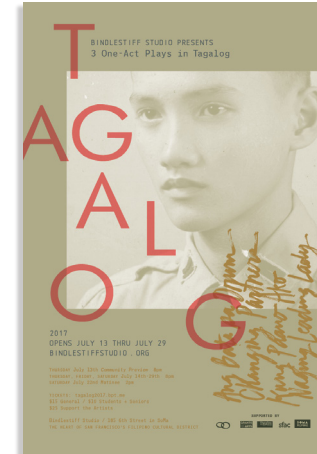
Brand Vocabulary  
**Environmental  
Application**

For environmental brand opportunities, we recommend using the horizontal logo against the white background for the window decal, to foster the bold tonality in the brand launch. For potential pole banners, we recommend using the vertical logo against the black background.



Brand Vocabulary  
Collateral Application

For SOMA Pilipinas brand collateral opportunities, we recommend using the vertical logo against the black background, to foster the bold tonality in the brand launch.



Brand Vocabulary  
File Naming Structure

Use this naming convention guide to select the appropriate logo for reproduction. The EPS logos include PMS, CMYK, RGB, and Web Safe Versions. The EPS logos are vector files that may be scalable to any desired size.

In order to convert an EPS logo file into other file formats such as TIFF, GIF, and JPEG, open the EPS file in Photoshop and rasterize the file accordingly by setting the size, resolution, and color profile. Save as preferred file format.

# SOMAPilipinas\_vertical.pms.BLK.eps

