DESIGN AND BRAND GUIDELINES

JUNE 1, 2015
# California Eco Restore

## Design and Brand Guidelines

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SECTION 1
INTRODUCTION
THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent California EcoRestore’s corporate identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of this project is essential to presenting a strong, unified image of all efforts involved.

These guidelines reflect California EcoRestore’s commitment to quality, consistency and style.

The California EcoRestore brand, including the logo, name, colors and identifying elements, are valuable project assets.

Each person involved is responsible for protecting the project’s interests by preventing unauthorized or incorrect use of the California EcoRestore name and marks.
SECTION 2
CORPORATE LOGO

Logo Introduction
Logo Construction and Clearspace
Logo Applications
LOGO INTRODUCTION

The logo is the key building block of the project’s identity, the primary visual element that identifies it. The signature is a combination of the symbol itself and the project name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The California EcoRestore corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is the visual badge of the corporation. This provides the project with a unique shorthand recognition tool for everyone to remember and associate with the project as a whole.

The logo icon has been carefully designed with intentional meaning. The top and bottom portions of the leaf / waterdrop represent the natural cycle and co-dependence of the environment and the delta as well as this project’s efforts to restore and refresh California’s delta ecosystem. The typeface is Zona Pro and has also been chosen to compliment the simple and precise geometry of the logo symbol.

1) General Logo
The main logo is the full color logo used on white or colored background. Dark color backgrounds should use the alternatives below.

2) Reverse Color Logo
will be used when the background color is dark colored.

3) White Logo
will be used when the background color is one of the brand colors.

Recommended formats are: .eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with California EcoRestore Trademark Licensing if you have any questions or need further help.
LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and the project name – they have a fixed relationship that should never be changed in any way.

CLEARSPACE

**Definition**
Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Computation**
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = X Height).

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**Full Logo**

---

**Logo Symbol**

---
LOGO APPLICATIONS

MINIMUM LOGO SIZES

FULL LOGO
Minimum Size: 1.5 in x .4 in

LOGO SYMBOL
Minimum Size: .5 in x .5 in

INCORRECT LOGO APPLICATIONS

1. Do not place the logo type on 3 lines
2. Do not invert the logo symbol
3. Do not alter the logo colors
4. Do not alter the logo type style
5. Do not change the size relationship between the logo symbol and the logo type
6. Do not change the proportions of the logo vertically or horizontally
SECTION 3
CORPORATE TYPOGRAPHY

Corporate Fonts and Typogrophy
Typography and Text Hierachy
Text Usage Samples
CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all California EcoRestore communications. Zona Pro and Lato were selected as the primary and secondary corporate typefaces. The geometry and design of these highly legible typefaces communicate technology, precision and authority while maintaining an overall feeling of friendliness and accessibility.

PRIMARY FONT
ZONA PRO

The official font of the California EcoRestore project is Zona Pro. The font family features 8 weights and a full character set with multi-language support. Chosen for its wide-ranging versatility and crisp, geometric legibility this font is used for the logo type and headlines across all branding collateral.

<table>
<thead>
<tr>
<th>Basic Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
<tr>
<td>!@#$%^&amp;*()_+{};:'&quot;,./&lt;&gt;?`~|=-+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hairline</td>
</tr>
<tr>
<td>Thin</td>
</tr>
<tr>
<td>Light</td>
</tr>
<tr>
<td>Regular</td>
</tr>
<tr>
<td>SemiBold</td>
</tr>
<tr>
<td>Bold</td>
</tr>
<tr>
<td>ExtraBold</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>

SECONDARY FONT
LATO

The official copy/body/supporting text font of the California EcoRestore project is Lato. This font family was released under the SIL Open Font License in 2010, which means it can be used without any limitations for commercial and non-commercial purposes. Featuring 9 different weights with italic variations, over 3000 glyphs per style, and support for 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics, this font is the most flexible, practical and ideal solution to handle the bulk of the project’s communications.

<table>
<thead>
<tr>
<th>Basic Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
<tr>
<td>!@#$%^&amp;*()_+{};:'&quot;,./&lt;&gt;?`~|=-+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hairline</td>
</tr>
<tr>
<td>Thin</td>
</tr>
<tr>
<td>Light</td>
</tr>
<tr>
<td>Regular</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>SemiBold</td>
</tr>
<tr>
<td>Bold</td>
</tr>
<tr>
<td>Heavy</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>
## TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy that is very important in the overall design of the project communiqué. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so readers can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for California WaterFix layouts.

### CONTEXT TEXT AND INNER HEADLINES

<table>
<thead>
<tr>
<th>Caption Text</th>
<th>California EcoRestore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato Light Italic</td>
<td></td>
</tr>
<tr>
<td>7 pt Type / 10 pt Leading</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Copy Text</th>
<th>California EcoRestore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato Light</td>
<td></td>
</tr>
<tr>
<td>9 pt Type / 13 pt Leading</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inner Headlines &amp; Section Titles</th>
<th>California ECO RESTORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zona Pro Bold - Capital Letters</td>
<td></td>
</tr>
<tr>
<td>12 pt Type / 12 pt Leading</td>
<td></td>
</tr>
</tbody>
</table>

### HEADLINES AND TYPOBREAKS

<table>
<thead>
<tr>
<th>Big Headlines &amp; Main Titles</th>
<th>CALIFORNIA ECO RESTORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zona Pro Thin - Capital Letters</td>
<td></td>
</tr>
<tr>
<td>34 pt Type / 32 pt Leading</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subheader</th>
<th>California EcoRestore subheader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato Regular</td>
<td></td>
</tr>
<tr>
<td>15 pt Type / 17 pt Leading</td>
<td></td>
</tr>
</tbody>
</table>

### TYPING OUT THE PROJECT NAME

<table>
<thead>
<tr>
<th>ALL CAPS</th>
<th>CALIFORNIA ECO RESTORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>California EcoRestore</td>
<td></td>
</tr>
<tr>
<td>When typed in ALL CAPS, a space should be used between “Eco” and “Restore” for increased legibility.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Case</th>
<th>California EcoRestore</th>
</tr>
</thead>
<tbody>
<tr>
<td>When typed in Title Case, a space should not be used between the words “Eco” and “Restore”.</td>
<td></td>
</tr>
</tbody>
</table>
TEXT USAGE SAMPLE: STANDARD FACT SHEET LAYOUT

SAMPLE PAGE IS SCALED DOWN FROM FULL SIZE 8.5 X 11 SHEET

MAIN HEADLINE AT 34 PT IN ZONA PRO BOLD

Subtitle sample at 15 pt in Lato Regular

SECTION HEADER / INNER HEADLINE, 12 PT ZONA PRO BOLD

Copy text, 9 pt Lato Light. Ebis mint la culparit unt eumquibus in rest omnimpedi sitio. Erilaertunto incitbe rferferi non reratemperum reiunt aut expliquae estiu, quilis iminitiatam re nos si sinctem. Ut qui aut la eaquis resterno velenedstils maionsequi veleca essimilibus, valor aceaqus rem acerro cum incio blaccae conseristio blacticae. Nam eositubst eos possittatem repudi tem et quiesquatet iris elit, venda nusa quam ipsant verum endi re, vendi sitatemort labores aut quod ma sintemor segue llestrumrnor eiumquam vel im imusam apid magnien quo estoat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamux ius. Consendis si omnis archillaut essimet quodtitibus ad unit lis duci doles mi, nim is quam excepe.

SECTION HEADER / INNER HEADLINE, 12 PT ZONA PRO BOLD

Copy text, 9 pt Lato Light. Ebis mint la culparit unt eumquibus in rest omimpedi sitio. Erilaertunto incitbe rferferi non reratemperum reiunt aut expliquae estiu, quilis iminitiatam re nos si sinctem. Ut qui aut la eaquis resterno velenedstils maionsequi veleca essimilibus, valor aceaqus rem acerro cum incio blaccae conseristio blacticae. Nam eositubst eos possittatem repudi tem et quiesquatet iris elit, venda nusa quam ipsant verum endi re, vendi sitatemort labores aut quod ma sintemor segue llestrumrnor eiumquam vel im imusam apid magnien quo estoat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamux ius.

Consendis si omnis archillaut essimet quodtitibus ad unit lis duci doles mi, nim is quam excepe es andit et utet perrovitio. Is sam splendit et quasiperm simendem sunt, num as ad eate nonet ma vide avfocto idis conen volessint que quae valor aut et.

Caption text, 7 pt Lato Light italic.
SECTION 4
COLOR SYSTEMS

Primary Color System and Color Codes
Secondary Color System and Color Codes
Color System Usage
PRIMARY COLOR SYSTEM
AND COLOR CODES

Color plays an important role in the California EcoRestore identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the California EcoRestore brand across all relevant media. Check with your designer or printer when using the corporate colors so that they will be always be consistent.

PRIMARY COLOR SYSTEM
California EcoRestore has three official colors: Azure, Apple and Hot Coffee. These colors have become a recognizable identifier for the project.

Use these colors as the dominant palette for all internal and external visual presentations of the project.

It is acceptable to use tints ranging from 10% to 100%

<table>
<thead>
<tr>
<th>AZURE</th>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C84 M30 Y32 K20</td>
<td>7468C</td>
<td>R0 G118 B138</td>
<td>#00768A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPLE</th>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C45 M8 Y84 K0</td>
<td>367C</td>
<td>R162 G189 B74</td>
<td>#A1BD4A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOT COFFEE</th>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C65 M57 Y66 K47</td>
<td>418C</td>
<td>R75 G72 B61</td>
<td>#4B483D</td>
</tr>
</tbody>
</table>
SECONDARY COLOR SYSTEM
AND COLOR CODES

SECONDARY COLOR SYSTEM

The Secondary colors are complementary to the project’s official colors, but are not recognizable identifiers for California EcoRestore. Secondary colors should be used sparingly.

Use these colors to accent and support the primary color palette.

It is acceptable to use tints ranging from 10% to 100%.

PEACOCK
CMYK : C89 M53 Y54 K20
Pantone : 5473C
RGB : R34 G90 B98
Web : #225A62

ATLASS
CMYK : C70 M23 Y25 K0
Pantone : 7459C
RGB : R82 G176 B218
Web : #3F97B5

TIDE POOL
CMYK : C47 M0 Y7 K0
Pantone : 636C
RGB : R142 G210 B234
Web : #8ED2EA

BROOK TROUT
CMYK : C56 M48 Y58 K21
Pantone : 404C
RGB : R116 G110 B96
Web : #736E60

SHARKEY
CMYK : C44 M36 Y47 K4
Pantone : 7530C
RGB : R157 G151 B134
Web : #A49483

CHALK*
CMYK : C4 M4 Y5 K2
RGB : R244 G242 B241
Web : #F4F3F2

*Only for use in backgrounds. Only 100% tint of this color is approved for use.

EVERGREEN
CMYK : C78 M43 Y100 K42
Pantone : 574C
RGB : R55 G84 B36
Web : #4D5A31

MOSS
CMYK : C45 M8 Y84 K0
Pantone : 367C
RGB : R162 G189 B74
Web : #A1BD4A

CHARTREUSE
CMYK : C29 M2 Y75 K0
Pantone : 584C
RGB : R162 G189 B74
Web : #C8D55D

LEMON
CMYK : C12 M13 Y98 K0
Pantone : 605C
RGB : R234 G207 B0
Web : #FAF00

PLUM
CMYK : C89 M89 Y54 K20
Pantone : 5265C
RGB : R61 G50 B78
Web : #8A9460

HYACINTH
CMYK : C71 M66 Y7 K0
Pantone : 7756C
RGB : R125 G114 B64
Web : #736736

LAVENDER
CMYK : C47 M33 Y7 K0
Pantone : 6460A1
RGB : R150 G163 B202
Web : #736736

COAL*
CMYK : C70 M61 Y57 K69
RGB : R46 G46 B46
Web : #2E2E2E

*Only for use in headers and footers. Only 100% tint of this color is approved for use.
California EcoRestore (EcoRestore) will accelerate and implement a comprehensive suite of habitat restoration actions to support the long-term health of the Sacramento-San Joaquin Delta’s (Delta) native fish and wildlife species.

- Engagement of the Delta’s local governments to determine community supported restoration practices
- Solicit and receive support from federal agencies and other partners
- Support and engage in inter-agency and stakeholder joint venture efforts aimed to recover Central Valley salmon and steelhead populations
- Coordinate with non-governmental organizations, academia, and other stakeholders throughout California to address various stressors in the Delta, such as invasive species and methylmercury

Floodplain and tidal/sub-tidal habitat restoration required by existing regulatory frameworks will be funded by state and federal water contractors.

- Wetlands restored for subsistence reversal and carbon management will be supported by the AB 32 Greenhouse Gas Reduction Fund and other sources
- Various aquatic, riparian, and upland restoration and multi-benefit flood management projects will be supported by Proposition 1 & 1E funds
- Additional projects will be supported by various local and federal partners

Over the next 5 years, California will pursue more than 30,000 acres of critical Delta restoration under the EcoRestore program, and pursuant to pre-existing regulatory requirements and various enhancements to improve the overall health of the Delta. Proposition 1 funds and other state public dollars will be directed exclusively for public benefits unassociated with any regulatory compliance responsibilities.

Additional priority restoration projects will be identified through regional and locally-led planning processes facilitated by the Delta Conservancy. Plans will be completed for the Cache Slough, West Delta, Cosumnes, and South Delta. Planning for the Suisun Marsh region is already complete and a process for integrated planning in the Yolo Bypass is underway. The Delta Conservancy will lead the implementation of identified restoration projects, in collaboration with local governments and with a priority on using public lands in the Delta.
SECTION 5
GRID SYSTEMS

Grid Systems
8.5 x 11 Vertical Grid Systems
11 x 17 Horizontal Grid Systems
In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

GRID SYSTEMS

8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES
8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES

Explanation:
This shows approved layouts with a typography grid for 8.5 x 11 fact sheets.
**GRID SYSTEMS**

**11 X 17 HORIZONTAL GRID SYSTEM EXAMPLES**

Explanation:
This shows an approved layout with a typography grid for 11 x 17 fact sheets.

A full spread layout should be used wherever possible. However, a textbox overlay may be used, which comprises 1/6 of the overall page width.
CALIFORNIA ECO RESTORE

A STRONGER DELTA ECOSYSTEM.

CONTACT

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1416 9th Street, #1311
Sacramento, CA 95814

916.653.5656  nancy.vogel@resources.ca.gov
resources.ca.gov/ecorestore