



CALIFORNIA
ECO RESTORE
A STRONGER DELTA ECOSYSTEM.

DESIGN AND BRAND GUIDELINES

JUNE 1, 2015

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California EcoRestore
Design and Brand Guidelines

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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 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.

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.

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

THE LOGOTYPE



1) Logo Symbol

The symbol consists of a cycling leaf and water drop representing water delivery, improved river flows and environmental enhancements.

2) Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in the gray color. The font that is used here is Zona Pro.

3) Tag Line

The tag line must always read "A Stronger Delta Ecosystem" and should never be altered under any circumstance.

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.

REVERSE COLOR LOGO



4

WHITE LOGO



5

4) Reverse Color Logo

will be used when the background color is dark colored.

5) White Logo

will be used when the background color is one of the brand colors.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

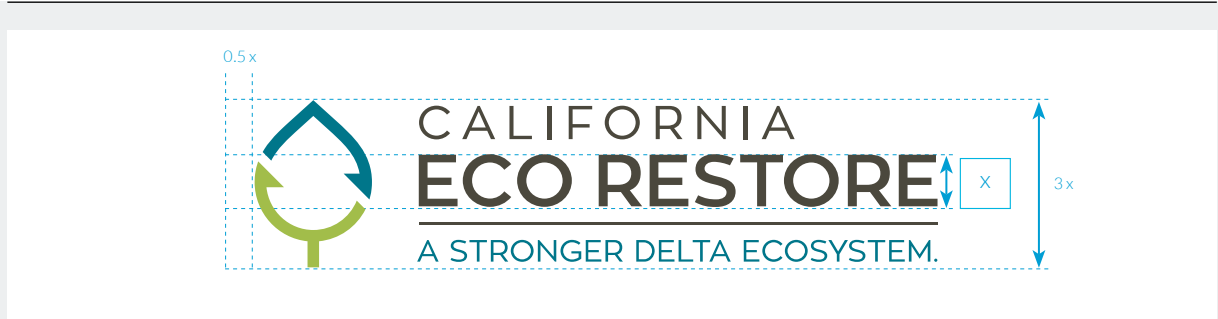
Attention:

Use of any stylized, animated, hand drawn or other versions of an 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

Full Logo

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.

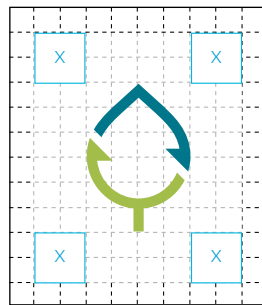
Computation

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



CLEARSPACE

Logo Symbol



LOGO APPLICATIONS

<p>LOGO A Colored Version</p> 	<p>LOGO B Reverse Color Version</p> 	<p>LOGO C White Version</p> 
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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 Typography
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.

ZONA PRO

Basic
Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]{};:“”,./<>?`~\|-_+=

Weights

Hairline
Thin
Light
Regular
SemiBold
Bold
ExtraBold
Black

Hairline Italic
Thin Italic
Light Italic
Regular Italic
SemiBold Italic
Bold Italic
ExtraBold Italic
Black Italic

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.

LATO

Basic
Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]{};:“”,./<>?`~\|-_+=

Weights

Hairline
Thin
Light
Regular
Medium
SemiBold
Bold
Heavy
Black

Hairline Italic
Thin Italic
Light Italic
Regular Italic
Medium Italic
SemiBold Italic
Bold Italic
Heavy Italic
Black Italic

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

Caption Text

California EcoRestore

Lato Light Italic
7 pt Type / 10 pt Leading

Copy Text

California EcoRestore

Lato Light
9 pt Type / 13 pt Leading

Inner Headlines & Section Titles

CALIFORNIA ECO RESTORE

Zona Pro Bold - Capital Letters
12 pt Type / 12 pt Leading

HEADLINES AND TYPOBREAKS

Big Headlines & Main Titles

CALIFORNIA
ECO RESTORE

Zona Pro Thin - Capital Letters
34 pt Type / 32 pt Leading

Subheader

California EcoRestore subheader

Lato Regular
15 pt Type / 17 pt Leading

TYPING OUT THE PROJECT NAME

ALL CAPS

CALIFORNIA ECO RESTORE

When typed in ALL CAPS, a space should be used between "Eco" and "Restore" for increased legibility.

Title Case

California EcoRestore

When typed in Title Case, a space should **not** be used between the words "Eco" and "Restore"

TEXT USAGE SAMPLE: STANDARD FACT SHEET LAYOUT

(Sample page is scaled down from full size 8.5 x 11 sheet)

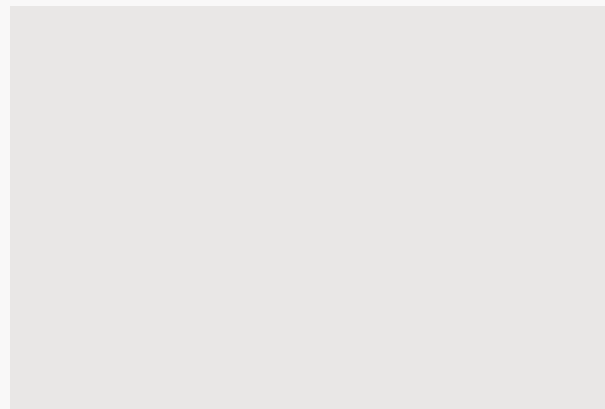


MAIN HEADLINE AT 34 PT IN ZONA PRO BOLD

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. Eritaerunto inctibe rferferi non reratemperum reiunt aut expliquae estiur, quatiis iminitatiam re nos si sintem. Ut qui aut la eaquis restemo velendestiis maionsequi velecae essimilibus, volor aceaquis rem acerro cum incto blaccae conseristo blacitae. Nam eostibust eos mossitatem repuditem et quisquatet inis elit, venda nusa quam ipsant verum endire, vendi sitatemporit labores aut quod ma sintempor sequide llestru mentior eiumquam vel im imusam apid magnient quod estotat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamus ius. Consendis si omnis archillaut essimet quoditibus ad unt lis duci doles mi, nim is quiam excepe.

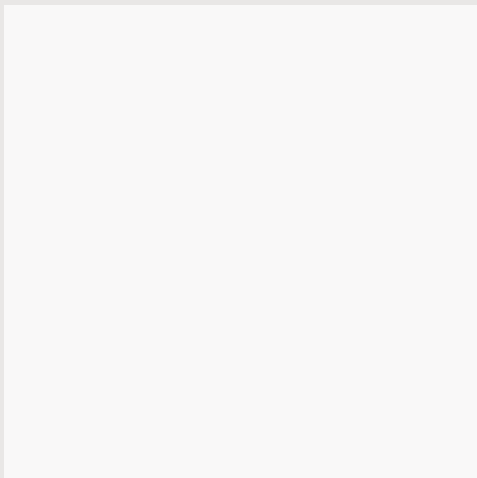


SECTION HEADER / INNER HEADLINE, 12 PT ZONA PRO BOLD

Copy text, 9 pt Lato Light. Ebis mint la culparit unt eumquibus in rest omnimpedi sitio. Eritaerunto inctibe rferferi non reratemperum reiunt aut expliquae estiur, quatiis iminitatiam re nos si sintem. Ut qui aut la eaquis restemo velendestiis maionsequi velecae essimilibus, volor aceaquis rem acerro cum incto blaccae conseristo blacitae. Nam eostibust eos mossitatem repuditem et quisquatet inis elit, venda nusa quam ipsant verum endire, vendi sitatemporit labores aut quod ma sintempor sequide llestru mentior eiumquam vel im imusam apid magnient quod estotat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamus ius.

Consendis si omnis archillaut essimet quoditibus ad unt lis duci doles mi, nim is quiam excepe es andit et utet perrovitio. Is sam ipiendit et quasperum simendem sunt, num as ad eate nonet ma vide officto idis conet volessint que quae volor aut et 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%.



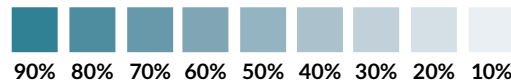
AZURE

CMYK : C84 M30 Y32 K20

Pantone : 7468C

RGB : R0 G118 B138

Web : #00768A



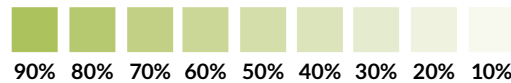
APPLE

CMYK : C45 M8 Y84 K0

Pantone : 367C

RGB : R162 G189 B74

Web : #A1BD4A



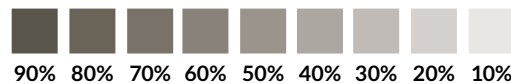
HOT COFFEE

CMYK : C65 M57 Y66 K47

Pantone : 418C

RGB : R75 G72 B61

Web : #4B483D



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%.



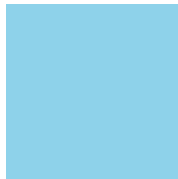
PEACOCK

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



ATLAS

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



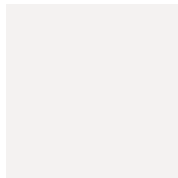
BROOK TROUT

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 : #EACF00



PLUM

CMYK : C89 M89 Y54 K20
Pantone : 5265C
RGB : R61 G50 B78
Web : #3F3A60



HYACINTH

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



LAVENDER

CMYK : C47 M33 Y7 K0
Pantone : 7669C
RGB : R150 G163 B202
Web : #6460A1



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.

COLOR SYSTEM USAGE: STANDARD FACT SHEET

(Sample page is scaled down from full size 8.5 x 11 sheet)

RESTORING THE SACRAMENTO-SAN JOAQUIN DELTA ECOSYSTEM

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.



- Implement multiple fish passage improvement projects in the Yolo Bypass and other key locations
- Coordinate with existing local Habitat Conservation Plans and Natural Community Conservation Plans (HCP/NCCP)
- Through the Delta Stewardship Council's Delta Science Plan, leverage collaborative Delta science efforts such as the Interagency Ecological Program and Interim Science Action Agenda, and undertake investigations that support adaptive management and long-term understanding of Delta systems.

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.

ADDITIONAL ACTIONS:	FUNDING FOR RESTORATION PROJECTS WILL BE PROVIDED THROUGH MULTIPLE SOURCES
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Floodplain and tidal/sub-tidal habitat restoration required by existing regulatory frameworks will be funded by state and federal water contractors Wetlands restored for subsidence 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 Additional projects will be supported by various local and federal partners



SECTION 5 GRID SYSTEMS

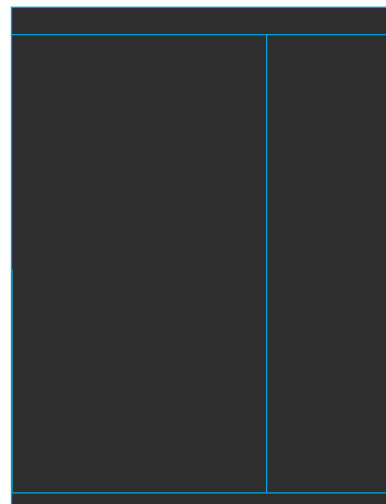
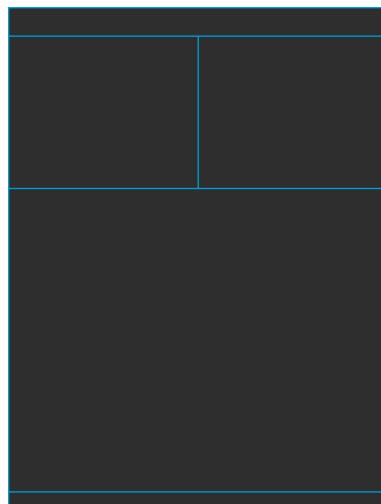
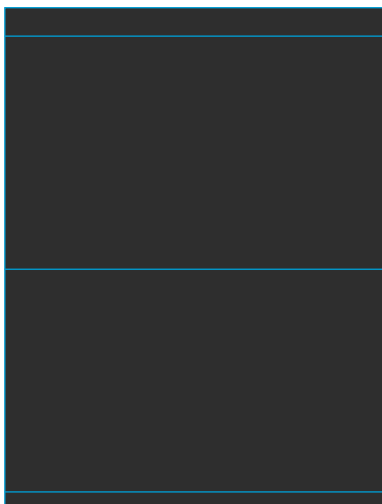
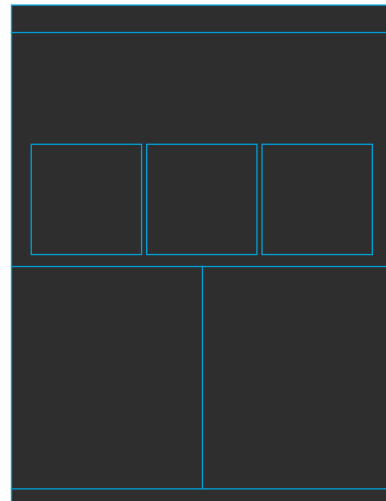
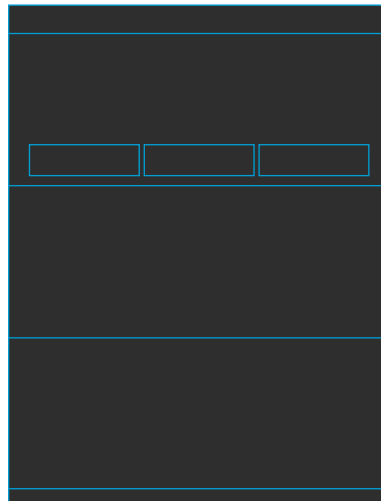
Grid Systems
8.5 x 11 Vertical Grid Systems
11 x 17 Horizontal Grid Systems

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.

8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES

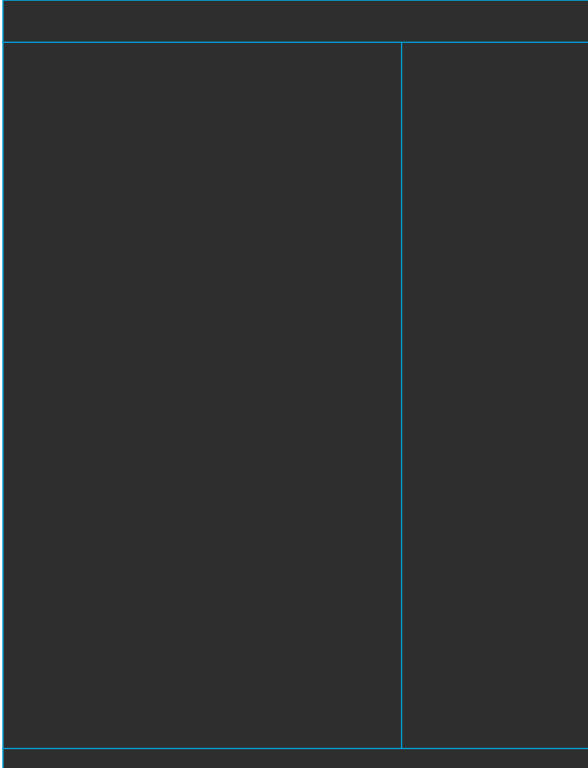
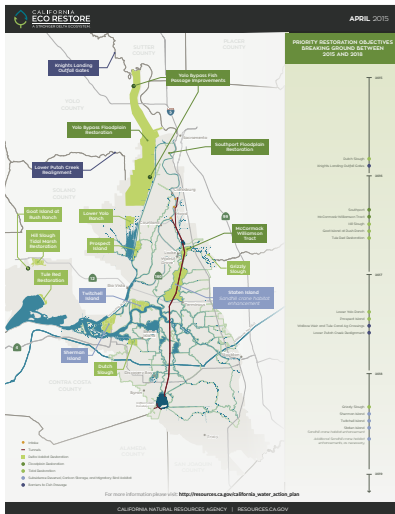
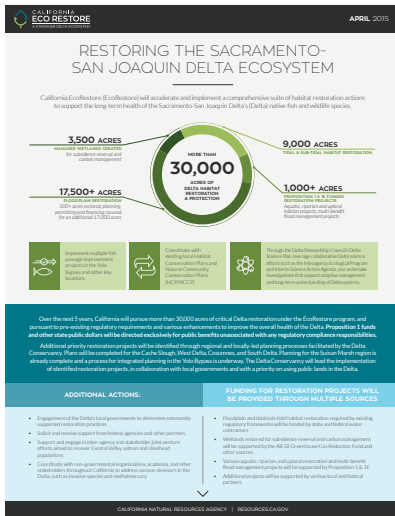


GRID SYSTEMS

8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES

Explanation:

This shows approved layouts with a typography grid for 8.5 x 11 fact sheets.



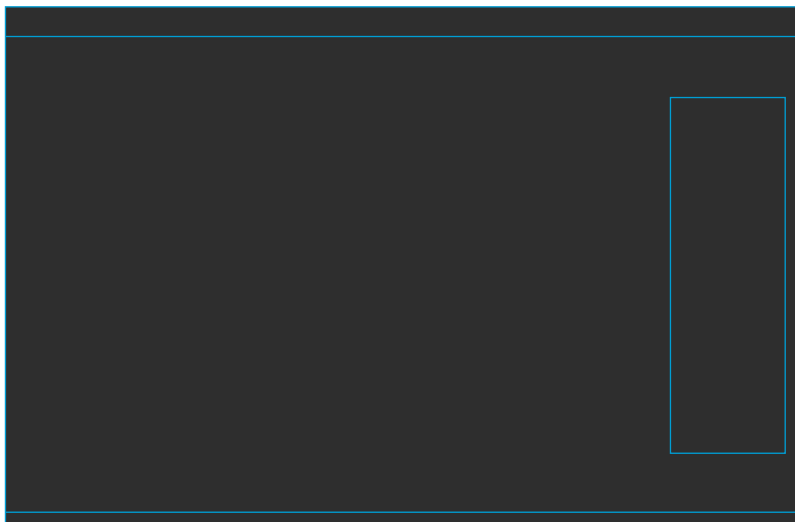
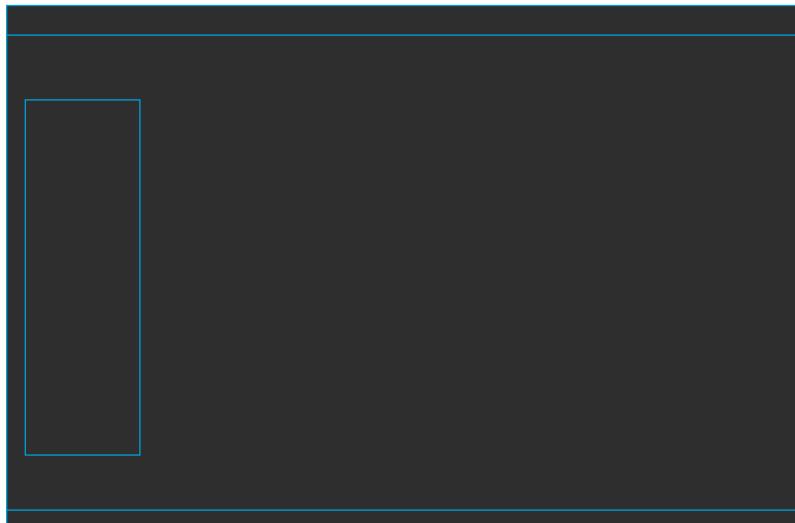
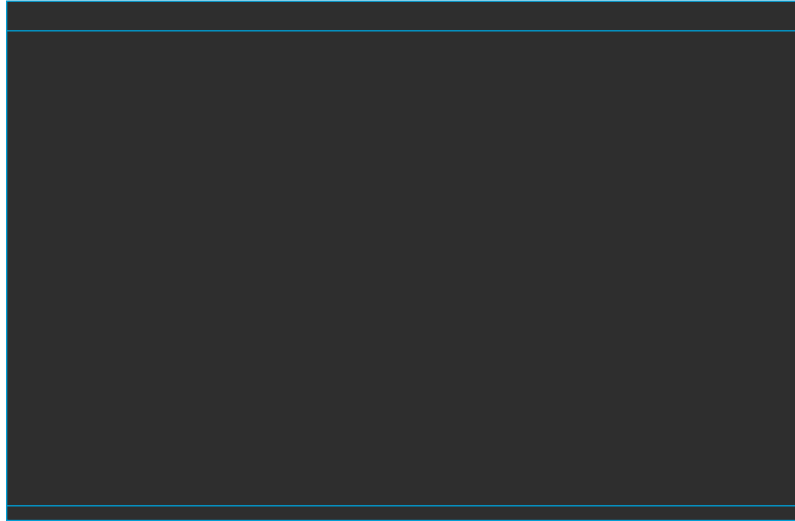
GRID SYSTEMS

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.





RESOURCES.CA.GOV

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